



**TOURISM ADVISORY COMMITTEE (TAC)
OCTOBER 25, 2016
AGENDA**

1. Chair's Report
2. Hurricane Matthew: Update on City Cemeteries
3. Informational updates on ordinance revisions
4. Update on Tourism Management Plan
5. 3rd Quarter Tour Enforcement Report
6. Trolley stop on E. River Street
7. Other Business

***Next meeting: Tuesday, November 15, 8:30AM
2nd Floor Media Room of City Hall***

TOURISM MANAGEMENT AMBASSADORSHIP

CITATION ACTIVITY: 2016

| | Month | | | | | | | | | YTD |
|---|-----------|----------|-----------|-----------|-----------|----------|-----------|-----------|----------|-----------|
| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sept | |
| MOTOR COACHES | | | | | | | | | | |
| No permit | 0 | 0 | 9 | 5 | 2 | 1 | 1 | 2 | 2 | 22 |
| Idling in prohibited area | 0 | 0 | 1 | 1 | 5 | 0 | 0 | 0 | 0 | 7 |
| Impeding the flow of traffic | 0 | 0 | 0 | 2 | 1 | 0 | 0 | 1 | 0 | 4 |
| In Restricted Area | 0 | 0 | 2 | 2 | 8 | 0 | 6 | 0 | 1 | 19 |
| Stopping in unathorized area | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 4 | 4 | 10 |
| Exceeded time limit | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 |
| Loading/Unloading unauthorized | 0 | 0 | 3 | 1 | 10 | 0 | 0 | 0 | 1 | 15 |
| Parking in unauthorized area | 0 | 0 | 0 | 4 | 0 | 0 | 1 | 0 | 0 | 5 |
| TOTAL | 0 | 0 | 16 | 15 | 26 | 3 | 8 | 7 | 8 | 83 |
| <i>Motor coach citations result in a \$250 fine.</i> | | | | | | | | | | |
| MOTORIZED TOURS (TROLLEYS, HEARSES, ETC) | | | | | | | | | | |
| Loading & unloading in unauthorized area | 0 | 2 | 2 | 0 | 0 | 0 | 0 | 5 | 0 | 9 |
| VC rule violations | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 |
| Parked in unauthorized area | 2 | 0 | 0 | 2 | 1 | 1 | 7 | 0 | 2 | 15 |
| Overtime in Tour Bus Zone | 0 | 0 | 1 | 2 | 0 | 0 | 0 | 1 | 0 | 4 |
| No idling | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| Impeding the flow of traffic | 0 | 0 | 0 | 2 | 0 | 0 | 4 | 6 | 0 | 12 |
| Traffic Violation | 8 | 1 | 2 | 1 | 1 | 0 | 2 | 2 | 1 | 18 |
| Stopped to narrate | 2 | 0 | 4 | 3 | 2 | 0 | 1 | 0 | 2 | 14 |
| Vehicle left unattended | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 3 |
| Vehicle lights not operating | 1 | 0 | 0 | 0 | 0 | 4 | 0 | 0 | 1 | 6 |
| No ID / ID not visible | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| Amplification | 0 | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 3 |
| More than 2 Trollies on square | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 2 |
| TOTAL | 15 | 4 | 9 | 13 | 7 | 5 | 14 | 16 | 8 | 91 |
| <i>Motorized Tour (Trolleys, Hearses, etc.) citations result in a \$100 fine.</i> | | | | | | | | | | |
| WALKING TOURS | | | | | | | | | | |
| No ID badge | 0 | 0 | 11 | 6 | 0 | 0 | 1 | 1 | 0 | 19 |
| More than 30 people in a group | 0 | 0 | 1 | 0 | 0 | 1 | 2 | 1 | 0 | 5 |
| Impeding the flow of traffic | 1 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 3 |
| Encroaching on private property | 0 | 0 | 0 | 0 | 0 | 2 | 2 | 0 | 0 | 4 |
| Expired ID | 0 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 |
| TOTAL | 1 | 3 | 12 | 6 | 2 | 3 | 5 | 2 | 0 | 34 |
| <i>Walking tour citations result in \$100 fine</i> | | | | | | | | | | |
| HORSE DRAWN CARRIAGES | | | | | | | | | | |
| No ID badge | 0 | 2 | 4 | 0 | 2 | 0 | 0 | 5 | 4 | 17 |
| No lights | 1 | 2 | 4 | 5 | 1 | 1 | 1 | 0 | 6 | 21 |
| Too many passengers | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 |
| Impeding the flow of traffic | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 |
| Loading/unloading in unauthorized area | 1 | 2 | 4 | 6 | 1 | 0 | 0 | 0 | 3 | 17 |
| Touring between 4:30PM to 6:00PM | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 2 |
| Unathorized area | 1 | 1 | 0 | 2 | 4 | 0 | 5 | 0 | 1 | 14 |
| Traffic Violation | 0 | 0 | 2 | 3 | 5 | 1 | 4 | 3 | 3 | 21 |
| Heat Policy Violation | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 3 | 0 | 6 |

*This document represents the number of citations issued by the
Tourism Management Ambassadorship Department*

TOURISM MANAGEMENT AMBASSADORSHIP

CITATION ACTIVITY: 2016

| | Month | | | | | | | | | YTD |
|---|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|------------|
| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sept | |
| Restricted Area | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 5 | 0 | 7 |
| Stopping for the sole purpose of narrating | 0 | 0 | 2 | 4 | 1 | 1 | 1 | 0 | 0 | 9 |
| Carriage Left Unattended | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 |
| TOTAL | 3 | 8 | 17 | 20 | 15 | 5 | 15 | 17 | 17 | 117 |
| <i>Historic Drawn Carriage citations result in \$100 fine</i> | | | | | | | | | | |
| QUADRICYCLES, BIKES, SEGWAYS | | | | | | | | | | |
| No ID badge | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 |
| Safety | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 |
| Noise Restriction | 0 | 0 | 3 | 3 | 0 | 0 | 0 | 0 | 1 | 7 |
| Loading/unloading/stopping in unauthorized area | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 2 |
| Impeding the flow of traffic | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 |
| Parked in unauthorized area | 0 | 0 | 2 | 2 | 1 | 0 | 1 | 0 | 0 | 6 |
| Stopping to narrate | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| Traffic Violation | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 2 |
| TOTAL | 2 | 0 | 7 | 6 | 1 | 0 | 4 | 0 | 1 | 21 |
| <i>Quadricycles citations result in \$100 fine</i> | | | | | | | | | | |
| TOTAL CITATIONS ISSUED | 21 | 15 | 61 | 60 | 51 | 16 | 46 | 42 | 34 | 346 |

**Tourism Advisory Committee (TAC)
Meeting Summary
October 25, 2016**

TAC Attendees: Jamie Caskey, Vaughnette Goode-Walker, David Jones, Bill Lovett, Joe Marinelli, DeAnne Mitchell, Michael Owens, Sandra Baxter, Michael Owens
TAC Absence: Austin Hill, Eric Meyerhoff, Adam Wilkins, Mark Dana
Guests: Alderman Bill Durrence, Mickey Minick, Marcia Baines, Karen Brown, Daniel Carey, Andrew Hill for Charlie Brazil, Officer Stalter, Officer Squicciarini
City Staff: Bridget Lidy, Marija Bumgarner, Cynthia Pelote, Richard Gerbasi

Chair's Welcome

Chair Vaughnette Goode-Walker opened the meeting and asked everyone to introduce themselves.

Hurricane Matthew: Update on City Cemeteries

Richard Gerbasi, Director of Cemeteries for the City, provided an update to the TAC on the status of City Cemeteries following Hurricane Matthew.

He stated Colonial Cemetery and Greenwich cemeteries are open. Laurel Grove North and South are still closed with an anticipated opening of Laurel Grove South by Wednesday of this week. There is no estimate on how long it will take to open up Bonaventure Cemetery—it may take 3 to 4 weeks to clear the main safety concerns. Their goal is to clean up the historic portion of the cemetery first and open this section. He is aware that there are many businesses and families that want to get into Bonaventure, however safety is currently the number one concern. There were a total 200 safety concerns at cemeteries—80 of which were at Bonaventure. Since the storm, the City has been able to accommodate all funerals. Crews are working full force at Bonaventure. No buildings were impacted by the storm. The historic section of Bonaventure was hit the hardest, but there is no exact estimate to the damage. The first goal was to clear roads. Richard met with FEMA last weekend, and they will be inspecting every tree before it is cut, it is a slow process.

The department is notifying tour companies via email with any updates on the cemeteries. Last week, a meeting at Bonaventure Cemetery was held for all tour companies with monthly passes to walk through the cemetery and see the issues first hand. Richard indicated they have signage at the entrance and information on the website indicating that Bonaventure is closed. A contact number is provided for people to call the office for additional information. Joe Marinelli said his team can assist in getting the word out.



Alderman Bill Durrence asked if they were looking at auctioning big trees before cutting them. Richard added that others have asked that same question and that Gene Prevatt with the Sanitation Bureau is managing that aspect. The majority of trees impacted were the cedars.

Chair Goode-Walker asked if there are plans for replanting of the trees. Richard reported as a historic cemetery, they will first have to contact the families which can sometimes take months if the contacts are out of date. The City tries to keep the contact information up to date by asking families to update information when they visit. For Halloween, Richard expects the need to staff additional security.

Bill Lovett said that they are doing a great job with accommodating funerals—which is their primary purpose.

Daniel Carey suggested creating a press release indicating the priorities and what they are doing. Richard said that they have worked with the City’s Public Information Office on educating the public, but agreed that a press release and additional information should be pushed out. He will work with the Public Information Office. He added they are accepting volunteers. The number for Cemeteries is 912-651-6843.

Informational Updates on Ordinance Revisions

Bridget Lidy updated the TAC on the ordinance revisions. At the last TAC meeting, the group discussed the proposed Quadricycles revisions. The recommendation from the meeting was to evaluate two suggestions:

- Prohibiting quadricycles south of Liberty Street after 5:30pm instead of 30-minutes before sunset. The City feels comfortable in making this change.
- Creating an alcohol consumption zone and no alcohol consumption zone. City staff determined this would be difficult to enforce.

Bill Lovett added that the DNA voted unanimously for the ordinance changes. Michael Owens asked if enforcement would be difficult either way because you don’t know what is in someone water bottle.

Update on Tourism Management Plan

Bridget Lidy provided an update on the Tourism Management Plan. Three companies were interviewed, two came in person and one interview was conducted via Skype. The scores were passed onto the City’s Purchasing Department who will be requesting a best and final offer from the companies. It is anticipated the recommendation will go to City Council on November 10 for consideration.



3rd Quarter Tour Enforcement Report

Bridget reviewed the YTD Enforcement Report included in the packet. In comparing the 3rd Quarter numbers, she stated the number of citations issued was lower as compared to the same timeframe in 2015.

She added provision under the Tour Service for Hire Ordinance Sec.6-1550 where companies fined for five or more citations in a 30 day period will be enforced. The goal is to assist in reducing repeat offenders. All tour service companies will be notified the provision will be enforced.

Sec. 6-1550. - Penalties for violation; issuance of citations; suspension and appeal.

(d) Any tour service company or other business operating a tour whose operators receive five or more sustained citations for violating this article in a 30-day period shall be assessed a fine as appropriate. The schedule of fines is shown below:

Number of citations in 30-day period Fine

5 or more\$500.00

10 or more\$750.00

15 or more\$1,000.00

Bill Lovett asked how much the fines for motor coaches were and if they were high enough to deter companies from breaking rules. Bridget explained the fines for tour companies are \$100 per violation and \$250 for motor coaches. There is no limit on the number of motor coaches entering the historic district. These fines were increased a few years ago from \$10 and \$25.

Joe wanted to add that motor coaches are not our enemy. He added Visit Savannah explains the rules when they market Savannah to the motor coach companies. Cynthia Pelote stated most of the companies have been coming to Savannah for years and are already aware of the rules. Bridget added there are always a few that break rules. Increasing the fine to \$250 has significantly helped with compliance.

Daniel Carey said that it seemed that there are a few trends in violations such as loading and unloading in unauthorized area. He suggests further analyzing those trends. Staff mentioned they generate these reports to identify issues, and they are looking into the issue.

Trolley Stop on E. River Street

The Tourism Management and Ambassadorship Department received a request for a tour bus stop at 611 E. River Street. The request was reviewed with Traffic Engineering. Unlike the rest of River Street, at the requested location River Street is a two-way street which does not provide



enough space to establish a tour stop without impeding traffic. Traffic Engineering and Parking Services were consulted on other possible locations for a tour bus stop. The closest viable location is at 500 E River Street where there are currently three motor coach parking stops. The department is moving forward in converting one of the motor coach parking stops into a shared Local Tour Bus & Motor Coach Stop for loading and unloading only.

Other

Alderman Durrence said that Savannah did a great job during the hurricane—both staff and residents. The ECC did a good job collaborating and coordinating. Residents helped each other and cleaned beyond just their yards.

He also informed the group of his intention to restructure the TAC through an ordinance revision. It has been the same format for over 20 years and was designed to have equal representation by residents, the industry, and preservationists. Currently, of the 13 members, eight represent the tourism industry. Alderman Durrence welcomed input from TAC and shared his contact information. He added it is anticipated that the TAC structure will be completed by the end of the year and changes to the TAC are anticipated for March as positions expire.

Next meeting

Chair Goode-Walker announced the next TAC meeting will be held on Tuesday, November 16, 8:30AM in the 2nd floor Media Room of City Hall.