



City of Scottsdale
Tourism Development Commission
Regular Meeting

9:00 a.m., Tuesday, April 20, 2021

Meeting held electronically

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 Churchar
Steve Geiogamah
Ana Lia Johnson
Holli Shannon
Rob Millar
- GUESTS:** Rachel Sacco, Experience Scottsdale
Rachel Pearson, Experience Scottsdale
Caroline Stoeckel, Experience Scottsdale

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

VICE-CHAIRPERSON HENRY MOVED TO APPROVE THE MARCH 16, 2021 REGULAR MEETING MINUTES AS PRESENTED. COMMISSIONER MCKENZIE 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. Draft Economic Development 5-Year Strategic Plan Overview

Rob Millar, Economic Development Director, made a presentation overview regarding the draft economic development strategic plan.

4. Experience Scottsdale Strategic Business Plan

Rachel Sacco, President/CEO Experience Scottsdale, made a presentation regarding the proposed FY 2021/22 Experience Scottsdale Strategic Business Plan and Contractual Performance Measurements.

COMMISSIONER ALSPAUGH MOVED TO APPROVE THE EXPERIENCE SCOTTSDALE STRATEGIC BUSINESS PLAN AND PERFORMANCE MEASUREMENTS AS PRESENTED. COMMISSIONER MINEER SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0). ALL COMMISSIONERS VOTING IN THE AFFIRMATIVE.

5. Multi-Year Community Event Funding Update: Parada del Sol Rodeo

Steve Geiogamah gave a brief overview of the Parada del Sol Rodeo's multi-year community funding event efforts from 2018 through 2020.

Presenter: Dave Alford, Parada del Sol Rodeo, was unable to attend.

6. Staff Reports

Mr. Geiogamah reviewed staff reports and provided program updates.

7. Public Comment

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

8. Identification of Future Agenda Items

Mr. Geiogamah stated future agenda items will include revisiting the event funding programs and the tourism strategic plan update.

Adjournment

With no further business to discuss, being duly moved by Commissioner Newman and seconded by Commissioner Shaffer the meeting adjourned at 10:13 a.m.

Approved 7-0. No dissenting votes.

Next scheduled regular meeting is May 18, 2021