

Draft- Tourism Management Advisory Committee

Meeting Notes

July 18, 2014

Committee Members in Attendance: Liz Alston, Carl Borick, Kathy Britzius, Alphonso Brown, Betsy Cahill, Anne Bowen Dabney, Dick Elliott, Lee Gilliard, Randall Goldman, Jonathan Green, Helen Hill, Jane Jilich, Louise Maybank, Rick Mosteller, Vangie Rainsford, Mayor Joseph P. Riley, Jr., Kitty Robinson, and Zoe Ryan.

Committee Members not in Attendance: David Compton, Angela Black Drake, Carol Etheridge, Steve Gates, Kristopher B. King, Steve Litvin, Charlie Rhoden, Nancye Starnes, Denny Stiles and Councilmember Keith Waring.

Others in Attendance: City Staff Members – Tim Keane, Yvonne Fortenberry, Davida Allan, Frances Cantwell, Stella Fruit, Jason Kronsberg, Vanessa Turner-Maybank, Robbie Somerville, Amy Southerland, Ana Harp, Logan Elliott

Welcome – Kitty Robinson introduced David McNair from the McNair group who will be the facilitator for the Tourism Management Advisory Committee. She then asked the group to approve the minutes.

City Update- Mayor Riley gave an update on the pending ordinance going to the planning commission concerning late night establishments. The Public Meeting was held last night – (good for humility barometer). City Paper encouraged people to come out so that Mayor Riley wouldn't shut down the city. He talked about city as an ecosystem and that you have to be very careful how you manage it. The City received lots of good info to review. The peninsula is small with neighborhoods directly abutting the commercial areas. The City wants King St. to be a diverse street and neighborhood, a business street with places to work live, etc.

Tim Keane explained that what goes to the planning commission will be different than what they have now. The ordinance will not affect the existing bars or those already planned. He said that at the meeting last night someone mentioned they wanted a club on the second and third floor in a place that would dramatically affect the surroundings. He mentioned the signage at White Point Gardens that is underway about bathrooms and the status of the new TEO's (Tourism Management Officers).

Kitty Robinson asked for chairs to give subcommittee reports.

Subcommittee Reports

Mobility and Transportation Subcommittee-Randall Goldman, Chair, started his report by saying "Today in 1863 was the battle of Wagner and he thought it was going to be reenacted at the mayors meeting last night but there was civility and the Mayor and Tim did a good job. As a business owner on king st. – he would love more foot traffic on the street during the day. He does think that the new development on King St. will take care of this issue in the next 12-18 months. 1st meeting was July 8th. The discussion of Mobility & Transportation was addressed recently when the City, Historic Charleston

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Foundation and Charleston Moves hosted the Peninsula Mobility Forum on May 13 of this year. The speakers were; Rick Williams Exec Director of GoLloyd of Portland OR, Terry Shook Founding Partner of Shook Kelly Charlotte NC, our very own distinguished Tim Keane, and moderating the event was William Cogswell.

Next was the public presentation on Wednesday, July 9, sponsored by The City of Charleston and Historic Charleston Foundation regarding mobility on the Peninsula that featured Gabe Klein former Director of Transportation for the cities of Chicago and Washington, DC. He is currently a visiting Fellow at the Urban Land Institute. During Mr. Klein's presentation he stated that his recommendations and ideas are to be considered but what may be right for Washington DC or Chicago isn't necessarily what may be right for Charleston. Mr. Klein has been retained for the next several months to offer his perspective and to help develop clear implementation strategies as well as a timeline and will visit Charleston again soon.

Next Steps: "We need more efficiency, more traceable buses, and a smart grid metered system, etc. Nothing is off the table. "

Special Events Subcommittee- Dick Elliot, chair- This group met June 19th and most of our committee was surprised at how formal the process for the Special Events Committee really is. It is well organized and thorough.

Some definitions:

Special Event – event means a pre-planned activity sponsored by an individual, group, organization or entity proposed to be held on public property, including public streets, sidewalks, trails, facilities, parks, or other property owned or managed by the city which would significantly impact either public property and/or normal vehicular and pedestrian traffic requiring the use of city services

Small event- <500

Medium event < 1000

Major Event >1000

Temporary use permits – 250 or more people and may impact sound ordinance, city staff, etc.

Special events committee – 7 staff members appointed by the mayor.

No new large events in Marion Square in 3 years. The 300+ events include multiple set up days, second Sunday and events off of the peninsula, but it does not include things like the house tours, conferences, etc. A second meeting was held on July 8th. The impacts discussed were increased rerouted traffic, disruption of neighborhood life, some neighborhoods hosting more events than others, bad behavior, etc. There are very few violations. There is an absence of monitoring events most of the time. Suggested that there may need to be a special events coordinator to help with this.

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Betsy Cahill asked if they considered filming and Dick Elliott said they are looking at how to review this also.

Tourism Management/Enforcement- Yvonne Fortenberry for Charlie Rhoden, Chair- “This committee met June 5th and July 10th. Determined that scope is Tourism Management Organization, Tourism Management Regulations and TM Enforcement. Presentation from Vanessa Turner Maybank on rules/ordinances and Dan Riccio made one on enforcement and changes with the new tourism enforcement officers. First 2 meetings have been devoted to fact finding, reviewing the TM regulations, past and future enforcement process and penalties. During this, unregulated transportation of tour vehicles has been identified as a major issue and much of the last meeting was devoted to this. Also discussed penalties and how they differ for carriages and buses etc.

Next meeting is August 14th, will have legal staff there to help with recommendations. Hope to have recommendations by end of September.

Charter for Sustainable Tourism – Charlie suggests we consider something like this.”

Quality of Life-Zoe Ryan for Steve Gates, chair- Met June 23rd. The group is looking at all of these things from the view of residents first. Their hope is that Charleston is a city where people love to work and live.

1st meeting – Discussed the key areas that affect residents.

Street congestion – walking, buses, carriages, etc.

Special Events - Filming etc

Parking

Restrooms – A separate committee met about this and asked the City to create signage for White Point Gardens.

Cruise ships

Steve Gates plans to communicate with other chairs to discuss overlapping items.

Next Meeting July 22nd

Visitor Orientation- Lee Gillard, chair- Met on Monday (7/14/14)

The objective of this group is trying to create a seamless visitor experience. They want to create a list of short and long term priorities.

Wayfinding – ways that this can be used. They think that it would be helpful if the CVC revamped their website and if the Visitors Center website was updated. They would also like to see Mobile apps used.

Signage – The group believes that we don't have enough signage and explained that before you get downtown in Charlotte you see signs that orient you to where you need to go.

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They said that as Charleston begins to grow more, it will be a priority to orient people with signage. The group said that we need to determine how we want them to move through the city and where we want them to go. The Visitors Center should be relocated north, Morrison Drive.

The committee says that we need technology to speak to the people that don't go to the Visitors Center. Dash is an asset and we need to make people aware of it and they think that we need more Department of Transportation signage. The Committee will meet again the first week in August.

Several members of the Advisory Committee commented on the reports. Alphonso Brown spoke about congestion and that there was no mention of when the CofC students are here. He suggested that the group may want to look at this and also ask the colleges to regulate this. Randall Goldman said that his committee is looking at this also. How do we increase the bus usage? We need to educate the students freshman year on what is expected of them. Lee Gilliard agreed that this is a good point. Pedi cabs, carriages etc. in Charlotte also. Pedi cabs stop traffic in the middle of the street during rush hour. Charlotte use bike lanes for their Pedi cabs. Anne Bowen commented that the trend is for the younger people not to drive. Liz Alston asked how we can engage the education community.

Lee Gilliard said that the video at the visitor's center needs to be redone, shorten, use it to do two things; quickly orient them and you can talk to them about the culture of the city.

Introduction of David McNair

Kitty Robinson commended the subcommittees for their great work and asked David McNair to present.

David McNair said that it is evident that there is much study going on now. He asked what do we do to formulate a plan? Enough light for next step is usually all we have he explained and asked where will we be in the future? He would like to simplify it and talk about the process. Suggested that we make it a very simple process. Goal statement, objectives, strategies.

Template - will be given to each subcommittee to help create the plan

Priorities

Ownership

Time Frame

Milestones and Metrics- six months, one year, 3-5 years. This will be defined up front.

Non-negotiables

Efficiency

Clarity

Encouragement for alternatives

Talked about handout – outline of meetings, coordination with subcommittee chairs and time to discuss common issues.

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Kitty Robinson stressed the value of David's assistance and thanked the City and Mayor Riley for his assistance and commitment to this.

Next Steps: September 26th is next meeting at 8:00 am

Other Business

Tim Keane described the Upper Peninsula planning effort and tech overlay district. The City will be studying this area and there will be a public meeting at the ILA Hall on July 31st 5:30 pm.

Public Comments:

Foster Gaillard, chair of HCF, expressed appreciation for City's effort and committee's work. He also pointed out HCF's recommendations that were distributed to the committee chairs.

Betsy Cahill asked about the schedule for replacement of the Sgt. Jasper and the future plans. Tim Keane responded that the Sgt. Jasper replacement will take some time and that neighborhood review will take place.