



**City of Scottsdale
Tourism Advisory Task Force
Regular Meeting**

SECOND AMENDED MARKED AMENDED AGENDA

***Kathy Duley present for Items 3 & 4 vote**

***Item 4 vote tally**

9:00 a.m., Wednesday, September 16, 2015

Arizona State University SkySong

1475 North Scottsdale Road, Scottsdale, AZ 85257

Global Conference Room: 201

1. Call to Order/Roll Call/Introductions – 9:06AM

One or more members of the Task Force may be unable to attend the meeting in person and may participate telephonically, pursuant to A.R.S. §38-431(4).

Chairman John Holdsworth

Cory Baker - **ABSENT**

Richard Hayslip - **ABSENT**

Kate Birchler – **OUT 10:19-10:55AM**

Taryl O'Shea

Andrew Chippindall

Susan Potje

Kathy Duley – **TELEPHONICALLY 9:10-9:55AM; 10:19-11:08AM**

Fred Unger

2. Public Comment

Citizens may address the members of the Tourism Advisory Task Force during “Public Comment.” This time is reserved for citizen comments regarding non-agendized items. However, Arizona State law prohibits the Tourism Advisory Task Force from discussing or taking action on an item that is not on the prepared agenda.

SONNIE KIRTLY MADE A PUBLIC COMMENT IN REGARDS TO RENAMING THE CIVIC CENTER AREA WITHOUT THE WORD “MALL”.

3. Approval of Minutes

Task Force discussion and possible action to approve the July 30, 2015 special meeting minutes.

TASK FORCE MEMBER POTJE MOVED TO APPROVE THE JULY 30, 2015, SPECIAL MEETING MINUTES. SECONDED BY MEMBER CHIPPINDALL. MOTION CARRIED BY A VOTE OF 7-0.



4. Election of Vice Chair

Task Force discussion and possible action to elect a Vice Chair.

Staff Contact: Steve Geiogamah

TASK FORCE MEMBER UNGER MOVED TO NOMINATE MEMBER BIRCHLER AS VICE CHAIR. SECONDED BY MEMBER O'SHEA. MOTION CARRIED BY A VOTE OF 6-0, MEMBER BIRCHLER ABSTAINED.

5. Destination Event Marketing Analysis and Fundraising Feasibility Analysis

Task Force discussion and possible recommendations regarding the Destination Event Marketing Analysis and Fundraising Feasibility Analysis – Phase I.

Staff Contact: Steve Geiogamah

TASK FORCE MEMBER BIRCHLER MOVED TO MOVE FORWARD TO PHASE II OF THE DESTINATION EVENT MARKETING ANALYSIS AND FUNDRAISING FEASIBILITY ANALYSIS. SECONDED BY MEMBER UNGER. MOTION CARRIED BY A VOTE OF 7-0.

6. Civic Center Mall Project

Presentation and Task Force discussion and possible recommendations regarding the Civic Center Mall Project.

Presenter: Diane Jacobs, Holly Street Studio

Staff Contact: Steve Geiogamah, Gary Meyer, Project Manager

BREAK

9:59AM-10:19AM

7. Longwoods Visitor Report

Task Force discussion and possible recommendations regarding the Longwoods Visitor Report.

Staff Contact: Steve Geiogamah

8. Tourism Development & Marketing Strategic Plan – Year 3 Engagement Plans

Presentation and Task Force discussion and possible recommendations regarding third year engagement plans as well as Love of Place strategy:

- Love of Place Strategy
- AZ Central
- Downtown
- Events & Happenings
- Generational Change
- World Class Biking

Moderator: Valeri LeBlanc, PLACES Consulting

Staff Contact: Steve Geiogamah



TASK FORCE MEMBER CHIPPINDALL MOVED THAT CITY STAFF MOVE FORWARD ON THE ECONOMIC FEASIBILITY RFP. SECONDED BY MEMBER BIRCHLER. MOTION CARRIED BY A VOTE OF 7-0.

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.

10. Adjournment – 11:39AM

Next scheduled meeting is December 16, 2015



PERSONS WITH A DISABILITY MAY REQUEST A REASONABLE ACCOMMODATION BY CONTACTING ROSE RIMSNIDER 480-312-2453 OR RRIMSNIDER@SCOTTSDALEAZ.GOV. 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 ROSE RIMSNIDER AT 480-312-2453.