



**City of Scottsdale**  
**Tourism Development Commission**  
**Regular Meeting**

9:00 a.m., Tuesday, February 16, 2021

Meeting held electronically

**Marked Agenda**

Until further notice, Tourism Development Commission meetings are being held electronically. While physical facilities are not open to the public, Tourism Development Commission meetings are televised on Cox Cable Channel 11/streamed online at [ScottsdaleAZ.gov](https://www.scottsdaleaz.gov) (search "live stream") to allow the public to virtually attend and listen/view the meeting in progress.

**1. Call to Order/Roll Call – 9:02AM**

Linda Dillenbeck, Chairperson

Sherry Henry, Vice-Chairperson

Richard Newman

Jeanne Alspaugh

Ken McKenzie - **ABSENT**

Anna Mineer

Sally Shaffer

**2. [Approval of Minutes](#)**

Commission discussion and action to approve the January 19, 2021 regular meeting minutes.

**COMMISSIONER NEWMAN MOVED TO APPROVE THE JANUARY 19, 2021 REGULAR MEETING MINUTES AS PRESENTED. COMMISSIONER SHAFFER SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0). COMMISSIONER MCKENZIE WAS ABSENT.**

**3. [Experience Scottsdale Second Quarter Performance Measure Report](#)**

Report, update, and Commission discussion.

Presenter: Rachel Pearson, Vice President Community & Government Affairs, Experience Scottsdale

Staff Contact: Steve Geiogamah, Tourism Development Manager

**4. [1-GP-2021: Draft Scottsdale General Plan 2035](#)**

Presentation and Commission discussion and possible recommendation regarding GP-2021, draft Scottsdale General Plan 2035.

Staff Contacts: Adam Yaron, Project Coordination Liaison and Taylor Reynolds, Project Coordination Liaison

**5. [Multi-Year Community Event Funding Update: Scottsdale International Film Festival](#)**

Presentation and update regarding multi-year community event Scottsdale International Film Festival.



Persons with a disability may request a reasonable accommodation by contacting Holli Shannon at 480-312-2728. Requests should be made 24 hours in advance, or as early as possible, to allow time to arrange the accommodation. For TTY users, the Arizona Relay Service (1-800-367-8939) may contact Tourism & Events Department at 480-312-7177.

Presenter: Amy Ettinger, Scottsdale International Film Festival  
Staff Contact: Steve Geiogamah

6. **Western Week Update and Funding Request**

Update and Commission discussion and possible recommendation regarding Western Week and a request for allocation of tourism event development funds to support City Western Week events.

Staff Contact: Karen Churchard, Director Tourism & Events

**COMMISSIONER ALSPAUGH MOVED TO APPROVE EVENT FUNDING OF \$75,000 FOR WESTERN WEEK EVENTS. COMMISSIONER MINEER SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0). COMMISSIONER MCKENZIE WAS ABSENT.**

7. **Staff Reports**

Staff presentation and Commission discussion of the following:

- a. Staff Bed-Tax Collection Report
- b. Staff Bed Tax Hotel Classification Report
- c. Bed Tax Proforma
- d. Program Updates

Staff Contact: Steve Geiogamah

8. **Public Comment**

Spoken comment is being accepted on agenda action items. To sign up to speak on these items, please [click here](#). Request to speak forms must be submitted no later than 90 minutes before the start of the meeting.

Written comment is being accepted for both agendized and non-agendized items and should be submitted electronically no later than 90 minutes before the start of the meeting. These comments will be emailed to the Tourism Development Commission and posted online prior to the meeting. To submit a written public comment electronically, please [click here](#).

9. **Identification of Future Agenda Items**

The public body may not discuss, deliberate, or take legal action on any matter in the "Identification of Future Agenda Items" unless the specific matter is properly noticed for legal action.

**Adjournment – 9:55AM**

**Next scheduled regular meeting is March 16, 2021**

