

NORFOLK, VIRGINIA

MEETING OF COUNCIL

TUESDAY, JANUARY 9, 2024

Mayor Kenneth Cooper Alexander, called the meeting to order at 3:30 p.m., with the following members present: Mrs. Courtney R. Doyle, Mrs. Mamie B. Johnson, Mrs. Andria P. McClellan, Mr. John E. Paige, Mr. Thomas R. Smigiel Jr., and Vice Mayor Martin A. Thomas Jr. Ms. Danica J. Royster was absent.

Agenda

Announcements

Mr. Roberts announced that Deputy City Manager Remias will oversee the day-to-day operations of the Community Services Board while Human Resources advertises for a new director.

Pop Up

R-5

Presenter: Mr. Greg Bockheim, Director, Virginia Zoological Park

Mr. Bockheim clarified that R-5 allows proceeds from the sale of a giraffe to be used for the improvement of zoo habitats.

Festevents Annual Report

Presenter: Mr. Ted Baroody, Festevents, Chief Executive Officer

Mr. Baroody presented data and photographs and reported as follows:

Five priority factors:

1. **People:** Developing the 2023 team and beyond; staff, Board of Directors, City of Norfolk, City Council, Work Groups & Committees, Vendors/Event Staff
2. **Partnerships:** Community Groups, Sponsors, Those with greater equity for select projects & More...
3. **Programming:** New and innovative programming, Entertainment, Cultural & educational outreach
4. **Personal Touchpoints:** New technology, New partners, New access, New Merchandise Sales
5. **Positioning:** Remaining the leader in the industry, and select events; for example the Wine Festivals...World Class Experience for the 40th Annual Jazz Festival Weekend...Summer of Freedom

Good News in the Numbers!

- More than 150 days of programming
- More than 400,000 Guests to Town Point Park and Ocean View Beach Park
- Guest Satisfaction: 91% rated a 4 or 5 in survey (5 = highest); Perception of Norfolk: 57% Like Norfolk More

Economic Impact to City of Norfolk

Total Direct Financial Impact to the City of Norfolk = \$1,444,289+*

*Not including hotel taxes, etc.

Grand Total Economic Impact = \$38+M

(Admission taxes, visitor spending, parking revenues, permit fees, sales & meals taxes, etc.)

Events & Festivals

Mr. Baroody stated post-Covid, the focus and positioning of events has returned to where it had been previously.

- Happy Hour – developing and growing event
- Wine Festival – continue to upgrade and make festival more educational
- Jazz Festival – added programming along Granby Street and added merchandise in business lobbies, upgraded ticket sites making purchasing easier, and encouraging the musicians to interact with the public
- Children’s Festival – This was 35th year (excluding hurricane and Covid), great community event
- Juneteenth Festival – Developing and growing event
- Latino Music Festival – Began at Ocean View Beach Park, continues to grow annually and now held at Town Point Park, continue to develop and grow event
- NashFest 757 – A newer festival recently added, country music, bringing Tennessee to Norfolk with bourbons, hot chicken, and line dancing

Media Coverage

In 2023, Festevents was able to generate more than 312 million media impressions with a calculated publicity value of \$1,331,547.

@Festevents Social Media

100,000+ followers and many more with website

Analyzing the data: Where the hits are coming from, what they are doing, and where they are going next

Awards, Grants & Industry Recognition

International Festivals & Events Association Pinnacle Awards

GOLD – Best Video Promotion – Juneteenth Festival in the Park

SILVER – Best Commemorative Poster – Norfolk Harborfest

SILVER – Best Video Promotion – Norfolk Harborfest

BRONZE – Best Event Program – Bayou Bon Vivant

BRONZE – Best Commemorative Poster – Bayou Bon Vivant

BRONZE – Best TV Promotion – Bayou Bon Vivant

BRONZE – Best Printed Materials – Fall Wine Festival

BRONZE – Best Video Promotion – Fall Wine Festival

Virginia Tourism Corporation Marketing Grants

Virginia Special Events & Festivals Program (Jazz Festival) - \$20,000

VTC Marketing Leverage Program Grant (Summer of Freedom) - \$15,000

Community Development Program

Charity Fundraising Program

Festevents was able to raise more than \$60k for local service organizations and charities through the sale of alcoholic and non-alcoholic beverages at events.

Organizations receiving donations in 2023:

- LGBT Life Center
- Safehouse Project
- Virginia Stage Associates
- Virginia Opera Guild
- Don Carey Reech Foundation
- Communities in Schools of Hampton Roads
- Junior League of Norfolk/Virginia Beach
- Kiwanis Club of Grafton
- Kiwanis Club of Norfolk
- Friends of Norfolk Animal Care
- Samaritan House
- World Class Gymnastics Parent Association
- Circle A Home for Horses
- Foodbank of Southeastern Virginia & Eastern Shore
- TRDance

Community Development Program:

Small Business Kickstart Program

Why? Created to provide small businesses, located in Norfolk, VA a unique opportunity for growth through provided start-up assistance and marketing exposure. This serves as a launch pad for new small business to go from startup to take off through the event industry.

Who? Julia Alcazar: Esculturas y artesanias alcazar

What? Waived tent/space fee & purchased special event business license for vendor for them to participate.

Where? Norfolk Latino Festival 7/22/2023

Ocean View Beach Park

- Produced the TGOV Friday night event concert series & Big Bands on the Bay concert series
- Welcomed more than 22,000 guests over 24 event dates
- Marquee events included the 4th of July fireworks Brews on the Bay/Taste of V-A on the Bay & Reggae on the Bay
- Ocean View also experienced strong food sales

TowneBank Fountain Park

- Daily operations at TowneBank Fountain Park returned every day from Memorial Day to Labor Day (aside from Mondays)
- Welcomed more than 5,000 guests for the summer
- Held 4 Fountain Field Days; themes included: Sensory-Friendly, Hydration Day, Hot Dog Day & Ice Cream Day

Trends and new Initiatives 2024

Bringing back all the events and improving on them

- Guest Experience – Restroom Trailers, Parking...
- More Live Music, Beverage Selections...
- Supporting the City of Norfolk – Five Points Park

Councilman Paige asked if there are plans to bring back the Afr’Am Festival. Mr. Baroody stated that they have discussed the possibility of bringing something back either as a stand-alone event or incorporating it into Juneteenth and other events.

City Planning Update

Presenter: Mr. Robert Tajan, Director of Planning

Mr. Tajan reported as follows:

Pal Puspendu & Jay Biswas

Conditional Use Permit

1511 Lea View Avenue

Location

- South side of Lea View Avenue, west of 15th View Street

Existing Conditions

- Single-Family

Proposal

- Allow the single-family home to continue operations as a Short-Term Rental (Vacation) Unit.

Neighborhood Analysis charts showed locations of other STRs at a 1-mile and 500-foot buffer.

In this particular area, there are a limited number of short-term rentals.

Planning Commission Recommendation

City Planning Commission, by a vote of 4-2, recommends approval.

- Email of opposition from Willoughby Civic League and opposing speakers noted concerns of concentration of number of long- and short-term rental properties in the area
 - Five additional letters of opposition and one letter of support

Resolution

Appointing an Advisory Committee assisting the Planning Commission

- 26 members
 - Institutions and organizations
 - 7 Community Ambassadors
- Provides assistance at the request of the Planning Commission
- Meets at least quarterly until the Planning Commission recommends the new Comprehensive Plan or if the Planning Commission deems the committee's work to be complete

Councilwoman McClellan stated that the Federation of Civic Leagues is represented as one of the 26 members. She asked how staff will engage with the other civic leagues. Mr. Tajan stated currently the chief planner is contacting the civic leagues and giving presentations as well as reporting on ways for citizen input. Citizens can also go to the NFK2050 website and send emails directly. There are other opportunities to participate in smaller groups that will provide support to the Planning Commission as well.

Councilman Paige asked if they will also connect with the school board and school system. Mr. Tajan stated there is a plan to have school representation included.

CLOSED SESSION

Motion for closed session was approved at **4:05 p.m.** for purposes which are set out in **Clauses 3, 5 and 8** of subsection (A) of Section 2.2-3711 of the Virginia Freedom of Information Act, as amended:

- (3) Discussion of disposition of public held real property in the Ward 4 area where discussion in an open meeting would adversely affect the bargaining position of the public body.
- (5) Discussion concerning a prospective business in Ward 2 where no previous announcement has been made.
- (8) Consultation with legal counsel employed by the public body to discuss illegal gaming machines where legal advice is needed.

AYES: Doyle, Johnson, McClellan, Paige, Smigiel Jr., Thomas Jr., and Alexander

NO: None

ABSENT: Royster

NORFOLK, VIRGINIA
ACTION OF THE COUNCIL
CITY COUNCIL MEETING
TUESDAY, JANUARY 9, 2024 – 6:00 P.M.

A CITIZEN WHO WISHES TO ADDRESS COUNCIL CONCERNING A DOCKET ITEM OR NEW BUSINESS MUST REGISTER TO SPEAK WITH THE CITY CLERK BY 3:00 PM THE DAY OF THE MEETING BY CALLING (757) 664-4253 OR EMAILING CCOUNCIL@NORFOLK.GOV.

MOMENT OF SILENCE

Followed by the Pledge of Allegiance.

Attendee Name	Title	Status
Courtney R. Doyle	Councilmember - Ward 2	Present
Mamie B. Johnson	Councilmember - Ward 3	Present
Andria P. McClellan	Councilmember - Superward 6	Present
John E. Paige	Councilmember - Ward 4	Present
Danica J. Royster	Councilmember - Superward 7	Absent
Thomas R. Smigiel Jr.	Councilmember - Ward 5	Present
Martin A. Thomas Jr.	Vice Mayor - Ward 1	Present
Kenneth Cooper Alexander	Mayor	Present

MOTION TO EXCUSE

Motion to Excuse Councilwoman Danica J. Royster from the City Council Meeting on January 9, 2024.

ACTION:	Adopted [Unanimous]
AYES:	Doyle, Johnson, McClellan, Paige, Smigiel Jr., Thomas Jr., Alexander
ABSENT:	Royster

APPROVAL OF MINUTES

Approve the minutes of the previous City Council meeting.

ACTION:	Adopted [Unanimous]
AYES:	Doyle, Johnson, McClellan, Paige, Smigiel Jr., Thomas Jr., Alexander
ABSENT:	Royster

CLOSED SESSION RESOLUTION

A Resolution certifying a closed meeting of the council of the City of Norfolk in accordance with the provisions of the Virginia Freedom of Information Act.

ACTION:	Adopted [Unanimous]
AYES:	Doyle, Johnson, McClellan, Paige, Smigiel Jr., Thomas Jr., Alexander
ABSENT:	Royster

CONSENT AGENDA

ALL MATTERS LISTED UNDER THE CONSENT AGENDA WILL BE ENACTED BY ONE MOTION IN THE FORM LISTED. IF DISCUSSION IS DESIRED ON ANY ITEM, IT WILL BE REMOVED FROM THE CONSENT AGENDA AND CONSIDERED SEPARATELY.

ACTION:	Adopted [Unanimous]
AYES:	Doyle, Johnson, McClellan, Paige, Smigiel Jr., Thomas Jr., Alexander
ABSENT:	Royster

- C-1** An Ordinance Granting Conditional Use Permits to Authorize the Sale of Alcoholic Beverages for Both On-Premises and Off-Premises Consumption at a Restaurant Named “Lo Mo Pizzeria” on Property Located at 4117 Granby Street. - **(Ordinance No. 49454)**

- C-2** An Ordinance Granting a Conditional a Use Permit to Authorize the Sale of Alcoholic Beverages for On-Premises Consumption at a Restaurant Named “CM Chicken” on Property Located at 436 Granby Street. - **(Ordinance No. 49455)**
- C-3** An Ordinance Granting Conditional Use Permits to Authorize the Sale of Alcoholic Beverages for Both On-Premises and Off-Premises Consumption at a Restaurant Named “Cork & Kettle” on Property Located at 420 Monticello Avenue. - **(Ordinance No. 49456)**
- C-4** An Ordinance Granting Conditional Use Permits to Authorize the Sale of Alcoholic Beverages for Both On-Premises and Off-Premises Consumption at a Restaurant Named “PJay’s Kitchen” on Property Located at 323 Granby Street. - **(Ordinance No. 49457)**
- C-5** An Ordinance directing the City Treasurer to issue a refund to Colonial Chevrolet Company, L.P. upon the overpayment of its Business License Tax for the Tax Year 2022. - **(Ordinance No. 49458)**
- C-6** An Ordinance Permitting Five Kings, LLC to Encroach into the Right of Way of Orapax Street and Raleigh Avenue with an Access Ramp and a Stairwell. - **(Ordinance No. 49459)**
- C-7** An Ordinance Permitting Derek T. Peterson to Encroach into Willoughby Bay Avenue at 707 W. Ocean View Avenue, with a 130'-Long Pier, a 30' by 5' Floating Dock and a 15'X15' Deck. - **(Ordinance No. 49460)**
- C-8** An Ordinance Accepting the Conveyance of a Utility Easement Over the Properties Located at 100 and 150 South Main Street by Colonna's Ship Yard, Incorporated and Authorizing the City Manager to Accept the Deed of Easement on Behalf of the City. - **(Ordinance No. 49461)**
- C-9** An Ordinance to Amend and Reordain Section 49-2, subsections (3), (6), (10) and (11) of Section 49-3, subsection (a) of Section 49-6, Sections 49-7, 49-8, 49-9,49-10, subsection (a) of Section 49-11, and Sections 49-12 and 49-13 so as to conform with the express language of Virginia Code Section 28.2-1302 as required by law. - **(Ordinance No. 49462)**

REGULAR AGENDA

- R-1** An Ordinance Authorizing the Acquisition of a Certain Parcel of Property Known as Tax Parcel No. 19*91 in the City of Suffolk as Part of the Commonwealth Railway Project For the Sum of \$1,000.00 and Authorizing the Expenditure of a Sum of Up to \$6,000.00 From Funds Heretofore Appropriated for Acquisition of the Property and All Related Transactional Costs. - **(Ordinance No. 49463)**

ACTION:	Adopted [Unanimous]
AYES:	Doyle, Johnson, McClellan, Paige, Smigiel Jr., Thomas Jr., Alexander
ABSENT:	Royster

- R-2** An Ordinance Amending Subsection (sss) Of Section 14 Of The FY2024 Annual Appropriations Ordinance (No. 49,220) So As To Accept, Appropriate And Authorize The Expenditure Of Grant Funds Up To The Sum Of \$69,257.93 From The Virginia Department Of Environmental Quality Litter Prevention And Recycling Grant For The Keep Norfolk Beautiful Program. - **(Ordinance No. 49464)**

ACTION:	Adopted [Unanimous]
AYES:	Doyle, Johnson, McClellan, Paige, Smigiel Jr., Thomas Jr., Alexander
ABSENT:	Royster

- R-3** An Ordinance To Amend And Reordain Section 9 Of Ordinance Number 49,220 Entitled "An Ordinance Appropriating Funds For Operation Of The City For The Fiscal Year Beginning July 1, 2023 And Ending June 30, 2024, Appropriating U.S. Department Of Housing And Urban Development (HUD) Entitlement Grants, Appropriating Annual Reoccurring Grants, Regulating The Payment Of Money From The City Treasury, And Amending And Reordaining Chapters 12 (Cemeteries), 24 (Licenses and Taxation), 41 (Solid Waste), And 41.1 (Stormwater Management) So As To Increase Various Fees For The Provision Of Services.", So As To Increase The Funding For The Community Development Block Grant Program Income By \$123,500. - **(Ordinance No. 49465)**

ACTION:	Adopted [Unanimous]
AYES:	Doyle, Johnson, McClellan, Paige, Smigiel Jr., Thomas Jr., Alexander
ABSENT:	Royster

- R-4** An Ordinance Amending The FY2024 Annual Appropriations Ordinance (No. 49,220) So As To Accept, Appropriate And Authorize The Expenditure Of Grant Funds Up To The Sum Of \$10,000 From The Hartford Fire Education Grant To Support Norfolk Fire-Rescue In Educating Norfolk Citizens On Fire Awareness And Prevention. - **(Ordinance No. 49466)**

ACTION:	Adopted [Unanimous]
AYES:	Doyle, Johnson, McClellan, Paige, Smigiel Jr., Thomas Jr., Alexander
ABSENT:	Royster

- R-5** An Ordinance Amending The FY2024 Annual Appropriations Ordinance (No. 49,220) So As To Accept, Appropriate And Authorize The Expenditure Of Funds Up To the Sum Of \$40,000 From The Proceeds Of The Sale Of A Giraffe For The Improvement Of Zoo Habitats. - **(Ordinance No. 49467)**

ACTION:	Adopted [Unanimous]
AYES:	Doyle, Johnson, McClellan, Paige, Smigiel Jr., Thomas Jr., Alexander
ABSENT:	Royster

- R-6** A Resolution Appointing an Advisory Committee for the Purpose of Assisting the City Planning Commission in the Development of a Proposed New Comprehensive Plan, to be known as "NFK2050," Defining Membership Qualifications, and Designating Certain At Large Members to Said Advisory Committee. - **(Resolution No. 1908)**

ACTION:	Adopted [Unanimous]
AYES:	Doyle, Johnson, McClellan, Paige, Smigiel Jr., Thomas Jr., Alexander
ABSENT:	Royster

NEW BUSINESS

Tariq Jawhar, 3304 Lynnhurst Boulevard, Chesapeake, spoke regarding ceasefire in Gaza.

Angela Stevens, 1701 Parkview Avenue, spoke regarding ceasefire in Gaza.

Dana Carros, 21145 Sunny Court, Cape Charles, spoke regarding ceasefire in Gaza.

Claire Daugherty, 2714 Chesterfield Boulevard, spoke regarding ceasefire in Gaza.

Levy Daugherty, 2714 Chesterfield Boulevard, spoke regarding ceasefire in Gaza.

Travis White, 114 W. 38th Street, spoke regarding an employment issue.

James Tarman, 5503 Barnhollow Road, spoke regarding site requirements and construction.

ADJOURNMENT