



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

**MARKED AGENDA**

9:00 a.m., Wednesday, January 27, 2016  
Community Design Studio  
7506 E. Indian School Rd.  
Scottsdale, Arizona 85251

**1. Call to Order/Roll Call/Introductions – 9:05AM**

***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).***

New Member Introductions

Chairman John Holdsworth  
Vice Chair Kate Birchler  
Andrew Chippindall – **ABSENT**  
Kathy Duley  
Allan Henderson  
Sandra Schenkat

Richard Hayslip  
Taryl O’Shea – **ABSENT**  
Susan Potje  
Fred Unger  
Scott Eubanks

**2. Public Comment**

*Citizens may address the members of the Task Force during Public Comment. If you wish to address the Task Force, please complete a Comment Card and submit it to a staff member. Speakers are limited to three minutes (five minutes if representing groups) to address the Task Force during “Public Comment” time. Arizona State law prohibits the Task Force from discussing or taking action on an item that is not on the prepared agenda. In addition, the Task Force may invite comments from members of the public on any agenda item.*

**3. Approval of Minutes**

Task Force discussion and possible action to approve the December 16, 2015 regular meeting minutes.

**TASK FORCE MEMBER UNGER MOVED TO APPROVE THE DECEMBER 16, 2015, REGULAR MEETING MINUTES. SECONDED BY VICE-CHAIR BIRCHLER. MOTION CARRIED BY A VOTE OF 9-0.**



4. [Tourism Advisory Task Force Annual Report](#)

Task Force discussion and possible recommendation regarding TATF annual report.

Staff Contacts: Karen Churchard, Director  
Rose Rimsnider, TATF Liaison

**THIS ITEM WILL BE BROUGHT BACK NEXT MEETING, MARCH 16, 2016, WITH PROPOSED ADDITIONS.**

5. [Tourism Advisory Task Force Bylaws; Proposed Amendments](#)

Task Force review and discussion to amend the TATF Bylaws.

Staff Contact: Karen Churchard, Director

6. **Annual Election of Officers**

Task Force discussion and possible action to elect annual officers.

Staff Contact: Karen Churchard, Director

**TASK FORCE MEMBER UNGER MOVED TO RE-ELECT CHAIR HOLDSWORTH AND VICE-CHAIR BIRCHLER AS OFFICERS FOR ANOTHER TERM. SECONDED BY MEMBER HAYSLIP. MOTION CARRIED BY A VOTE OF 7-0. CHAIR HOLDSWORTH ABSTAINED, VICE-CHAIR BIRCHLER ABSTAINED.**

7. [Special Events Ordinance](#)

Staff presentation, discussion and possible Task Force recommendation regarding the special event draft ordinance to include review of the draft event ordinance as well as recent community input.

Staff Contacts: Karen Churchard, Director  
Cheryl Sumners, Events Manager

8. [Strategic Implementation Plan Budget](#)

Staff presentation, discussion and possible Task Force recommendation regarding the five-year budget.

Staff Contacts: Karen Churchard, Director

9. [Working Groups & Staff Updates](#)

Updates by working groups and staff; discussion of projects and tasks and possible Task Force recommendation regarding the updates and projects that may include AZ Central, Downtown, Events, Generational Change, World Class Biking.

Staff Contact: Karen Churchard, Director

10. [Tourism Development & Marketing Strategic Plan – Year 3 Action Plan](#)

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

Staff Contact: Karen Churchard, Director

**THIS ITEM WAS TABLED UNTIL NEXT MEETING, MARCH 16, 2016.**

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 – 11:26AM**

**Next scheduled meeting is March 16, 2016; 9:00 a.m.**

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



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.