



General Membership Meeting Minutes
June 12, 2024
3:00pm

- Welcome and Intro to AAA ...
- Recognize Elected Officials...City Council Robert Remick present
- Approve Minutes from April 24, 2024 (atlanticavevb.com/news) ...minutes second by G. Kotarides and approved
- Treasurer's Report...delayed until Sept meeting
- Membership Report...delayed until Sept meeting, however Paul Brannock called upon for update and explained new membership cycle of July 1-June 30th and that Brittany Proctor will assist membership director
- Atlantic Ave Improvements / Side Streets Update....
Councilman Worth commented about the Vulgar T-shirt sales and how there was no legal ramifications, however the best way to approach may be on an individual/group level
Lisa Bleakly briefed about the non recommendation of the 1 way fare due to concerns from several organizations. Soil boring has and will start soon with minimum interference/interruptions for all. The Design Build awards has been awarded starting in 2025-26 off-season
- Freebee Update...comments were made that an extension is likely through end of Sept. 2024
- Special Events Task Force...
Mike Mauch gave a good presentation on City Planning Update (long process with many meetings) emphasis was placed upon ROI on Festivals, community events, tourism events for presentation and guidance to City Council.
- Public Safety Update...Nick Ball gave a positive report over past several weeks. D. chimed in with this being a tremendous success based upon number of events hosted securely. There will be an increase in officers with more transfers in for the summer season
- Joint Summit United We Stand...successful meeting and cross participation of VBHMA and VBRA

- City Events...recapped recent events with an emphasis on how things have been and will continue to be strategically planned
- Upcoming IMG Beach Events...review a great upcoming schedule and how things are planning into the 2026 celebration
- New/Old Business
New but ongoing...Mike Standing brought up the conversation over parking on Atlantic Ave. Currently, it is positioned as not favorable with city plans and the direction of discussion is what can be the next steps to allocate parking on Atlantic Ave as there is less parking outside of Atlantic Ave than in prior years. Lots of positive discussions esp. from a historical perspective as to how it has been proven to help businesses, local and visitor patrons have a better experience. It also will attract more business for positive economic development. Other cities large and small with similar obstacles have figured it out and we should learn and model from them. Conversation lasted for about 20 minutes with many present presenting positives ideas/thought towards street parking
- Sharing – 10 seconds per attendee...fun items shared
- Adjournment

Please tag @visitatlanticavenue (Instagram) @atlanticavevb (facebook) in all social media

Upcoming AAA Meetings –
3:00pm at Smartmouth Brewing Co.
September 25, 2024
November 20, 2024

Our Tagline:

Making Community Vision and Dreams Come True.

Our Mission:

The Atlantic Avenue Association is a community-first organization that works to help build a vibrant Resort Area and promote entertaining, inspiring experiences for Virginia Beach residents and visitors.

Our Vision:

To make Atlantic Avenue a thriving, year-round premier resort destination and flourishing hub for business.

Goals:

- Forge a strong sense of pride and participation in our resort community with engaged and involved members working together toward stated and prioritized objectives.
- Activate a distinctively unique identity and sense of place that locals want to make a part of their lifestyles and visitors want to experience.
- Encourage a vibrant economic environment that offers an attractive diversity of entertainment options and inspiring experiences that reflect the richness of Virginia Beach's culture, art, and history.
- Assist and advise efforts that promote Atlantic Avenue as a premier destination through marketing, public relations, and special events.
- Speak with a unified voice about issues, opportunities, and solutions for Atlantic Avenue to City Officials and the Virginia Beach community.

Adopted April 23, 2024