



General Membership Meeting Minutes  
September 25, 2024  
3:00pm

**MINUTES**

1. Welcome & Introductions - D. Nachnani
  - a. Welcome from Mayor Dyer
2. Approval of Minutes from June 12 Meeting - Chris Neikirk
3. Treasurer's Report - Tim Ritter
  - a. Main Account: 10,354.67
  - b. Event Account: \$5441.65
4. CVB – report – advertising campaign – QR codes / presentation
  - a. VisitVABeach
5. Membership and Website Report - Paul Brannock and Brittany Proctor
6. Atlantic Avenue \$48.1 Million Improvements Overview - Emily Archer / Dennis
  - a. [Link to Power Point Presentation](#)
  - b. Contact Emily with comments - earcher@vbgov.com
7. Public Safety Update - Captain Brad Wessler
  - a. Violent Crime – down 23% from last year
  - b. Property Crime – down 23% from last year
8. Resort Area Updates - Wendel Phillips, Lisa Bleakley
  - a. Free parking on Atlantic Ave & side streets starting November 1
9. Something In The Water (SITW) Update - Bill Kelly
  - a. Neptune Festival this weekend!!
  - b. Adding programming into 17<sup>th</sup> street & 24<sup>th</sup> street parks
  - c. Wicked 10K coming end of October
  - d. SITW – City working on next steps
  - e. Soccer Tournament coming in that SITW weekend
10. Boardwalk Art Show - Stacy Kotarides
  - a. Full page ad in the BAS book – Linda Koller, Director of BAS
  - b. DJ in the 31<sup>st</sup> park
  - c. Posters / Flyers with QR code to link to members and discounts
11. Upcoming IMG Beach Events - William Younce
  - a. Holiday Lights being installed
  - b. Oct 10-12 parks with national acts musicians – Free events in 17<sup>th</sup> & 24<sup>th</sup> – Fri 7-10pm, Sat 11am-7pm BJ Griffin in 24<sup>th</sup> street park

- c. Wicked Weekend – 25<sup>th</sup>-26<sup>th</sup> – Pumpkins & Pirates 17<sup>th</sup> street park
- d. JeepFest – Nov 9-11 – 1400 Jeeps
- e. November 14 – Bike through the lights
- f. November 15 – holiday light start – largest light tunnel in the US
- g. November 23 – 5pm & 7pm 24<sup>th</sup> st park Fear no ice – fire / ice sculptures
- h. January 1 – Walk though the lights

12. District 5 Candidates Remarks

- Rosemary Wilson, Vice Mayor
- LG Shaw, President WRV

13. New/Old Business

- a. Heart Walk – Heart Association - November 16<sup>th</sup> – 24<sup>th</sup> Street Park
  - i. Need volunteers
  
- b. Making Strides Against Breast Cancer – November 2
  - i. 17<sup>th</sup> Street Park – Walk, Donate, Volunteer
  
- c. Tourism Department – Forum on November 7

14. Member Sharing

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

Upcoming AAA Meetings –  
3:00pm at Smartmouth Brewing Co.  
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