



General Membership Meeting Minutes
January 31, 2024
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 and Intro to AAA
- Recognize Elected Officials
- Minutes from November 15, 2023 Approved
- Treasurer's Report - main account \$8710.43, event account \$5,441.65
- Membership Report – 83 members

- Atlantic Avenue Assoc Strategic Initiatives
 - D shared the initiatives. Attached.
- Public Safety Update
 - Violent crime statistics are down yr/yr 16%, and thefts from cars and other small are down only 1%. Still working on having folks keep their cars clean – a Clean Car is a Safe Car.
- Sports Center Update
 - Getting parks ready for the season.
 - New 17-member task force
- Upcoming Beach Events -
 - Audacy – waiting on the finalized contract before they can hire artists and vendors. Modeling it after St. Petersburg Florida event.
 - Rodeo – tickets flying off shelf
 - SheCrab festival – sold out last year
 - Nightly entertainment in parks in April on weekends, then every night from Memorial Day through Labor Day. EVERY NIGHT – need to promote.
- Old Business/New Business
 - Façade Improvement Grants – open now
 - J1 Housing may be coming to Atlantic Ave – Feb 14 is the Planning Commission meeting to approve. Please send letters of approval.
- Sharing – 10 seconds per attendee
- Adjournment

Please tag @visitatlanticavenue (Instagram) @atlanticavevb (facebook)