

**Tourism Advisory Committee (TAC)
November 5, 2025 Meeting Minutes**

Date: November 5, 2025, 8:30AM

Location: Ralph Mark Gilbert Civil Rights Museum

TAC Attendees: Nancy Beskar, Vaughnette-Goode Walker, Mitch Linder, Joe Marinelli, Marysue McCarthy, Michael Owens, Charlie Brazil, Nancy Radke

City Staff: Rachel Buck, Elizabeth Clark, Donna Cooper, Faye DiMassimo, Danny Henderson, Will Gillison, Jamesa Carter

Guest Attendees: Hamp Murphy (TLC), Beau Frail + guest (Buskers/Street Performers)

Call to order: 8:30AM

Summary:

A. Welcome and Opening Remarks

- V. Goode-Walker, representing the Ralph Mark Gilbert Civil Rights Museum, welcomed committee members and guests. She extended appreciation to the committee for holding the meeting at the museum and provided remarks on the institution's history and significance.

B. Approval of Meeting Minutes

- M. Linder called the meeting to order at 8:30AM. A motion to approve the September 2025 TAC meeting minutes was made and unanimously approved.

C. Staff Changes & City Leadership of TAC meetings

- F. DiMassimo provided an overview of recent staffing and structural developments within the Special Events, Film, and Tourism Department.
 - F. DiMassimo announced that R. Buck will be departing from the department. Her contributions were acknowledged and appreciated.
 - F. DiMassimo and J. Pagliaro stated that SEFT will continue to work with the City Manager's Office and Human Resources to evaluate staffing classifications, potential role consolidations, and new position development. Structural and staffing updates are anticipated to be presented to the Committee in early 2026.

D. Follow-Up From TAC Retreat Objectives

- Committee members reviewed the proposed purpose statement developed during the retreat with S. Kirk.
- Following a line-by-line review, the following purpose statement was adopted: "The Tourism Advisory Committee brings together representatives from tourism, resident, and preservation groups to provide advisory input for guiding

our community's tourism policies. The Committee makes recommendations that support a balance among a thriving tourism economy, the City's quality of life, historic importance and charm, and community values."

E. Staff Reports

- Noise Ordinance Updates (Requested by N. Radke and M. McCarthy)
 - J. Pagliaro reported that revisions to the City's Noise Ordinance are currently under development with a draft completion to be expected in the first quarter of 2026.
 - The revision process includes legal consultation to ensure consistency with applicable state laws and case precedents.
 - N. Radke presented a study summarizing visitor complaints related to late-night vehicular noise and amplified sound for Committee review.
 - M. McCarthy emphasized the ongoing need for enhanced enforcement resources and staffing to ensure compliance with existing and future regulations.
 - C. Knight provided a comprehensive briefing regarding the transition of Tourism Compliance Officers back under Code Compliance.
 - A four-week field training program has been implemented, emphasizing ordinance knowledge, enforcement procedures, FEMA compliance, and peer mentorship.
 - The Department currently maintains a full complement of four officers, with additional cross-training initiatives underway to ensure that all officers can address a broad spectrum of violations, including property maintenance, noise, and tourism-related ordinances.
 - C. Knight confirmed that the program has been effective and that all new officers are expected to be fully trained and field-ready within the quarter.
- Buskers Ordinance Updates (Staff Recommendation to TAC)
 - E. Clark and J. Pagliaro provided an update on the development of the Street Performers ordinance.
 - Key discussion points included
 - a.** Approximately 400-600 performance permits are active annually.
 - b.** M. McCarthy raised concerns regarding congestion, pedestrian safety, and equitable space.
 - c.** N. Beskar sought clarification on the purpose of presenting this issue to the Tourism Advisory Committee.
 - d.** M. Owens requested that staff provide an updated version of the ordinance reflecting the Committee's feedback and recommended continued discussion and

education of current challenges and code violations among street performers.

- Tour Services for Hire Ordinance Updates (Follow-Up from Electric Carriage Discussion)
 - J. Pagliaro reported ongoing efforts to update the Tour Services for Hire Ordinance.
 - Proposed revisions include changes to the annual registration timeline and clarification regarding low-speed electric vehicles.
 - M. McCarthy expressed concern regarding potential congestion and the proliferation of small-capacity vehicles within the Historic District.
 - J. Pagliaro and M. Owens clarified that once properly registered and licensed under state law, such vehicles possess the same roadway access rights as other vehicles.
- Old Town Trolley New Tour Route (Requested by M. McCarthy & N. Radke)
 - J. Pagliaro reported that following community feedback, Old Town Trolley temporarily adjusted its route to still include a stop at the Ralph Mark Gilbert Civil Rights Museum.
 - A two-week trial period was approved to evaluate the effectiveness of the reroute.
 - Neighborhood concerns were noted, and J. Pagliaro and E. Clark emphasized the importance of maintaining open communication between operators and residents.
 - V. Goode-Walker reaffirmed the value of the museum's inclusion on the route, recognizing its cultural and historical significance.
- Trolley Mediated Numbers (Requested by N. Radke)
 - C. Brazil representatives confirmed that 75% of the fleet will be equipped with sound volume control devices by June 2026.
 - N. Radke appreciated being kept in the loop on the number of trolleys that have been mediated.

F. Chair & Vice-Chair Elections

- Final selections are as follows:
 - Chair: N. Beskar
 - Vice Chair: V. Goode-Walker

G. Additional Discussion

- M. McCarthy made an inquiry regarding the status of the Bicycle-for-Hire Ordinance, which remains under staff review.
- Members were reminded to disseminate meeting outcomes to their respective stakeholder groups, as part of TAC's advisory and communication responsibilities.

Meeting adjourned: 9:52 AM