



TOURISM ADVISORY COMMITTEE MEETING

July 25, 2017

AGENDA

- Chair's report
- Discuss Pedicab Ordinance Revisions
- Present information on request to revise Tour Service Ordinance
- Update on Tourism Management Plan & Tourism Economic Impact Study
- Update on Quadricycle enforcement and ordinance revisions
- Update on short-term vacation rentals
- Other business



PEDICAB ORDINANCE REVISIONS



REVISE TOUR SERVICE FOR HIRE ORDINANCE

Sec. 6-1523. - Identification and marking generally.

(a) *Generally.* Every tour service vehicle shall have a sign in plain view on each side of the vehicle, in letters not less than four inches high, containing the full name of the tour service company operating the vehicle. All markings must be permanently fixed to the vehicle, except motor coaches which are operated as a part of special tours and are not operated as a part of a tour service company. No electronic or neon signage is permitted. No tour service companies or tour service operators may operate a tour service vehicle of the same color scheme. Color schemes must be approved by the tour service review committee. Color scheme shall be recorded and controlled by the tourism director; provided, however, that tour service companies shall be permitted to use rental vehicles on a temporary basis as replacement vehicles for permanent tour service vehicles upon notice to the tour services coordinator and with the use of temporary signs and temporary numbers on said vehicles. The use of temporary vehicles shall not exceed seven days without additional approval of the tourism director, which approval shall not be unreasonably withheld. There shall be no third-party advertising of any kind on tour service vehicles.



- (b) *Trolley tour vehicle marking*. The total area of exterior markings must be no greater than 55 square feet in the aggregate and will be measured in square units regardless of the shape, structure, font, type or graphic style and will be based on markings as a whole, including the spaces between letters or images. These markings may include registered logo, company name and contact information only. Required vehicle service numbers will not be included in the aggregate measurement. Markings must be evenly distributed on the trolley tour vehicle. All markings must be consistent with approved color scheme. Except for special events for which the prior approval of the tourism director is required, there shall be no temporary exterior markings permitted to be hung or affixed to the exterior of a tour vehicle. The tourism director will approve the trolley vehicle markings during the vehicle inspection process.



TOURISM MANAGEMENT PLAN

- Finalizing draft
- Working lunch to review draft with TAC
 - Thurs, Aug 31, 11AM-1PM
- Presentation to City Council
 - Thurs, Sept 28

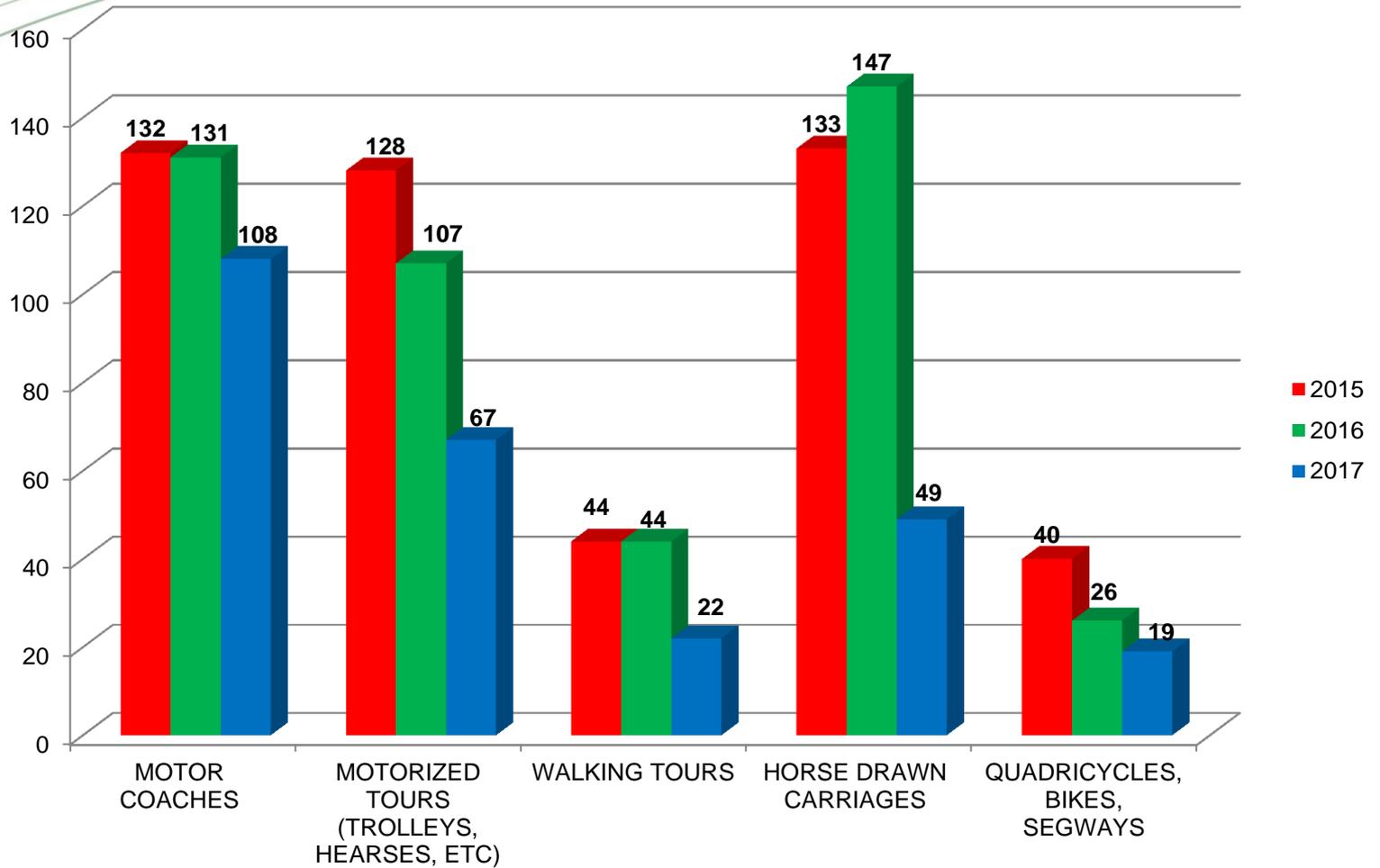


ECONOMIC IMPACT STUDY

- Tourism Economics, LLC contract approved on Jun 20 for \$40,000
- Conduct in-depth analysis to fully understand the economic impact that tourism has on the community and municipal services
- Evaluate the economic and social impacts of tourism to include effect on direct and indirect costs and impact on City services and quality of residential life
- Complete by the end of September 2017

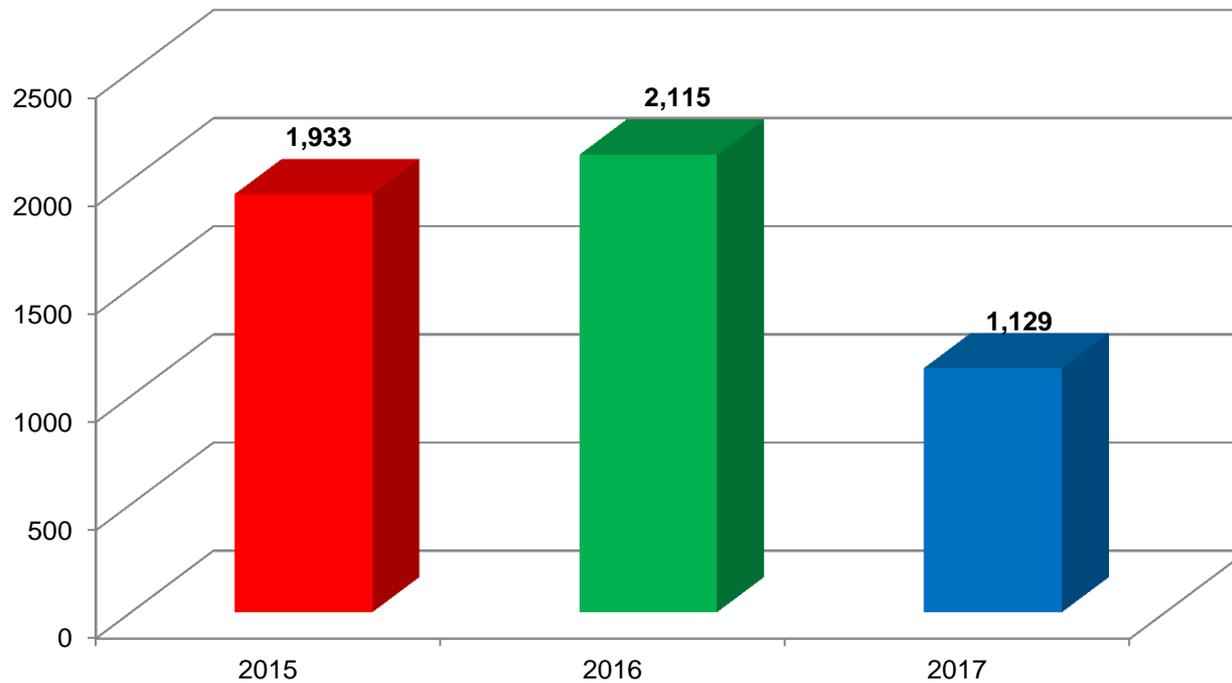


TOUR SERVICE ENFORCEMENT



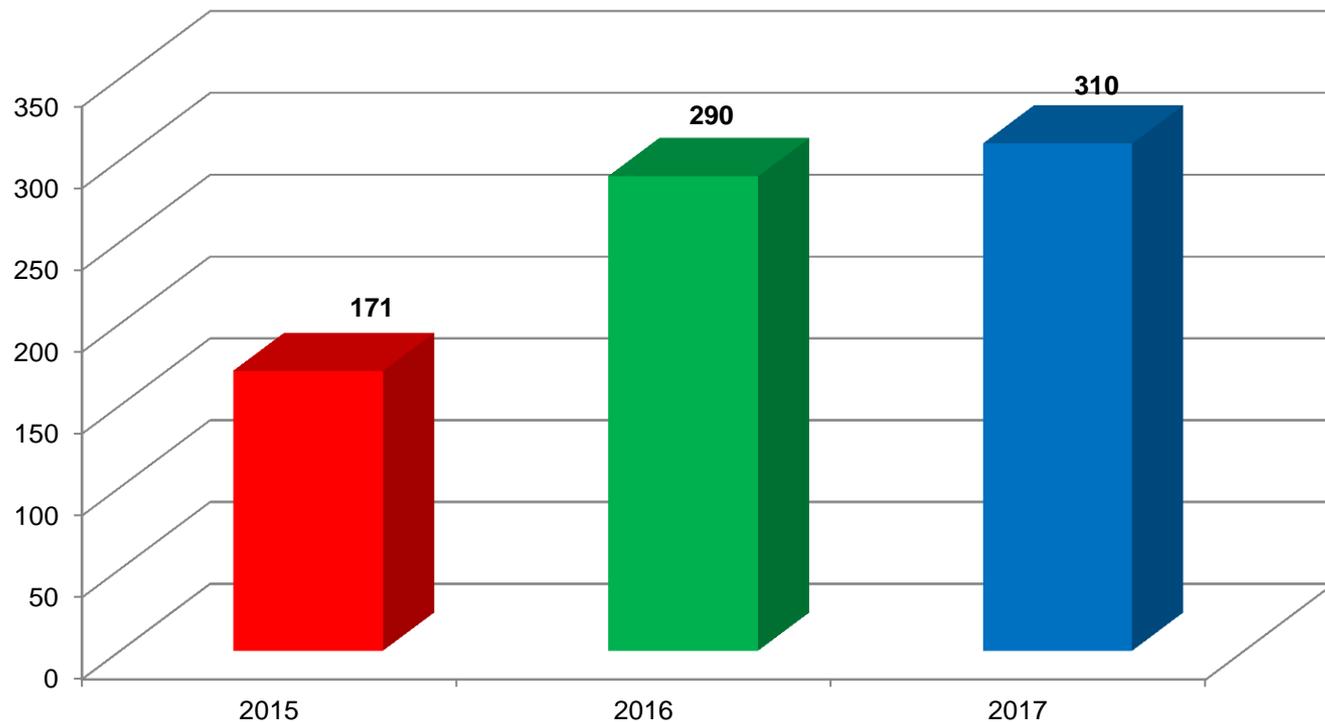
QUADRICYCLE ENFORCEMENT

**Total Quadricycle Tours
2015 Thru June 30, 2017**



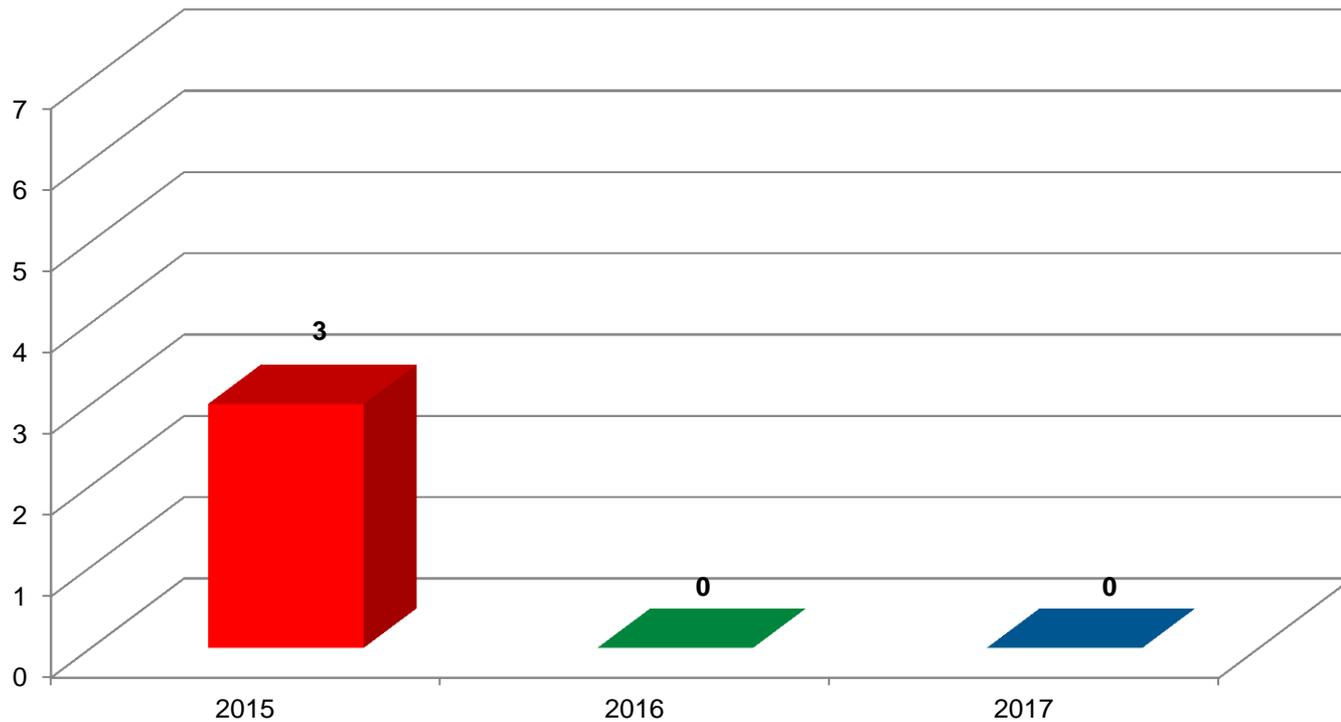
QUADRICYCLE ENFORCEMENT

Quadricycle Tours during Trial Period
Jan - Feb by Year



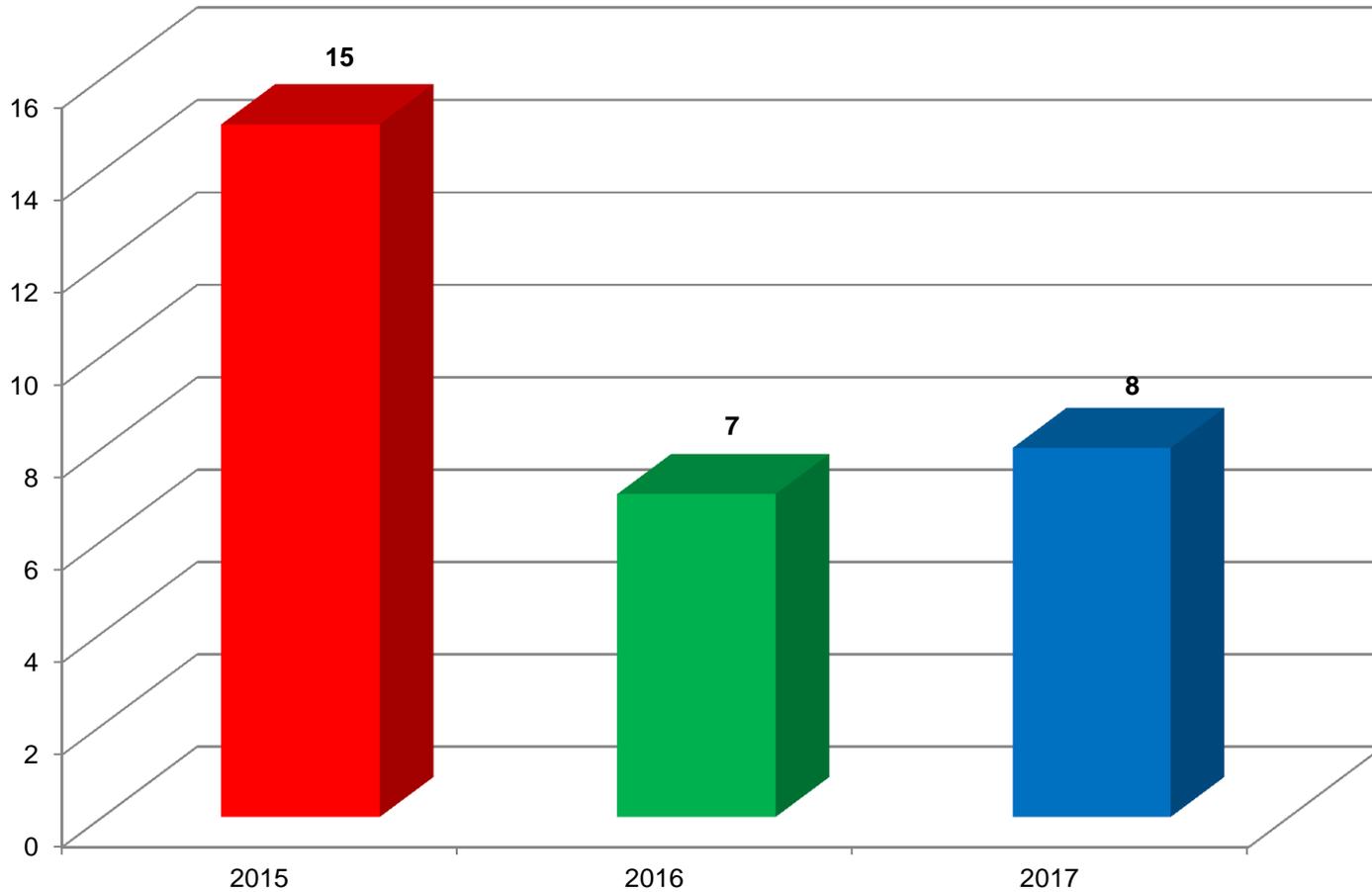
QUADRICYCLE ENFORCEMENT

Quadricycle Complaints During Trial Period
Jan - Feb by Year

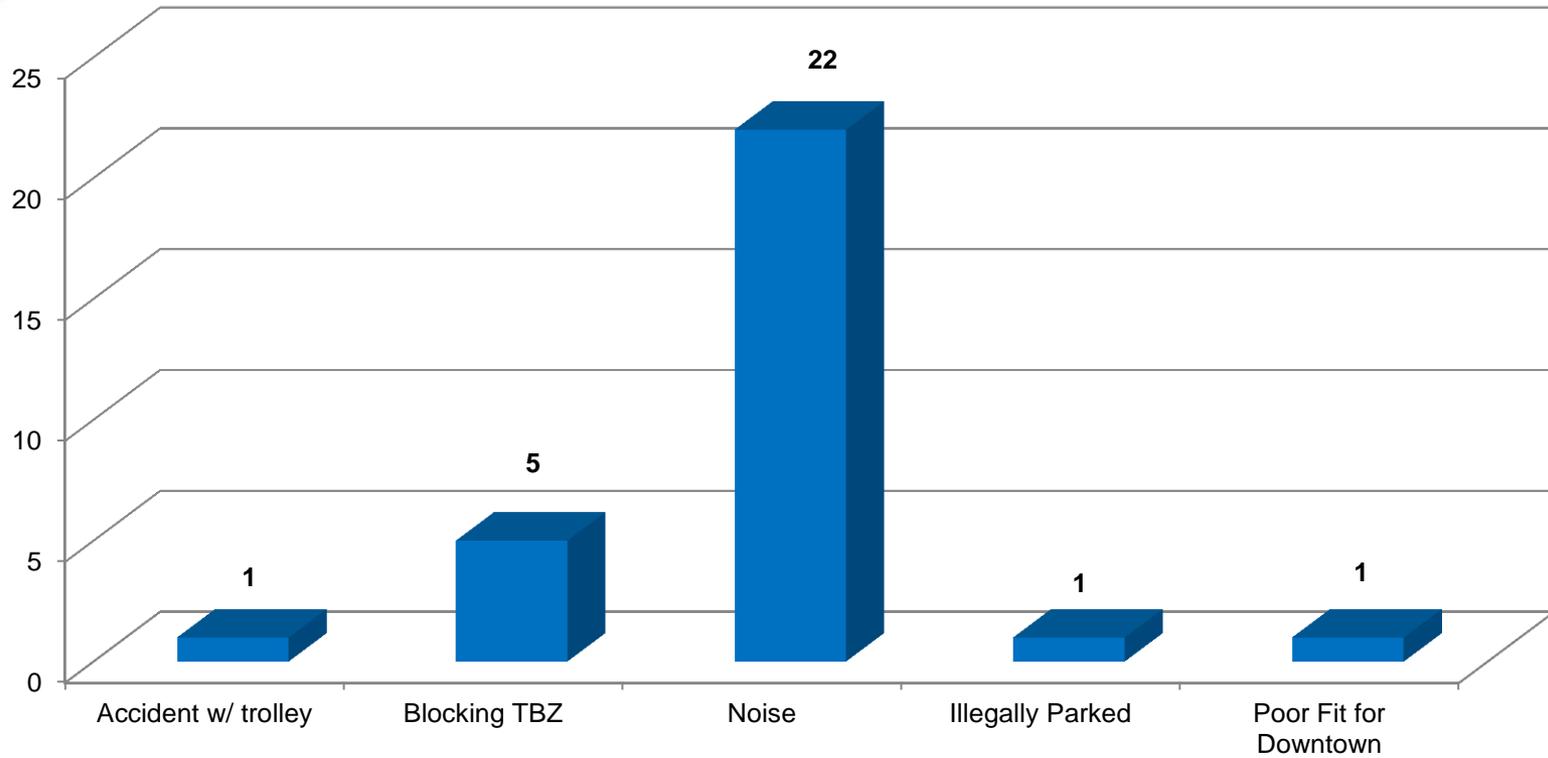


QUADRICYCLE ENFORCEMENT

Quadricycle Complaints by Year

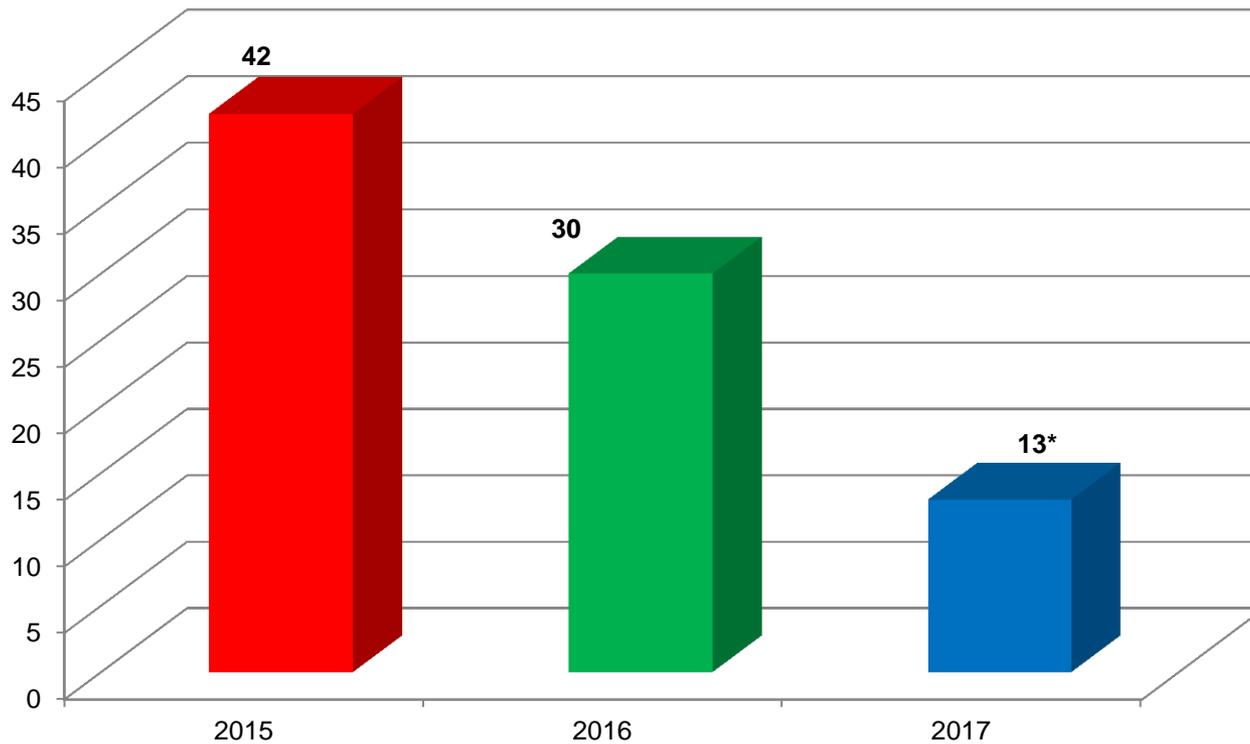


Quadricycle Complaints 2015 - Jun 2017



QUADRICYCLE ENFORCEMENT

**Quadricycle Citations
2015 thru June 30, 2017**

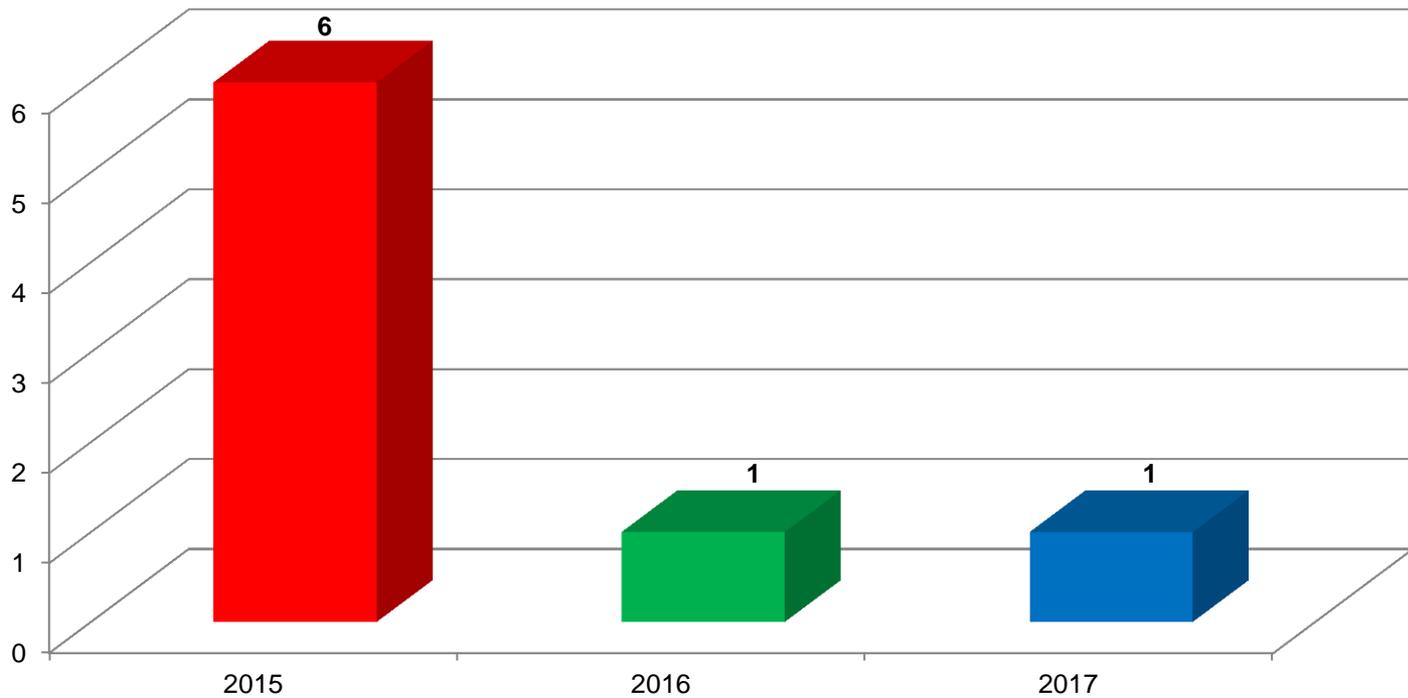


** For 2017, 4 citations were dismissed per Recorder's Court Order.*



QUADRICYCLE ENFORCEMENT

Total Quadricycle Citations
Jan - Feb by Year



NEXT TAC MEETING

- TAC Meeting: Thurs, Aug 31, 11AM-1PM
– Tourism Management Plan



**Tourism Advisory Committee (TAC)
Meeting Summary
July 25, 2017**

TAC Attendees: Mark Dana, Michael Owens, DeAnne Mitchell, Joe Marinelli, Eric Meyerhoff, Austin Hill, Bill Lovett, James Caskey, Charles Brazil, Sandra Baxter
TAC Absences: Adam Wilkins, Vaughnette Goode-Walker, David Jones
Guests: Melinda Allen for TAC member David Jones, Daniel Carey, Patrick Connell, Rusty Brown, Karen Brown, Marcia Banes, Mickey Minick, Samantha Meier, Chris Medford, Cha Bella General Manager, Michael Lacy, Cha Bella
City Staff: Bridget Lidy, Brian Shaw, Cynthia Pelote, Emily Ayscue, Leonard Bostick

Chair's Welcome

Chair Goode-Walker was unable to attend. Bridget Lidy opened the meeting.

Pedicab Ordinance Revisions

Leonard Bostick, Assistant Director of Mobility and Parking Services, provided a detailed review of the proposed pedicab ordinance updates. Recommended updates reflected consideration for available data as well as feedback from the pedicab companies. Please refer to the attached presentation for the proposed changes.

Representatives of the pedicab companies provided the following feedback to the proposed ordinance changes:

- Appreciate the ability to give tours, and would like continued input on the process as ordinance revisions proceed
- Consider access to additional areas including access to Starland, hotels west of MLK and Fahm Street
- Revise the dress code and allow companies decide
- Concern that proposed requirement for hands free mobile devices may cause safety risks

The TAC had multiple comments about the proposed ordinance changes to include:

- Continuity with the language is needed [licensing/permitting, etc]
- Update language to reflect that “drivers” and not “pedicabs” give tours
- Suspend permit once after citation/conviction is upheld
- Concern about ability of City to regulate advertising, dress code, code of conduct
- Clarify boundaries and consider expansion
- Require pedicabs travel single file and not side by side

TAC approved a motion that revisions to the pedicab ordinance return to the TAC prior to being submitted to City Council.

Request to Revise Tour Service Ordinance

Ms. Lidy stated the City received a request to revise Sec. 6-1523 Identification and Marking Generally of the Tour Service for Hire Ordinance pertaining to branding and external advertising on vehicles. Charles



Brazil discussed the revision request to allow branding on the sides and advertising on the back of tour service vehicles. Mr. Brazil shared graphics illustrating the areas of the vehicle that would have advertising and branding if the revisions are approved.

Ms. Lidy stated that City staff will conduct meetings with the tour companies with tour service vehicles and will then present recommendations at a future TAC meeting. Members of the TAC will be included in all meeting invitations involving this process.

Update on Tourism Management Plan & Tourism Economic Impact Study

Ms. Lidy stated the Tourism Management Plan is well underway with the completion of Phase II of the process. The consultant team—Experience Institute—is finalizing the draft report. A working lunch will be held with TAC on Thursday, August 31st from 11am to 1pm to review the report and provide feedback prior to finalizing the document.

In June, City Council approved a proposal from Tourism Economics, LLC to conduct an in-depth analysis to fully evaluate the economic impact tourism has on community and municipal services. The study will evaluate the economic and social impacts of tourism to include the direct and indirect costs and impact on City services and quality of residential life. The study will be completed in September with the goal of rolling out the results of the study along with the Tourism Management Plan final recommendations. These reports will be presented to City Council on September 28.

Update on Quadricycle Enforcement and Ordinance Revisions

Ms. Lidy stated the revisions to the Quadricycle Ordinance are under consideration. Staff will be evaluating the revisions, trial amplification/non-amplification zones and citation data. The revisions will be presented to TAC in September. Ms. Pelote and Mr. Shaw provided complaint and enforcement data which is attached. Samantha Meier, owner of Savannah Slow Ride, considered the January/February trial period a success. She also requested a larger area be provided to allow amplified music.

Next Meeting

Bridget Lidy announced the next TAC meeting will be held on Thursday, August 31, 8:30AM in the 2nd Floor Media Room of City Hall.