



**TOURISM ADVISORY COMMITTEE (TAC)
DECEMBER 13, 2016
AGENDA**

- 1. CHAIR'S REPORT**

- 2. REVISIONS TO THE QUADRICYCLE ORDINANCE**

- 3. TOURISM MANAGEMENT PLAN**

- 4. DOWNTOWN STREETScape IMPROVEMENT INITIATIVE**

- 5. OTHER BUSINESS**

**Tourism Advisory Committee (TAC)
Meeting Summary
December 13, 2016**

TAC Attendees: Jamie Caskey, Charlie Brazil, Mark Dana, Vaughnette Goode-Walker, Austin Hill, David Jones, Bill Lovett, Joe Marinelli, Eric Meyerhoff, Michael Owens

TAC Absences: Sandra Baxter, DeAnne Mitchell, Adam Wilkins

Guests: Karen Brown, Daniel Carey, Alderman Bill Durrence, Samantha Meier, Phil Sellers, Natalie Woodward

City Staff: Bridget Lidy, Marija Bumgarner, Jennifer Herman

Chair's Welcome

Chair Vaughnette Goode-Walker opened the meeting by indicating that we had another wonderful year.

Revisions to the Quadricycle Ordinance

Chair Goode-Walker started the discussion with noise and the open cup law. As TAC, it may not be our place to alter alcohol regulations which rests with City Council. TAC's concern is the noise. She invited comments and discussion from the TAC.

Joe Marinelli asked what the quadricycle hours of operation are. Staff indicated they are allowed to operate 10:30AM – 10:30PM. He also asked about data on the complaints and when they occur. He doesn't think any decision should be made prior to looking at data—similar to other TAC decisions. Bridget Lidy stated that the majority of complaints are north of Liberty and come from both residents and businesses including other tour companies. Samantha Meier, owner of Savannah Slowride, indicated that they have an average of 32 tours on Saturdays and 45 tours a week. Bill Lovett added staff already looked at data and looking at complaints alone isn't a good gauge because it is often impossible to complain on time and report it. He added that it is an alcohol based business, and that is not something that Savannah wants.

Jamie Caskey inquired about the current noise policy for each company. Ms. Lidy indicated that quadricycles are given a time frame to quiet down or a citation is issued. Ms. Meier said that they provide a safety video prior to a tour, the drivers are trained on acceptable music levels, and if someone is obnoxious, the drivers are trained to calm them down within 3-5 seconds. Mark Dana asked if there is a rule to limit someone from getting onto a quadricycle after consuming too much alcohol. There is no such rule.

Michael Owens said he is not comfortable with the proposed changes. There are real and valid concerns about noise and traffic flow, but the reality is if it is an alcohol fueled



business, we will be putting someone out of business. Is this taking it too far? Are there other steps to take? Perhaps there are not, Mr. Lovett had recommended zones—what happened to this idea? Ms. Lidy stated it would be very difficult to enforce the alcohol and alcohol free zone. She also indicated that the City has been working to address the noise issue with the companies since 2013. Mr. Lovett added that it will be difficult to monitor the alcohol no matter what.

Alderman Bill Durrence asked Ms. Meier if they ever remove people from the vehicle and if so how often? She stated a few months ago, they had five groups they removed from the tour. They try to be as proactive as possible and have managers on bikes during the busy season. Mr. Lovett added that the drivers work for tips, this is a problem.

Austin Hill indicated that he supports the proposed ordinance as rewritten. When the business was originally proposed, it wasn't described as an alcohol consumption business. He asked why do you have to consume alcohol to enjoy a tour? Values shouldn't change because their model is not what was proposed and intended to be. You can hear the quadricycle long before you can see it. There might be some appropriate spots in the City for such a model.

Alderman Durrence asked if there were other cities as models. Staff responded some cities allow alcohol while others don't. Chair Goode-Walker added none of these cities have an open container law. Mr. Dana added there is no way to stop anyone from drinking before the tour. Alderman Durrence said the way the ordinance was originally written, more tour types were allowed to be considered based on the ordinance. Future ordinances should be written to indicate what is allowed rather than what is prohibited.

Charlie Brazil stated that we can do better than the proposed ordinance—adding we need something simple and enforceable. Keeping it only to commercial areas might be a better solution. Alcohol isn't the main issue, the behavior is. David Jones said that the owner stated she takes efforts to keep the noise down, but we still have issues. Mr. Marinelli reiterated that we need data.

Mr. Lovett asked Ms. Meier if she will be out of business if alcohol is prohibited. She said that she would have to extend her tour to three hours because they will have to wait on the patrons longer. Prohibiting alcohol will hurt. Mr. Lovett indicated she has a vested interest in making whatever we come up with work. Natalie Woodward, the attorney for Savannah Slow Ride, stated that we need to have a definition of what "work" means. Mr. Lovett added that we would have to look at data. Mr. Hill added that alcohol isn't the only issue, music and noise are. Residents will not be happy with quadricycles in certain neighborhoods—with or without alcohol.

Mr. Lovett suggested eliminating amplified sound. Mr. Owens recommended only removing one item at a time to be able to see what the issue actually is. Mr. Lovett asked Ms. Meier if



she would voluntarily remove amplified sound from the vehicles. She indicated that music is an important element of her tour; it is what gets people going. She said that she would be willing to eliminate noise south of Broughton Street and east of Drayton Street. This would allow the tour to play music north of Broughton Street and west of Drayton Street. All of the same rules would still apply regarding noise.

Mr. Marinelli made a motion to eliminate amplified sound on quadricycles from East Broad to Drayton Street and south of Broughton Street during a trial period from January 1, 2017 through February 28, 2017. The motion passed unanimously. Mr. Marinelli requested that data on quadricycles be presented at March's TAC meeting. Michael Owens asked if anyone would be interested in taking a quadricycle ride.

Phil Sellers indicated that he doesn't think spot zoning is a good idea. He suggested creating a provision allowing companies to re-apply for specific authorization under the alcohol ordinance. Alcohol is a problem, but no one wants to see anyone go out of business.

Update on Tourism Management Plan

Staff reported Council approved moving forward with The Experience Institute. A preliminary conference call was held with the consultants to review the work plan. See meeting packet for a summary.

Downtown Streetscape Improvement Initiative

Staff reported the Downtown Streetscape Improvement Initiative started last week with a public meeting on December 6. Another public meeting is scheduled for January 17, 2017. At the next meeting, the consultants will be ready to show 30% of the design concepts and continue working with the community.

Next meeting

Chair Goode-Walker announced the next TAC meeting will be held on Tuesday, January 17, 8:30AM in the 2nd Floor Media Room of City Hall.

TOURISM MANAGEMENT PLAN

The Experience Institute

- Mickey Schaefer, CEO and Founder
- Susan Iris, Navigate Strategies

Process

Phase I: Discovery

- Step 1: Months 1 & 2 (Jan-Feb)
 - Gather information
 - Determine key audiences
 - Calls, interviews and analysis
 - Provide regular updates
- Step 2: Month 3 (Apr)
 - Consultants familiarization with 'problem' areas
 - Face-to-Face meetings
 - Public meetings

Phase II: Development

- Step 3: Months 4 & 5 (May-Jun)
 - Preliminary report on findings
- Step 4: Month 6 (Jul)
 - Face-to-Face Feedback
 - Strategy sessions

Phase III: Plan

- Step 6: Month 7 (Aug)
 - Draft final report
- Step 7: Month 8 (Aug/Sept)
 - Final report and presentation

TOUR SERVICE FOR HIRE ORDINANCE

Section 6-1502. Definitions.

(p) *Tour service vehicle*. A vehicle engaged in the business of carrying passengers for hire or offering to carry passengers for hire, through any part of the city when the primary purpose of riding in such vehicle is not transportation but touring and sight-seeing; including motor coaches which are operated as a part of special tours and are not operated as a part of a tour service company; excluding horse-drawn carriages, and also excluding limousines (as they are defined by the laws of the state) which are operated primarily as a transportation service vehicle and which conduct tours on a reservation basis only; provided, however, that nothing contained herein shall exempt the conduct of the tours by limousine from the provisions of this article as it pertains to the conduct of tours by tour guides. Quadricycles may operate as tour service vehicles, subject to the provisions of sections 7-1133 and 7-1134 of the City of Savannah Code of Ordinances and shall only operate between the hours of 10:00 a.m. and 10:30 p.m.

Tour service vehicles operating within the city ~~include shall be~~ standard automobile, limousine, tour bus, van or trolley-type vehicles which are compatible with and not damaging to the infrastructure and ambiance of the historic district. Such vehicles shall be no more than 13 feet in height, shall load and unload passengers only on the right-hand or curb side, shall not have double-deck passenger compartments, shall not be combination or train-type vehicles, and shall not be amphibious or boat-type vehicles except as provided in section 6-1548 below. Any tour service vehicle which exceeds 34 feet in length shall be operated in compliance with the motor coach regulatory provisions of this ordinance.

ARTICLE F. BICYCLES, MOPEDS AND SKATEBOARDS

Sec. 7-1133. - Regulation of quadricycles.

- (1) A "quadricycle" shall be defined as a non-motorized vehicle propelled entirely by human power through the use of fully operative pedals in a manner similar to a bicycle, and which has at least four load-bearing wheels; a quadricycle shall be equipped with more than two seats for passengers who shall operate the pedals to propel but not steer the vehicle, and a separate seat or bench to be occupied by a driver who shall steer the vehicle and be able to bring the vehicle to a complete and controlled stop ~~on level pavement~~. Quadricycles shall comply with the applicable provisions of Sections 6-1501 through 6-1550 of the City of Savannah Code of Ordinances, except for the subject matters specifically addressed in this Section.
- (2) Quadricycles operating within the city shall be equipped with the following:
 - a. Hip restraints as defined by the American National Standards Institute (ANSI)/National Golf Carts Manufactures Association (NGCMA) shall be installed for every seat on the vehicle. The driver of the quadricycle shall not operate the vehicle unless each passenger thereon is wearing using a hip restraint. ~~The failure of a passenger to wear a hip restraint shall not be considered evidence of negligence, comparative or otherwise,~~

~~including apportionment of fault, on the part of the passenger, and shall not be evidence used to diminish any recovery for damages arising out of the ownership, maintenance, occupancy, or operation of a vehicle.~~

- b. Lighting on the vehicle which shall be the following:
 - 1. A light on the front which shall emit a white light visible from a distance of 300 feet to the front.
 - 2. A taillight mounted on the rear, which when lighted shall emit a red light plainly visible from a distance of 500 feet to the rear.
 - 3. A brake light on the rear which shall emit a red light and which shall be actuated upon application of the service (foot) brake and which may but need not be incorporated with a taillight. Every brake light shall be plainly visible and understandable from a distance of 300 feet to the rear both during normal sunlight and at nighttime.
 - c. Rear signage which shall conform with those standards and specifications adopted for slow-moving vehicles by the American Society of Agricultural Engineers in December 1966, and contained within such society's standard ASAE S276.1, as amended, or shall be an emblem of the same shape and size painted on such vehicle in a bright and conspicuous retro reflective red orange paint. Such emblem shall be mounted on the rear of such vehicles, in the approximate horizontal geometric center of the vehicle, at a height of three to five feet above the roadway, and shall be maintained at all times in a clean and reflective condition.
 - d. A mirror capable of showing the driver a view of the roadway for a distance of 200 feet to the rear of the vehicle.
 - e. A Braking system, operable by the driver, that is capable of overriding all methods of propulsion and bringing the vehicle to a complete and controlled stop.
 - f. A barrier on both sides of bench seating that restricts sliding beyond seating capacity.
- (3) No person may occupy a quadricycle on a seat equipped with a pedal unless such person is physically able to sit upright in the seat and operate the pedals which power the vehicle.
- (4) No person under the age of 16 may occupy a quadricycle unless such person is wearing a properly fastened protective headgear set by the American National Standards Institute (ANSI) or the Snell Memorial Foundation.
- (5) No person may stand while the quadricycle is in motion.
- (6) No person may consume alcohol while occupying ~~on~~ or operating a quadricycle. [BL21]
- (57) No owner of a quadricycle or any other person shall operate or authorize any other person to operate a quadricycle for commercial purposes within the City of Savannah unless:
- a. The owner has in effect a policy of comprehensive general liability insurance issued by an insurance company duly authorized to do business in the State of Georgia, which policy provides for the payment of damages for bodily injury, loss of consortium or death of a person, and for injury to or destruction of property of a person or entity, due to the liability of the owner or operator of a quadricycle arising out of the ownership, operation, use, or maintenance of a quadricycle. The policy shall provide coverage with limits in an amount of not less than \$1,000,000.00 per accident. The policy shall provide that the insurer shall give

notice of any cancellation or non-renewal of the policy which is due the named insured not only to the named insured but contemporaneously to the revenue director of the City of Savannah as well.

b. The owner of a quadricycle shall maintain on file with the revenue director of the city of ~~savannah~~ Savannah a copy of the current policy of comprehensive general liability insurance required by subparagraph a. Failure to comply with this provision shall result in the immediate suspension of the owner's rights and privileges to operate the quadricycle ~~commercially~~ within the city.

~~(68)~~ Any ~~commercial~~ quadricycle operating under this article shall hold the city, its officers, agents, servants and employees harmless against any and all liability, loss, damages or expense which may accrue to the city by reason of negligence, default or misconduct of the company in connection with the rights granted to such company hereunder. Nothing in this article shall be considered to make the city, its officers, agents, servants or employees liable for damages because of any negligent act or omission or commission by the quadricycle company, its servants, agents, drivers or other employees, during the operation by the company of a quadricycle business or service, either in respect to injury to persons or with respect to damage to property which may be sustained.

Sec. 7-1134. Movement of quadricycles in city.

~~(a) Quadricycles operated for commercial purposes may only operate in an area encompassing Montgomery Street to the west, Charlton Street to the south, Bull Street to the east and Bryan Street to the north.~~

~~(b) Private/chartered quadricycle tour routes shall only operate in an area encompassing Montgomery Street to the west, the north side of Gaston Street to the south, Habersham Street to the east and Bryan Street to the north. All private/chartered quadricycle tours shall be approved by the Tourism Management and Ambassadorship Department no less than 24 hours prior to the start of the tour shall end 30 minutes before sunset.~~

~~(a) Quadricycles shall operate in an area encompassing Montgomery Street to the west, north side of Gaston Street to the south, Lincoln Street to the east and Bryan Street to the north.~~

~~(b) Any tour south of Liberty Street shall end by 5:30 p.m. 30 minutes before sunset.~~ [BL22]

~~(c) Quadricycles may cross Bay Street only at the signalized street lights on Montgomery and Jefferson streets; provided, however, that no quadricycle may cross Bay Street at any time between 3:30 p.m. to 6:00 p.m.~~

~~(d) Quadricycles may cross Bay Street only at the signalized street lights on Montgomery and Jefferson streets; provided, however, that no quadricycle may cross Bay Street at any time between 3:30 p.m. to 6:00 p.m.~~

~~(e) All quadricycle tours shall be subject to all traffic regulations applicable to motorized tour vehicles. ; quadricycles operated for personal, non-commercial purposes shall be subject to the same rules of operation as bicycles within the city.~~

Sec 7-1135. Conduct Operations

- (a) It shall be unlawful for any person to willfully make or continue, or cause to be made or continued any loud, unreasonable, unnecessary, or unusual noise that:
- a. Disturbs the health or safety o-f a reasonable person of normal sensitivity within any receiving property; or
 - b. Creates a public nuisance;

Additionally, it shall be unlawful for any person to willfully make or continue, or cause to be made or continued, any audible noise such that it may be heard on an adjacent property.

- (b) It shall be unlawful for any person to use sound amplification devices while on or operating a quadricycle. (Cross reference— Noise control, § 6-1545, 9-2036 and 9-1002)

- (c) Each vehicle shall have a tour guide operating the vehicle and an escort to assist in managing patrons while they are on and off the vehicle during a tour.

- (a)(d) Each quadricycle company shall implement a training program for tour guides outlining the regulations regarding the operation of quadricycles on the public right-of-way. Companies shall be required to have tour guides sign a form acknowledging the rules and regulations. The form must be kept on file and updated annually by the company. The training program and form shall be made available for inspection by the City.

- (b)(e) Both the company and its individual tour guides may be cited for violations of the rules and regulations.—Violations of this article shall subject tour service companies and tour guides to punishment in accordance with Section 6-1550.

Bridget Lidy

From: Nathan Godley <nathangodley@gmail.com>
Sent: Wednesday, December 07, 2016 10:16 AM
To: Bridget Lidy
Subject: [This EMail May Be Spam !] slow rides

Bridget, please share my feelings with those involved in writing ordinances about the pedal rides in the downtown district.

As owners of the 1790 Inn we are very grateful for their business. Revenues in the bar have increased as much as \$2000.00 per weekend and we have needed a second bar tender because of the slow rides.

The noise complaints about the pedal rides are unfair. They are usually a group of happy young people singing or chanting songs. If complainers would go outside and listen and interact with them, you would find them to be lots of fun and all nice people just trying to have fun. do Pedal rides not make nearly the noise of boom boxes on passing cars or the diesel engines of the tour buses or the bands on rock and roll marathon.

The rides provided safety for those using them. Very often the rides are bachelor or bachelorette parties. Instead of having a group of young people on foot drinking and trying to cross streets, they are on a vehicle driven by a non drinking person.

It seems to me that the riders are much safer than all of the pub crawls and ghost tours with 15 or 20 people drinking and trying to cross the streets in the dark.

For those who may not be interested in History or house museums, the rides are a wonderful source of entertainment. Their presence should be encouraged and not discouraged or over regulated by the city. These rides bring energy and youthfulness to our town and are as asset to our business and are becoming a part of what attracts young people Savannah.

Thanks for listening,

Nathan, Godley, Owner 1790 Inn and Resturant

Bridget Lidy

From: Natalie Woodward <woodward@ssjwlaw.com>
Sent: Friday, December 09, 2016 2:54 PM
To: Bridget Lidy
Cc: 'Samantha M'; woodward@ssjwlaw.com; vauhnettegoode-walker@hotmail.com; adam@oglethorpetours.com; austin@austinhillrealty.com; whlovet@comcast.net; cbrazil@historictours.com; deanne@conventionconsultants.net; meyerhoff425@gmail.com; harriet_eric425@yahoo.com; vermeer17@hotmail.com; jmarinelli@SavannahVisit.com; Unknown; michael@tourismleadershipcouncil.com; sandrabaxter08@gmail.com; drwdjones@gmail.com
Subject: Savannah Slow Ride

Bridget,

In preparation for Tuesday's meeting, I would like to continue to document my Client's concerns with the proposed ordinance changes:

- Savannah Slow Ride has strived to work with the City to address the alleged issues purported to not be adequately addressed in the current ordinance. As you know, there are several changes in the proposed revised ordinance that will negatively affect my Client's business as well as other local businesses. Taking away all amplified sound, alcohol and the freedom of riders to speak is gutting the experience that Savannah Slow Ride's business is built around. Due to the proposed ordinance changes, my client has already laid off a full time manager and anticipates the need for further lay-offs if the ordinance passes.
- We will not continue to oppose the proposed revisions relating to amplified noise. However, the language relating to a patron being heard on adjacent property is impossible to implement. My Client cannot stop someone from speaking in a normal voice and certainly someone walking by the quadricycle could hear a patron speaking, mainly because there is no engine on the quad to drown out normal speaking noise.
- We believe that the concerns of the TAC regarding the revisions relating to alcohol were simply ignored after the meeting. Alcohol on the Slow Ride has never been a safety issue. There has never been an alcohol related injury of any kind in 6 years. We continue to believe that these revisions create the heightened risk of danger to the visitors and citizens of Savannah. The ordinance, quite simply, requires a company to require its patrons to binge drink since the company is required to force customers to finish their drinks before getting on the quadricycle after making a stop at a local business.
- In addition, it would be simply impossible for my Client to follow the ordinance as written. Savannah Slow Ride has no way of testing what a patron has in a cup when they get on the quadricycle. Likewise, it is nonsense to expect the customers would always be honest about what was in their drinks when questioned by my Client's employees. Obviously, the act of a patron simply having a plastic cup on the Slow Ride is lawful.
- While addressing the noise concerns of some local citizens is important, it should not be done at the expense of the safety of citizens and visitors of Savannah. We are again requesting that you remove the revisions relating to alcohol in the proposed ordinance. We believe that the removal of these provisions is in line with the concerns related to the TAC at the meeting, during which the TAC members seemed

to agree that this part of the ordinance created unnecessary risks without providing any benefit whatsoever.

We look forward to seeing you Tuesday.

NATALIE WOODWARD



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Downtown Streetscape Improvement Initiative

Broughton Street • Bay Street • River Street

Take Our Online Survey!
Open Until January 9, 2017
www.savannahga.gov/streetscape



More Information + Sign Up for E-mail Updates

www.savannahga.gov/streetscape

Questions?

Email streetscape@savannahga.gov

Call 912.525.1500

Save The Date!
Meeting 2: Overview
January 17, 2017

Coastal Georgia Center
305 Fahm Street
6 p.m. – 8 p.m.

Phase One of the Savannah Downtown Streetscape Improvement Initiative will seek to improve three of historic downtown's most prominent streetscapes to create a rich and exciting pedestrian realm. Streetscape improvements will be designed and constructed for Broughton Street, Bay Street, and River Street from Martin Luther King, Jr. Boulevard to East Broad Street.



Future phases will enhance the public realm for corridors in the area from Liberty Street to the Savannah River and from Martin Luther King Jr. Boulevard to E. Broad Street.