



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

8:00 a.m., Wednesday, March 23, 2016  
Community Design Studio  
7506 E. Indian School Rd.  
Scottsdale, Arizona 85251

**1. Call to Order/Roll Call/Introductions – 8:07AM**

*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 Birchler - **ABSENT**

Andrew Chippindall

Kathy Duley

Scott Eubanks

Richard Hayslip

Allan Henderson

Taryl O'Shea

Sandy Schenkat

Susan Potje

Fred Unger

**2. Public Comment - NONE**

*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 January 27, 2016, regular meeting minutes.

**TASK FORCE MEMBER UNGER MOVED TO APPROVE THE JANUARY 27, 2016, REGULAR MEETING MINUTES. SECONDED BY MEMBER POTJE. MOTION CARRIED BY A VOTE OF 10-0.**



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

Task Force discussion and possible action to approve the 2015 TATF annual report.

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

**TASK FORCE MEMBER UNGER MOVED TO APPROVE THE 2015 TATF ANNUAL REPORT.  
SECONDED BY MEMBER POTJE. MOTION CARRIED BY A VOTE OF 10-0.**

5. [Approval of Amended Tourism Advisory Task Force Bylaws](#)

Task Force discussion and possible action to approve the amended Tourism Advisory Task Force Bylaws.

Staff Contact: Karen Churchard, Director

**TASK FORCE MEMBER DULEY MOVED TO APPROVE THE AMENDED TOURISM ADVISORY TASK  
FORCE BYLAWS. SECONDED BY MEMBER POTJE. MOTION CARRIED BY A VOTE OF 10-0.**

**BREAK**

**9:31AM-9:49AM**

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

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

Presenter: Valeri LeBlanc, PLACES Consulting

Staff Contact: Karen Churchard, Director

7. [Special Event Ordinance and Administrative Processes](#)

Staff presentation, discussion and possible Task Force recommendation regarding the Special Event Ordinance and administrative processes.

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. [Staff Updates](#)

Updates by 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. **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.

11. **Adjournment -11:03AM**

**Next scheduled meeting is April 27, 2016; 8:00 a.m.**

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

**Holly Street Studio – Presentation**

**Feasibility Study - Review**

