



MEMORANDUM

TO: Roberto Hernandez, City Manager
FROM: Susan W. Broker, Director
DATE: May 15, 2018
SUBJECT: Tour Service for Hire Ordinance Revisions

Two proposals for the restructuring of the Tourism Advisory Committee (TAC) were presented to Mayor and Council at the April 26, 2018 Council Workshop. As no consensus was reached at that time, a committee was appointed to discuss the proposals and present a recommendation to Council.

This committee, made of Alderman Bill Durrence, Alderman John Hall, TAC Chairwoman Vaughnette Goode-Walker, and TAC members Bill Lovett and Michael Owens, met with City staff on May 4, 2018 to craft the following changes to the structure and organization of the TAC:

- The TAC will represent a cross-section of the stakeholders in both downtown and the emerging tourism districts.
- The role of TAC is to serve as an advisory board from which staff will seek guidance on ordinance and policy development, as well as tourism-related issues in general.
- TAC will be a 10 member board with equal representation of both tourism and non-tourism representatives.
- TAC representation will be industry/organization based.
- TAC structure will be reassessed in three years to determine if other neighborhoods with emerging tourism concerns should hold a seat.
- Members will no longer be appointed by City Council. They will either be self-appointed or, when an industry organization does not exist (lodging industry, motorized tour, and non-motorized tour seats), appointments will be made by Visit Savannah, the Tourism Leadership Council (TLC), or jointly.
- There will be no term limits applied to members, however, in the interest of maintaining a long-term commitment, members will be required to serve for a minimum of one year.
- Staff from the Office of Special Events, Film & Tourism will be responsible for contacting member organizations to address excessive absenteeism.
- The role of the chair and vice chair will alternate between a tourism representative and a non-tourism representative each year. The time of elections will be codified in the ordinance as November of each year.



Definition	Representation	Appointment
Historic Savannah Foundation	Non-Tourism	Self-appointed
Downtown Neighborhood Association	Non-Tourism	Self-appointed
Downtown Neighborhood Association	Non-Tourism	Self-appointed
Victorian Neighborhood Association	Non-Tourism	Self-appointed
Thomas Square Neighborhood Association	Non-Tourism	Self-appointed
Visit Savannah	Tourism	Self-appointed
Tourism Leadership Council	Tourism	Self-appointed
Motorized Tour Company	Tourism	TLC
Non-Motorized Tour Company	Tourism	TLC & Visit Savannah
Lodging Industry	Tourism	Visit Savannah

Staff recommends approval of the stated changes to the Tour Service for Hire Ordinance. TLC and Visit Savannah will appoint Chairwoman Goode-Walker to the non-motorized tour company seat in order for her to serve out the rest of the year as the chair. Once the ordinance changes have been approved, new members can be appointed and in place for the June 2018 TAC meeting.

Staff also made revisions to the Tour Service for Hire Ordinance in whole to reflect the City's new organizational changes. Staff recommends removing all references to the "Tourism Director" and the "Tourism Management & Ambassadorship Department," and replacing them with the appropriate party (Mobility & Parking Services, Code Compliance, or the Office of Special Events, Film & Tourism, as needed).

Attachments: Tour Service for Hire Ordinance Revisions

cc: Marty Johnston, Chief Operating Officer