



City of Scottsdale
Tourism Development Commission
Regular Meeting

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

Meeting held electronically

Approved Minutes

PRESENT: Linda Dillenbeck, Chairperson
Sherry Henry, Vice Chair
Jeanne Alspaugh
Anna Mineer
Richard Newman
Sally Shaffer
Ken McKenzie

STAFF: Karen Churchard
Steve Geiogamah
Ana Lia Johnson
Holli Shannon
Cheryl Sumners

GUESTS: Rachel Sacco, Experience Scottsdale
Rachel Pearson, Experience Scottsdale
Caroline Stoeckel, Experience Scottsdale
Kelly Triplett, Experience Scottsdale
Joe Veneto, Veneto Collaboratory

1. Call to Order/Roll Call

Chair Dillenbeck called the meeting of the Scottsdale Tourism Development Commission to order at 9:01 a.m. and noted the presence of a quorum. All Commissioners were present.

2. Approval of Minutes

Commission discussion and action to approve the February 16, 2021 regular meeting minutes.

COMMISSIONER NEWMAN MOVED TO APPROVE THE FEBRUARY 16, 2021 REGULAR MEETING MINUTES AS PRESENTED. VICE-CHAIR HENRY SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0). ALL COMMISSIONERS VOTING IN THE AFFIRMATIVE.

NOTE: MINUTES OF TOURISM DEVELOPMENT COMMISSION MEETINGS ARE PREPARED IN ACCORDANCE WITH THE PROVISIONS OF ARIZONA REVISED STATUTES. THESE MINUTES ARE INTENDED TO BE AN ACCURATE REFLECTION OF ACTION TAKEN AND DIRECTION GIVEN BY THE TOURISM DEVELOPMENT COMMISSION AND ARE NOT VERBATIM TRANSCRIPTS. DIGITAL RECORDINGS AND CLOSED CAPTION TRANSCRIPTS OF SCOTTSDALE TOURISM DEVELOPMENT COMMISSION MEETINGS ARE AVAILABLE ONLINE AND ARE ON FILE IN THE CITY CLERK'S OFFICE.

3. Experiential Tourism Assessment Report

Joe Veneto, Veneto Collaboratory gave his presentation regarding experiential tourism assessment report.

4. FY 2021/22 City Event Funding Programs

Steve Geiogamah gave the commission an update regarding the FY 2021/22 Event Funding Programs. Commission members suggested a small group discussion on the programs before they are brought back to the commission for final recommendations in May. Commissioners Newman, Henry and Shaffer all volunteered to be a part of those discussions.

5. Staff Reports

Mr. Geiogamah reviewed staff reports and provided program updates.

6. Public Comment

There were no members of the public who wished to speak.

7. Identification of Future Agenda Items

Mr. Geiogamah stated future agenda items will include revisiting the event funding programs, the Economic Development strategic plan update and a Scottsdale Parada del Sol Rodeo update.

Adjournment

With no further business to discuss, being duly moved by Vice-Chair Henry and seconded by Commissioner Shaffer the meeting adjourned at 9:47 a.m.

Approved 7-0. No dissenting votes.

Next scheduled regular meeting is April 20, 2021