



Meeting Summary

Tourism Advisory Committee (TAC)

January 23, 2018

TAC Attendees: Vaughnette Goode-Walker, DeAnne Mitchell, Eric Meyerhoff, Sandra Baxter, Mark Dana, Bill Lovett, Austin Hill, Charlie Brazil, David Jones

TAC Absences: Joe Marinelli, Michael Owens, Adam Wilkins, Jamie Caskey

City Staff: Bridget Lidy, Marty Johnston, Susan Broker, Amanda Hutson

Guests: Melinda Allen, Daniel Carey

Chair's Welcome

Chair Vaughnette Goode-Walker opened the meeting and introduced staff from the newly formed Office of the Chief Operating Officer. Chair Goode-Walker also announced her new position with Visit Savannah as Board Chair and spoke about the City's recent reorganization. She reminded members with expired terms of the letter received from the Clerk of Council. Although some have reached their terms, they are still part of the TAC until new appointments are made by City Council.

Staff Introductions

Chief Operating Officer Marty Johnston introduced herself and defined her new role in the reorganized City government. Ms. Johnston also announced the new position and role of Bridget Lidy, now the Director of Planning and Urban Design. When asked about TAC's role in light of the new structure, Ms. Johnston indicated that the TAC would have an even greater role in ensuring the Tourism Management Plan stayed relevant and active. She added the TAC would be handled by the newly formed Office of Special Events, Film, and Tourism.

Ms. Johnston introduced Susan Broker as the Director of Special Events, Film, and Tourism. Ms. Broker detailed her history working as a City employee serving both residents and businesses. Ms. Broker added that she and Bridget Lidy would continue to work closely together to implement the Tourism Management Plan and ensure a seamless transition.

Tourism Management Coordinator Amanda Hutson introduced herself and detailed her background. She came to the Office of Special Events, Film, and Tourism from the Department of Cemeteries where she served as the Event Coordinator. Ms. Hutson also stated that she received her MPA from the University of Georgia and would bring strong research skills to the work of the TAC.

Pedicab Ordinance Review

Ms. Lidy presented the changes to the revised pedicab ordinance. The changes reflected the concerns raised from November's TAC meeting. Most notably, Ms. Lidy detailed the revised

pedicab boundaries and the new formatting for their inclusion in the ordinance. The changes were favorably received. Mark Dana made a motion to accept the revisions; David Jones seconded the motion. The revisions to the pedicab ordinance were approved by the TAC and will be forwarded to the City Manager for Council's consideration.

Tourism Management Plan

Ms. Lidy distributed the newest version of the Tourism Management Plan and gave a brief introduction of its contents. Chair Goode-Walker stated that she had seen the draft and approved of its content and structure. Bill Lovett asked Ms. Broker if she was comfortable with the distribution of the workload in regards to the Implementation Plan. Ms. Broker responded that she agreed with the delegation of responsibility and reiterated that the Office of Special Events, Film, and Tourism would work closely with other departments (particularly with Ms. Lidy in Planning and Urban Design) to accomplish the goals of the plan.

Chair Goode-Walker and the TAC agreed that a further meeting was required after TAC members had the opportunity to review the new draft. A meeting was proposed for Monday, January 29th or Tuesday, January 30th. At this meeting, TAC members would have the opportunity to discuss the document. Following the meeting, a memo will be sent to the City Manager outlining any comments from TAC. This document will be forwarded to City Council for consideration.

Other Business

Ms. Lidy announced that the City Council Workshop on February 1 will focus on all things tourism to include the Tourism Management Plan, Tourism Economic Impact Study, revisions to the Tour Service for Hire Ordinance which focus on tour service and trolley markings, updates on tourism from Visit Savannah, and St. Patrick's Day.

With no further business, the meeting was adjourned.