



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

**MARKED AGENDA**

10:00 a.m., Wednesday, December 16, 2015  
Arizona State University SkySong  
1475 North Scottsdale Road, Scottsdale, AZ 85257  
Global Conference Room: 201

**1. Call to Order/Roll Call/Introductions – 10:07AM**

*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

Vice Chair Kate Bircher - **ABSENT**

Taryl O'Shea - **ABSENT**

Andrew Chippindall

Susan Potje

Kathy Duley

Fred Unger

Richard Hayslip

**2. Public Comment**

Citizens may complete one Request to Speak "Public Comment" card per meeting and submit it to Tourism & Events Staff. Public Comment time is reserved for citizen comment on agenda items and requests to place items on a future agenda. The Task Force shall not discuss or take action on non-agenda items. Public Comment is limited to a total of 15 minutes. **Speakers are limited to three minutes to address the Tourism Advisory Task Force during "Public Comment."**

**3. Approval of Minutes**

Task Force discussion and possible action to approve the October 8, 2015 special meeting minutes.

**TASK FORCE MEMBER HAYSLIP MOVED TO APPROVE THE OCTOBER 8, 2015, SPECIAL MEETING MINUTES. SECONDED BY MEMBER POTJE. MOTION CARRIED BY A VOTE OF 6-0.**

**4. Destination Event Marketing Analysis and Fundraising Feasibility Analysis**

Presentation, discussion and possible Task Force recommendations regarding the Destination Event Marketing and Fundraising Feasibility Analysis – Phase II Report.

Presenter: Duncan Webb, Webb Management Services

Staff Contact: Steve Geiogamah, Tourism Development Manager

**TASK FORCE MEMBER CHIPPINDALL MOVED THAT WEBB MANAGEMENT SERVICES MOVE TO THE NEXT PHASE OF THE DESTINATION EVENT MARKETING ANALYSIS AND**



PERSONS WITH A DISABILITY MAY REQUEST A REASONABLE ACCOMMODATION BY CONTACTING ROSE RIMSNIDER 480-312-2453 OR [RRIMSNIDER@SCOTTSDALEAZ.GOV](mailto: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.

**FUNDRAISING FEASIBILITY ANALYSIS. SECONDED BY MEMBER HAYSLIP. MOTION CARRIED BY A VOTE OF 6-0.**

5. **Arizona Central, Civic Center Mall and Loloma Projects Update**

Presentation regarding Arizona Central, Civic Center Mall, and Loloma projects, including possible streetscape improvements linking the projects, public outreach and master planning, discussion and possible Task Force recommendation to extend the contract for Holly Street Studio regarding the projects.

Presenter: Diane Jacobs, Holly Street Studio

Staff Contact: Brent Stockwell, Assistant City Manager

**TASK FORCE MEMBER HAYSLIP MOVED TO EXTEND THE HOLLY STREET CONTRACT. SECONDED BY MEMBER CHIPPINDALL. MOTION CARRIED BY A VOTE OF 5-0. MEMBER UNGER ABSTAINED.**

6. **Downtown Tourism Related Economic Feasibility Study-Request for Proposal**

Staff update, discussion and possible Task Force recommendation regarding the content and issuance of a request for proposal.

Staff Contact: Steve Geiogamah, Tourism Development Manager

7. **Generational Change Scottsdale Life**

Presentation, discussion and possible Task Force recommendation regarding the Scottsdale Life branding and website tourism plan initiative.

Presenter: Andrew Chippindall, Task Force Member

8. **Special Events Ordinance Update**

Staff presentation, discussion and possible Task Force recommendation regarding the special event ordinance update, including the draft ordinance outline, including key points identified through prior City Council and community input, and incorporating best practices from other communities.

Staff Contact: Cheryl Sumners, Events Manager

**THE TASK FORCE ANTICIPATES RECESSING FOR LUNCH AROUND NOON AND RESUMING THE MEETING AROUND 12:30 P.M. AT THE CHAIR'S DISCRETION.**

**12:23PM-1:04PM**

9. **Tourism Development & Marketing Strategic Plan – Year 3 Action Plan**

Update, discussion and possible Task Force recommendations regarding third year action plans:

Moderator: Valeri LeBlanc, PLACES Consulting

Staff Contact: Karen Churchard, Tourism & Events Director

**DUE TO TIME, THIS ITEM WAS TABLED UNTIL NEXT MEETING, JANUARY 27, 2016.**

10. **Timeline for Tourism Advisory Task Force New Members Update**

Staff update on appointment of Tourism Advisory Task Force members.

Staff Contact: Steve Geiogamah, Tourism Development Manager



## **11. Identification of Future Agenda Items and Meeting Dates, Times and Locations**

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.

## **12. Adjournment – 2:12PM**

**Next scheduled meeting is January 27, 2016; 9:00 a.m.**

**Design Studio, 7506 E. Indian School Rd.**



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