



General Membership Meeting Minutes
September 20, 2023
3:00pm

MISSION - The Atlantic Avenue Association's mission is to assist in creating and promoting a positive experience for Virginia Beach residents, visitors, and businesses along the Virginia Beach oceanfront, specifically Atlantic Avenue.

- Welcome – approx. 35pp in attendance
- Recognize Elected Officials – Worth Remmick
- Approval of Minutes from June 14, 2023 - approved
- Treasurer's Report – Tim Ritter
 - Main Account - \$12865.27
 - Event Account - \$5441.65
- Membership Report – Tim Ritter –
 - Getting new software to track membership! Coming Soon!
- Public Safety Update – Captain McBrien
 - New substation open on 21st street
 - Crime is down
 - Working on homelessness and people in drug crisis
 - Preparing for upcoming events
- Resort Report – Lisa Bleakley –
 - New communication person in the City to help Resort Management Office
 - Parking on Atlantic – Lisa Bleakley
 - On street parking Nov 1 – March 31, 2023
 - No striping on the streets
 - Fixed Holiday Lights ticket booth moved to 10th street on the boardwalk so cars will cue on the boardwalk, not on Atlantic.
 - Question about end time of parking – will be forthcoming.
 - 31st Street Stage getting a permanent structure.
 - Under construction Oct - April
 - Restrooms will be closed
 - Sidewalk on Northside will be closed
 - Temporary structure will be reused in the VIBE District
 - Outdoor Café Program –Applications are encouraged now. Talk to Lisa if you are interested.
- Beach Events Update – Wiliam Younce
 - Halloween Fest – Oct 28 in 17th Street Park in conjunction with Wicked 10K
 - Jeep Fest – Nov 10-12 – 1000 jeeps!
 - Holiday Lights
 - Bike Night – Thursday, November 16 – 5:30pm

- Neptune Festival – September 29-30, 2023 – Emma
 - Big tent for sand sculpture up for a week longer
 - Neptunefestival.com
 - Have brochures available.
 - Approx. 400,000 visitors
- Boardwalk Art Show – October 20-22, 2023
 - Over 200 booths
 - No food vendors on the Boardwalk
 - AAA creating flyers/posters with QR code that will list businesses participating – can offer a special or discount
- Old Business - none
- New Business –
 - Gingerbread House Competition – at Atlantic Wildfowl Museum
 - Nov 15 – Tourism Summit – 2022 Tourism Numbers
- Sharing – 10 seconds per attendee
- Adjournment

Next Meeting –
November 15, 2023