



## COUNCIL AGENDA ITEM COVER SHEET

**Meeting Type:** Council - Regular

**Meeting Date:** June 18, 2026

**Agenda Item Type:** New Business

**Staff Contact:** Brandon Perkins, Town Manager

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### STAFF REPORT

#### AGENDA ITEM:

Consideration to approve updates to Article VIII of Chapter 22 of the Town's Code of Ordinances regulating massage establishments.

#### BACKGROUND:

The Town's current massage ordinance was adopted in 2004 and, based on staff's experience administering the ordinance, no longer reflects current regulatory needs to include several operational and enforcement issues. Staff has therefore conducted a comprehensive review of the ordinance and prepared the attached revisions to modernize its provisions, provide clearer standards for business operators, and maintain appropriate protections for the public health, safety, and welfare.

A redline version of the ordinance identifying all proposed changes is included in the agenda packet.

The proposed revisions include:

- Requiring all massage services to be performed by individuals holding a valid state massage therapy license, unless otherwise exempt under state law.
- Relocating massage establishment license fees from the ordinance to the Town's adopted Fee Schedule.
- Updating application requirements to focus on business operations, regulatory compliance, and verification of state licensure.
- Requiring applicants to submit floor plans identifying treatment rooms, reception areas, and other common spaces.
- Establishing permitted hours of operation between 7:00 a.m. and 10:00 p.m.
- Requiring massage establishments to prominently display service and pricing information within public reception areas.
- Prohibiting residential occupancy within massage establishments while clarifying allowable employee breakroom amenities.

- Expressly prohibiting sexual contact, sexual activity, and other unlawful conduct on the premises.
- Requiring massage therapists to display their state license or wear a visible identification badge while providing services.
- Authorizing inspections during normal business hours to verify compliance with ordinance requirements.
- Updating appeal procedures to provide for review by the Town Council.

**FUNDING:**

None.

**STAFF RECOMMENDATION:**

Staff recommends approval.

**ATTACHMENTS:**

1. Redline version.
2. Clean updated ordinance.

**PREVIOUS DISCUSSIONS:**

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