



MINUTES

Atlantic Avenue Association
General Membership Meeting
Wednesday, September 10, 2025
Smartmouth Pilot House - 313 32nd Street (Parking on 33rd Street)

1. Welcome & Introductions
2. Approval of Minutes – June 2025 Meeting
 - Motion. Second. Approved.
3. Treasurer's Report - \$11,318.93 in both accounts
4. Membership and Website Report – July 1- June 30. \$125
TIME TO PAY DUES! <https://atlanticavevb.com/join-or-renew-membership/>
Mail check to AAA POBox 825 Virginia Beach 23451
5. Public Safety with Officer Anthony
 - Back to normal staffing. Good summer.
6. CVB Marketing Update with Nancy Helman Brande Rumpf — Atlantic Avenue Task Force + Parking
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7. Election Referendum Discussion (10-1 vs Modified 7-3-1)
 - George explained the difference and wording. If you need clarification, go to the City of VB website, Communications & it tells you the questions and what a no and yes vote means. (Everyvotecountsvb.com for help.) A no vote means you want the 7-3-1. A yes vote means you want the 10-1. VBRA, AAA & VBHA all support the 7-3-1 and not the 10-1.
8. Atlantic Avenue Improvements with Wendell Phillips
 - Open discussion on road improvements.
 - Road improvements are in the works on 17th Street.
9. Boardwalk Art Show with Stacy (Virginia Museum of Contemporary Art |, Visit Virginia Beach) October 10-13
 - AAA will have an ad in the program. Businesses can participate in placing an ad with QR code on the ad. QR points to the home page of Boardwalk Art Show & gives additional information. Stacy Kotarides is the contact person. Linda Koller is the contact person at MOCA. Art show is on 24th- 35th street.
10. Wicked 10K + Q3/Q4 Events with J&A Racing with Jerry
 - 6,500 families participate in the Wicked. Jerry has posted businesses can pick up to advertise the Wicked. Thanks AAA for their support.

- Nancy Helman spoke about State of Tourism event and how to register.

11. Upcoming City Events with Bill Kelly

- Mention of Neptune Festival at the end of September.
- Open discussion about parking, parking costs, foot traffic in the summer on Atlantic Ave and the shops with profanity on clothes on display and how to handle them.

12. Upcoming Beach Events with William Younce

- Oceanfront Concert Series is finished for the season.
- Tickets are on sale starting Oct. 4th for Holiday Lights.
- 8 weeks away from Jeep Fest.
- 9 weeks away from Bike Night.
- 13 weeks away from NYE.
- Fear No Ice will be back this year for the 2nd year.
- William addressed ticket sale numbers for events.

13. Member Announcements & Community Updates

- Meet & greet with Pete Smith on 9/14.
- Shawn from HRT announced the trolley will run through Neptune Festival weekend and then ends for the season.
- VBRA Savor September starting 9/14 through the following Sunday.

14. Adjournment

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

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