



virginia beach

Oceanfront Enhancement Committee (OEC)

Thursday, May 29, 2025 - 10:30 AM

Convention & Visitors Bureau

600 22nd Street, 2nd Floor, The Atlantic Boardroom

AGENDA

Mission Statement:

The mission of the Oceanfront Enhancement Committee is to propose to RAC new ideas and perspectives that foster the continued ongoing, positive transformation of the resort for locals and visitors. To foster green and sustainable initiatives, in all aspects of Virginia Beach tourism and hospitality, as we continue to thrive as a certified Virginia Green Destination for leisure, sports and convention travelers. To that end, we agree that both creating and managing first-class events, programs, and aesthetics have been and will be successful at promoting a secure, inviting, festive, economically vibrant, and inclusive atmosphere.

Roll Call

Approve Minutes from April 24, 2025

Presentation:

- a. Virginia Beach Mobile Visitor Center CIP Comprehensive Plan FY 2025 with Anissa Ladd - CVB
- b. Public Safety Updates with Wells Freed - Housing and Neighborhood Preservation.
- c. Mental Health Awareness with Cory McCoy

Discussion:

- a. Parks and Recreation Updates with Frank Fentress and Kenny Denson

Top Priorities:

Workshop priorities, Advise CVB on Entertainment Programs, Support Festival Task Force Recommendations.

**Beach Events Steering Committee Updates
Resort Projects Updates**

Events Update

G.R.E.E.N Discussion

Vibe District

Old Business

New Business

Adjournment



QR Code Sign In

OEC Voting Members

Mike Mauch Chair
Bobby Melatti Vice Chair
Chuck Cayton
Cliff Messman
D. Nachnani
Harshad Barot
Julian Rivera
Kate Pittman
Landon Patrick
Lisa DeNoia
Matt Fine
Mike Levinson
Mike Ronan
Margaret Sullivan
Mandy Yoder
Randy Thompson
Ron Swan
Russell Lyons
Tim Phelps

OEC Next Meeting June 26, 2025