



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

8:00 a.m., Wednesday, June 15, 2016  
Arizona State University SkySong  
1475 North Scottsdale Road, Scottsdale, AZ 85251  
Global 201

**1. Call to Order/Roll Call/Introductions - 8:10AM**

*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

Andrew Chippindall - **ABSENT**

Kathy Duley

Scott Eubanks - **ABSENT**

Richard Hayslip

Allan Henderson - **LEFT AT 11:05AM**

Taryl O'Shea

Sandy Schenkat

Susan Potje

Fred Unger - **ABSENT**

**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 April 27, 2016 regular meeting minutes.

**TASK FORCE MEMBER HAYSLIP MOVED TO APPROVE THE APRIL 27, 2016, REGULAR MEETING MINUTES. SECONDED BY MEMBER SCHENKAT. MOTION CARRIED BY A VOTE OF 8-0. MEMBERS CHIPPINDALL, EUBANKS, AND UNGER WERE ABSENT.**



4. [Scottsdale CVB Visitor Industry Customer Analysis \(VICA\)](#)

Presentation, discussion and possible recommendation regarding Scottsdale CVB VICA report.

Presenter: Deanne Boynton Grupp, Scottsdale Convention & Visitors Bureau

Staff Contact: Karen Churchard, Tourism & Events Director

5. **Downtown Scottsdale 2.0 Feasibility Study**

Presentation, discussion and possible Task Force recommendation regarding Downtown Scottsdale 2.0 Feasibility Study.

Presenter: Dick Hayslip, TATF Liaison

Staff Contact: Karen Churchard, Tourism & Events Director

6. [TATF Working Group Updates](#)

TATF Working Groups to provide updates and discussion of projects and may seek possible Task Force recommendations regarding AZ Central, Downtown, Events, Generational Change, World Class Biking.

Staff Contacts: Karen Churchard, Tourism & Events Director

Steve Geiogamah, Tourism Development Manager

7. **TATF 5YR Tourism Strategic Plan**

Presentation, discussion and possible Task Force recommendation regarding the TATF 5YR Tourism Strategic Plan.

Presenter: Valeri LeBlanc, PLACES Consulting

Staff Contact: Karen Churchard, Tourism & Events Director

**TASK FORCE MEMBER HAYSLIP MOVED TO RECOMMEND THAT THE TOURISM ADVISORY TASK FORCE CONTINUE DISCUSSIONS FOR A COMMUNITY FOUNDATION. SECONDED BY MEMBER DULEY. MOTION CARRIED BY A VOTE OF 8-0. MEMBERS CHIPPINDALL, EUBANKS, AND UNGER WERE ABSENT.**

8. [Recommended TATF Budget for Year 4 Tourism Strategic Plan](#)

Presentation, discussion and possible Task Force recommendation regarding the Year 4 (FY2016/17) TATF budget for the Tourism Strategic Plan Implementation.

Staff Contact: Karen Churchard, Tourism & Events Director

**VICE CHAIR BIRCHLER MOVED TO RECOMMEND \$745,000 OF FUNDING BE ALLOCATED FOR USE IN YEAR 4 (FY2016/17) WHICH REPRESENTS THE ORIGINAL PROPOSED TATF BUDGET FOR YEARS 2 AND 3. SECONDED BY MEMBER HENDERSON. MOTION CARRIED BY A VOTE OF 8-0. MEMBERS CHIPPINDALL, EUBANKS, AND UNGER WERE ABSENT.**

9. **Staff Updates**

Staff to seek direction; provide updates, discussion of projects and tasks and possible Task Force direction or recommendations.

Staff Contact: Karen Churchard, Tourism & Events Director



**10. 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.

**BREAK: 9:45AM-10:00AM**

**11. Adjournment – 11:50AM**

**Next scheduled meeting is September 22, 2016; 8:00 a.m.  
SkySong, Ingenuity 301**



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.