

Board of Directors:

President: Andrew Broyles

Vice President: Grace Moran

Treasurer: Kristie Zeiler

Secretary: Betty Demers

Past President: Rick Mercadante

North Side Rep: Mike Wills

South Side Rep: Tim Solanic

At-Large Rep: Jim Need

At-Large Rep: Todd Parker



Ocean Park Civic League

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www.opcl.org

**General Membership Meeting
November 9 2017
Brock Environmental Center**

MINUTES

- I. The meeting was called to order at 7:35 p.m. by President Broyles leading the membership in the Pledge of Allegiance, followed by the display of the evening's agenda.
- II. There being no changes to the agenda, President Broyles announced that regarding Agenda Item VIII, there would be discussion of the future format of Ocean Park Civic League's newsletter, but no vote would be taken on future action.
- III. After recognizing the OPCL Board of Directors, Broyles introduced Officer Wroblewski, of the VBPD Third Precinct. Officer Wroblewski reported that there had been 3 incident reports made in Ocean Park in the last reporting period: one larceny, one burglary and one hit and run accident. In response to questions about a number of recent car break-ins, the Officer stated that these incidents are probably still in process and he had not yet received any details. He reminded that all incidents should be reported and that residents should always lock their vehicles. Resident Susie Walston reported that her motion detector lights had been unscrewed, but that no intrusion had taken place.
- IV. Broyles then displayed the plaques of appreciation for HAV (Jim Arnhold and Rob Prodan) and Crawl Space Door Systems (William Sykes), none of whom could be present.
- V. Minutes from the General Membership meeting on September 7, 2017 were displayed and a motion to approve was made by Grace Moran and seconded by James Need. Minutes approved.
- VI. The Treasurer's Report was presented by Kristie Zeiler and attaches here. She stated that a withdrawal from the Robbins account is imminent for operating expenses. She noted a decrease in advertising revenue. Mike Wills observed that with interest rates improving, it might be wise to move Money Market deposits into Certificates of Deposit.
- VII. Discussion of the format for future issues of the OPCL newsletter opened with the options which have been considered by the OPCL Board of Directors, culminating in a recommendation to produce two more printed versions and utilize digital format and delivery in the future. Advertising would be discontinued, and residents would have to sign up to receive the newsletter by email. A small number of printed copies could be produced for pick up at a designated location.

Arguments which have been made against continuing printed newsletters include: 1) Too much effort required to produce and distribute for little return in membership and barely covers cost. 2) Production has not been timely 3) 21st century/digital age, able to distribute via opcl.org, Facebook and Nextdoor (the elderly probably spend more time online than anyone.) 4. A limited number of copies will be available at meetings for those who want paper. 5) Sometimes has to be illegally placed inside some mailboxes. 6) Ends up as litter blowing down the street. 7) Environmentally friendly, using less paper.

Arguments which have been made against eliminating the printed version include: 1) It reaches all households (theoretically), which makes it a good way to draw in non-members and recruit them. 2) It is more likely to be shared with other members of the household. 3) Digital newsletters are harder to share with non-member neighbors. 4) Although this is the 21st century, we are still a community with 20th century relics who may be lost when all communication between us and them is electronic. 5) The last report indicated that the newsletter is barely breaking even. When we don't calculate the ROI on party expenses to recruit new members, it seems specious to hold the newsletter to a different standard.

Discussion responses included observations that OPCL could still produce a printed version, perhaps twice a year; advertising could still be incorporated in digital newsletters, with the caveat to advertisers that it is not guaranteed to reach all households in Ocean Park; all polls to date have been conducted digitally and an attempt should be made to expand the survey to those who are not active digitally; a challenge to the claim that digital versions are less likely to be shared with neighbors; the economic advantages accrue to the digital option; member recruitment via social events is superior, as evidenced by the addition of approximately 30 new members from the Fall Festival. President Broyles conducted an informal poll of members present which resulted in a unanimous vote for digital conversion with a printed version to be produced twice a year. He stated that a formal vote would occur at the January 2018 meeting.

- VIII. In Committee Reports, Lynda Martin reported that the Fall Festival at the Brock Environmental Center on October 28, 2018 had been successful, netting 31 new members and 20 membership renewals. She recognized her Co-Chair Joanne Parker, her husband Sandy and the many volunteers who had contributed to the success of the venture, with between 175 and 200 attendees. She said that the BEC would be available for next year's event, which would likely be held on October 20 or 27, and added that next year's Crawl-Out was tentatively scheduled for April. This year's Ocean Park Volunteer Rescue Squad's Halloween event was held immediately after the OPCL event and was also very successful, and it was suggested that scheduling of next year's event might take that into consideration. Martin concluded by thanking this year's volunteers and sponsors, Minuteman Press, BBQ by Froggie's, Shorebreak Pizza and Chesapeake Bay Foundation.
- IX. Ocean Park's History reprint is now available, according to Project Chair Grace Moran, at a cost of \$15.
- X. In old business, Broyles pointed out that the new signs in the median sport the appropriate meeting information. He then displayed communication between himself and Bay-front Advisory Commission Chair Kal Kassir regarding the deplorable condition of Shore Drive between Marlin Bay Drive and the Lesner Bridge, and Kassir's response that he and the BAC

Vice-Chair Scott Ayers had met with Councilmen Jones and Wood, and that they were receptive to the idea of getting this phase of Shore Drive moved into the 2019 budgeting process, but that it was not likely to be accomplished in 2018. Broyles then brought up the proposed crosswalk at Shore Drive, East Stratford and Roanoke, saying that there were complications arising from the design of the space, which threw it into a different category for funding and execution. He said that it appears that the crosswalk will not be installed until Phase IV of the Shore Drive Capital Improvement Project plan was near completion. A letter to the Mayor and City Council confirms that BAC is also in favor of accelerating the Phase IV project. Resident Mike Wills suggested that an immediate request should be made to allocate funds for design and construction. A comment was made that a November 1, 2017 chart originating from the City had the crosswalk CIP scheduled for a 2019 completion date. Public involvement is encouraged through City Hall Live and www.vbgov.com.

- XI. In new business, Broyles announce the proposed dates for OPCL General Membership Meetings: January 4, March 8, May 10, September 6 and November 8, 2018.
- XII. Tim Solanic took the floor to present the current status of Phase IV Shore Drive CIP and to outline the arguments for advancing the scheduled start date. Opening remarks noted the negative effects of the present condition: Aging infrastructure, safety concerns, and vehicular damage. He noted the significance of Shore Drive as a Gateway to the Oceanfront and the access route for a sizeable number of businesses and residents.

He recapped a number of previous attempts by the City to address Shore Drive issues, including a proposal to expand it to 6 lanes, a "Demonstration Project" between Marlin Bay Drive and Treasure Island Drive, completed in 2008, the plan to complete the construction of the new Lesner Bridge in 2018 and the completion of Phase III of Shore Drive from the Lesner eastward to N. Great Neck Road by 2021.

He then turned to the present plan for Phase IV, noting that the start date had been pushed back multiple times and showing City pages with the work in various projections and showing that in City surveys, this project has been voted the Number 1 priority city-wide, beating out eight other local roadways. A City Transit Planning meeting held in January 2017 included Phase IV in the 2018-2023 CIP budget. BAC recommended that Phase III improvements be moved up because of fatalities that occurred in prior years.

Solanic noted that although Shore Drive Phase IV ranked Number 1 in the survey, Las-kin Road improvements were placed first in the City's list of projects to be pursued. Further discussion pointed out that just because Phase IV is not in the current budget, does not mean it cannot be funded and added to the 2013-2018 plan. Susie Walston recommend that OPCL obtain a preliminary 2018 budget. There is a need to engage Councilman Jones, either through petition or personal approach.

Solanic offered a motion to fund a campaign to drive awareness, but a second was not forthcoming. Further discussion revolved around how best to reach Councilman Jones, but no action was specified.

Motion to adjourn was made by Grace Moran, seconded by Jim Need. Meeting adjourned at 8:45 p.m.