



**CITY OF SCOTTSDALE
TOURISM ADVISORY TASK FORCE
SPECIAL MEETING**

Wednesday, January 27, 2016

**Arizona State University SkySong
Global Conference Room 201
1475 North Scottsdale Road
Scottsdale, Arizona 85257**

APPROVED MINUTES

- PRESENT:** John Holdsworth, Chairman
Kate Birchler, Vice Chair
Kathy Duley
Scott Eubanks
Richard Hayslip
Allan Henderson
Sandra Schenkat
Susan Potje
Fred Unger
- ABSENT:** Andrew Chippindall
Taryl O'Shea
- STAFF:** Karen Churchard, Director
Rose Rimsnider, TATF Liaison
Cheryl Sumners, Events Manager
Steve Geiogamah, Tourism Development Manager
Brent Stockwell, Assistant City Manager
Mary Murphy-Bessler, Downtown Specialist
- GUESTS:** Valeri LeBlanc, PLACES consulting (telephonic)

1. Call to Order/Roll Call

Noting the presence of a quorum, Chairman Holdsworth called the special meeting of the Scottsdale Tourism Advisory Task Force to order at 9:05 a.m. New Task Force Members, Allan Henderson, Scott Eubanks and Sandra Schenkat introduced themselves.

2. Public Comment

There were no public comments.

3. Approval of Minutes

TASK FORCE MEMBER UNGER MOVED TO APPROVE THE MINUTES OF THE DECEMBER 16, 2015 REGULAR MEETING AS PRESENTED. VICE CHAIR BIRCHLER SECONDED. THE MOTION CARRIED BY A VOTE OF NINE (9) TO ZERO (0). TASK FORCE MEMBERS CHIPPINDALL AND O'SHEA WERE ABSENT.

4. Tourism Advisory Task Force Annual Report

Ms. Churchard stated that the Tourism Advisory Task Force is required to file an annual report with the City. The report reviews the list of actions taken over the previous calendar year, attendance, anticipated key issues, upcoming opportunities, challenges and outcomes. Ms. LeBlanc had previously indicated that she would like the annual report to include information on the Biking Work Group. Ms. Churchard requested that Tourism Advisory Task Force Members review the report and provide additions and comments, with a vote for approval pending at the next meeting.

Chairman Holdsworth stated that the Task Force has previously discussed the potential for a community foundation and/or business improvement district. He noted the absence of any reference to this in the document and stated that as it will need to be addressed in the future, it should be included in the report.

5. Tourism Advisory Task Force Bylaws; Proposed Amendments

Ms. Churchard reviewed changes to the bylaws as follows:

- Staff liaison updated.
- Rewording of the definition and parameters of regular meetings.
- Definition of quorum changed to no less than five members.
- Paragraph referring to attendance removed with a requested amendment to follow the revised code.
- Member conduct updated to follow the code of ethical behavior.
- Under official records, retention of files is now with Department of Tourism and Events, versus Economic Development Department.

Ms. Churchard requested that Task Force Members review the draft bylaws and provide additions and comments, with a vote for approval pending at the next meeting.

Chairman Holdsworth stated that there have been comments from Task Force Members and City staff regarding the length of meetings and their frequency. Agenda Item 11 will provide everyone with an opportunity to share views on what makes most sense.

Ms. LeBlanc commented that moving this process into City Board operations has been a struggle. She described it as skunkwork, standing outside of all the things that work within the City and Tourism and then trying to report back to them. This results in

conflicts about how things operate in an ongoing way. Chairman Holdsworth agreed and added that the Task Group has to comply with the requirements of bureaucracy which exist in city government. It must also be nimble in order to take advantage of opportunities as well as to research opportunities thoroughly before taking action at the Task Force Level.

6. Annual Election of Officers

Ms. Churchard reminded Task Group Members that they are required to elect officers annually. She called for nominations and election of new officers.

TASK FORCE MEMBER UNGER MOVED TO RETAIN JOHN HOLDSWORTH AS CHAIRMAN AND KATE BIRCHLER AS VICE CHAIR. THE MOTION CARRIED BY A VOTE OF NINE (9) TO ZERO (0). TASK FORCE MEMBERS CHIPPINDALL AND O'SHEA WERE ABSENT.

7. Special Events Ordinance

Ms. Churchard prefaced the presentation by stating that staff was seeking Task Force input concerning the Special Events Ordinance. She, Assistant City Manager Brent Stockwell and Events Manager Ms. Cheryl Sumners will be presenting the draft Special Events Ordinance to City Council in a work study session on February 16th. An overview and draft of the Ordinance were provided.

Mr. Stockwell stated that as the discussion on the Special Events Ordinance has progressed, there have been those with strong needs and opinions on both sides of the issue. Hoteliers are interested in City events that will be attractive to their guests. In turn, the City has heavily invested resources in WestWorld, the Stadium and other event facilities as well as with partners such as the Cultural Council and Museum of the West. Based on input from downtown merchants, it is important to ensure that whatever is planned for the downtown area complements existing merchants, restaurants and galleries and has no negative impact.

The challenge in incorporating this feedback and incorporating it into an ordinance is to avoid eliminating positive elements along with the bad ones. Mr. Stockwell displayed a graduated sieve used to strain gravel. Each sieve is graduated, beginning with a one inch opening, followed by a half-inch, quarter-inch and finally a screen. This will be demonstrated to Council Members at the work study session. Metaphorically, the goal is to craft the appropriate regulation which will allow desired elements to pass through as easily as possible, while requiring that elements needing additional regulation, discussion or input are screened out at a higher level. He suggested that the Task Force not put in more regulation than is necessary to stop or delay unwanted elements while allowing a natural flow of desired elements.

Another analogy is a station stop point on the Interstate for larger commercial trucks. Trucks with more than a certain number of axles or over a specified weight must pull over to be checked, while trucks that are under those thresholds are allowed to travel without delay. It should be easier to do the right thing and harder to do the wrong thing.

Chairman Holdsworth noted that Task Force Members had been asked to review the working draft of the Ordinance and provide their comments or concerns at this meeting. If there is not sufficient time to address all the issues, a special meeting can be scheduled to complete the discussion.

Task Force Member Schenkat asked for a summary of comments received since soliciting input from the public. Ms. Churchard replied that this will be included later in the presentation.

Task Force Member Eubanks inquired whether it is the intent of the Task Force to present a unified recommendation to City staff on desired changes. Chairman Holdsworth stated that this would be the best outcome, however, if there is dissension in opinion, this should be recorded and presented appropriately. It was his hope that the Task Force could develop at least a high level recommendation to the City Council. The working draft provided already contains many public comments, the majority of which were recorded in mid-January. There have been updates since that time. Ms. LeBlanc interjected that amendments to the Special Events Ordinance were part of the strategic plan. The importance of the modifications are in response to the fact that events are increasingly important in the travel and retail industries. The U.S. Department of Commerce indicates that there is a 70 percent increase in expenditures on events over the past years. This by far outperforms other components of expenditures. Events are having an increasing influence on travel decisions.

Task Force Member Eubanks indicated that he has read the report, however he was only notified of his confirmation as a Task Force Member last evening. If the new Task Force Members are to have input into an official report from the Task Force, more time should be provided. Chairman Holdsworth assured him that the only intent for today's presentation is an opportunity to provide feedback. Vice Chair Birchler added that this is the Task Force's first time discussing this as a group in a public forum, outside of being a part of the community discussions. It is the Task Force's first opportunity to provide feedback.

Task Force Member Schenkat stated that she attended the January 12th event and made comments at the time. She added that the documentation provided is the same as what was provided on January 12th. She would like to see the comments that have been received from the public since then. Mr. Stockwell stated that today's 13-slide presentation is designed to structure the discussion through the ordinance and the key points. The current draft had a public review period from January 12th through the end of today. All of this will be worked into a future draft to be shared with the City Council. Seven weeks remain before City Council is to decide, which provides ample time for feedback.

Ms. Churchard provided a brief overview of progress thus far. On September 21, 2015 the City Council directed staff to proceed with the public outreach progress, which has been ongoing, to take into consideration the six concerns listed in the citizen petition submitted on August 31, 2015. City Council then requested that staff return with a proposed draft ordinance in early 2016. The public outreach process has included 11 meetings between October 15th through January 2016. More than 250 people have attended a meeting, answered surveys or provided input via the website. The

documents available on the website total approximately 100 pages and include all public comments and the community involvement report.

The draft ordinance has been written based on direction received from City Council, input from public meetings, residents, the business community, special event producers as well as internal departments. City ordinances throughout the state and the country were researched for best practices. These discussions provided an outline of key points to be included in the draft ordinance. These include:

- Event definition
- Impact criteria
- Impact of the event
- Duration and frequency
- Process and associated fees
- Review and approval process
- Appeals process

Ms. Churchard stated that an ordinance is a law or regulation which regulates staff as to what they are required to do. Components of the ordinance should be specific to a point, but broad as well. For example, some of the comments received ask about insurance requirements and suggest that the ordinance include these requirements. The challenge is that two months from now, insurance requirements may be changed by Risk Management and would require that the ordinance be amended and taken back through the approval process all over again. Ideally, ordinances should be updated every five to ten years; the current ordinance is over 20 years old.

The department will be drafting a special event user's guide, which will be provided to those who wish to put on events. The event producer will be walked through requirements in great detail. Once the ordinance is adopted by the City Council, staff will complete the guide. Staff would welcome input from the Task Force or others who would like to assist. Mr. Stockwell added that this is a work in progress. The process includes a draft, solicitation of feedback, completion of a second draft and so forth. In December, staff released a list of high level topics that would be included in the ordinance and received feedback on the list. Most of these were incorporated in the draft, however some outstanding issues remain.

Ms. Churchard commented that not all public comments will be incorporated into the ordinance, simply because they represent two sides to an argument.

Chair Holdsworth stated that the Task Force was charged with addressing the ordinance issues when it was originally formed in 2013. The thought process from City staff and the City Council that the ordinance needed to be reviewed started at that time and is not a recent development. The ordinance is meant to address the entire city and not just the downtown area. He suggested that the final draft should contain specificities that do not leave questions as to event requirements. A lack of specificity invites trouble down the road.

Ms. Sumners continued the presentation with the six key issues, beginning with the event definition. The community was solicited for comments on their definition of an event. The draft definition incorporates two main comments received, which were that

an event should be both temporary and unique. The definition states that the event can occur on either public or private property.

For event criteria, the guideline is meant to establish the criteria to be reviewed with each submitted application. During the public hearing process, input included a suggestion that there should be different tiers or levels to separate out elements in need of detailed review versus elements that are simpler and should pass through easily. Initially, the idea of attendance was mentioned as a way to define levels of events. However, feedback was that the focus should be the impacts of the event. The working draft ordinance address issues ranging from traffic to public safety. As an example, an event may be small, but if there is no parking available, the impact can be significant.

Other criteria considerations include the fit, whether the location and the needed event logistics work on the particular site and whether the City can accommodate needed resources, such as police, emergency personnel or trash. Other considerations include whether the event overlaps with other events, as well as the past performance of an event applicant.

Previous discussions included a focus on how often an event should occur and for how many days. The current ordinance states 48 days. Comments received indicated that events should be infrequent and unique. To address the recommendation, general guidelines stated a limited of no more than ten consecutive days and no more than 24 calendar days a year. However, an entity can go to City Council for review and approval of a greater time length or frequency.

Ms. Churchard commented that the majority of events stay within this duration, with approximately three percent exceeding the stated limits. Ms. Sumners concurred. Ms. Churchard added that there are approximately 250 permitted events on an annual basis. Mr. Stockwell agreed that a handful of events surpass the stated guidelines; these have driven much of the discussion around the ordinance recently. Going back to earlier comments, these events should not routinely pass through the approval process without sufficient scrutiny.

Chairman Holdsworth stated that the job of the Task Force and Tourism as a whole is to encourage more visitation, which means encouraging different types of events. Mr. Stockwell replied that staff met with representatives from WestWorld, the Stadium and Parks & Recreation. The new rule would not limit activities at any of these facilities. He clarified that WestWorld, as an event facility, has its own separate process.

He discussed that areas in the City routinely used for events had fees associated with those events. Some of the newer areas did not. There was no general fee schedule for public property that covered all events. The fee development process has been ongoing in parallel with the Ordinance, however the people drafting the ordinance are not the same people who have worked on the fee schedule. The proposed fees are due to the Budget Office by February 1st. Once finalized, the fee schedule will be released for public comment. The fees will go through the regular City Council review process, to be discussed in a work study session and a regular meeting, to be approved with the budget in May and June before taking effect in July.

There is no proposed change to the review fee of \$87, the private event fee of \$105 or the public event fee of \$159. The most significant change refers to a daily charge imposed for use of public property on public events. Five factors are considered in this evaluation, including the real estate value of the property as well as taxes or license fees the City is responsible to pay. Any maintenance that must be performed on the property will be considered. These are the types of factors that would be included in a commercial lease or a triple net lease. The objective is to recover associated costs. While the higher fees may discourage some events, the City Council and the Tourism Development Commission have a number of funding programs available for events. There are three components, including Southbridge Stetson Plaza, which enables use of waterfront, the Soleri Bridge and Plaza, which opens up use on the east side of the waterfront, as well as public areas that could be used for events, including Horseshoe Falls and Main Street Plaza.

There are also calculations for the use of public streets. A recent example is the recently held Rock 'n' Roll Arizona Marathon. Other examples are the Fiesta Bowl marathon and other 5k events. Particularly in regards to the downtown area, care should be taken when considering events for which on-street parking is not available. Considerations should also be in place for a structure to anticipate situations that have not occurred in the past. The Ordinance draft includes a per square footage charge for use of other public property, such as parking lots. A third consideration is comparables, both internally in reference to City charges for events as well as externally, as to what other cities in the region and nationally are charging. Mr. Stockwell addressed the struggle of developing a fee structure while considering 250 events on both private and public property. In summary, fee and application review fees would remain the same, with new daily fees charged for use of public property. For events with no impacts beyond the applicant's property, there would be only a review fee and no permit fee. City support services, public safety and traffic control resource needs will also be considered.

Ms. Churchard discussed review and approval and the two different application processes, including a standard permit application and a more simplified process. For standard applications, the submission deadline is 60 days in advance. Timelines will be provided to the event producer with the goal to provide a permit 30 days prior to the event. For simplified applications, applications must be received 30 days prior to the event with a review and approval commitment within 15 days. Time frames allow sufficient time to provide notification to the community.

Mr. Stockwell addressed the appeal process. The original Ordinance was created to solve a specific problem, in that at the time, temporary events on private property were not allowed. Other cities were allowing such events. At the time, the Chamber of Commerce, merchants and the community came together to create a process, however it ended up being included in the Zoning Ordinance. Over time, a number of changes were made to the Ordinance, including that the Zoning Administrator issued the permits, as well as serving as the appeal process decider. Like other types of permit process, there is an avenue for appeal to the City Manager, as the chief administrative officer of the City. The City Manager has the authority to uphold, revoke or modify the permit. The City Council then has the ability to be petitioned for review of any City Manager decision. The approval process is derived from the City Charter, wherein the citizens of Scottsdale retain their right to petition the City Council on matters within their jurisdiction.

Ms. Churchard addressed implementation of the Ordinance, citing a statement indicating, "The City Manager or Tourism & Events Director may adopt policies, rules and procedures." She stated that some have suggested that her title not be specified in the Ordinance and she wished to clarify that the City Manager has asked that this language be included. Mr. Stockwell stated that because the City Manager is a charter officer and the chief administrative officer, it make sense for the City Manager to be able to act, even if the Tourism & Events Director position is changed in the organization.

Ms. Churchard discussed that requests have been received from the public, this Task Force and the Tourism Development Commission that the Ordinance include parameters defining high impact, medium impact and low impact events. Another request was to categorize events into events, happenings and activities. Eventually, a concept used in Durham, North Carolina was looked at, which breaks it down into standard versus simplified application. Standard applications require more time and a more detailed process, versus a simplified application. An online questionnaire will provide the applicant with guidance on which application type they will need to submit. Information on timelines for each application will also be given, as well as notice that additional review by an event review team may be required.

Mr. Stockwell commented that the original Ordinance cites a special events committee as the reviewing body. One intent of the modified Ordinance is to have one contact person responsible for an appealable decision, using the police department, fire department and traffic department as resources, if applicable. For new events and if applicable, the event producer can meet with additional relevant department representatives. Having one individual responsible for approval helps to accelerate the process for those events that do not impact other properties.

Ms. Churchard reviewed that staff will be going to City Council on February 16 for a work study session review. Pending City Council direction at that time, it is anticipated that a final draft ordinance will be prepared for approval at the March 15 City Council meeting.

Task Force Member Hayslip referred to the definitions and noted a concept called a legacy event. He asked about the related implications or exemptions. Ms. Churchard replied that the City Council requested that staff provide a recommendation as to what would be defined as a signature event. Public comment was clear that the word "signature" was confusing. The term "legacy" was created as an alternative. A legacy event would be defined as any event that has been in Scottsdale for the same form or manner for 20 years or more. If City Council likes the concept, staff will provide a more concise definition in terms of rights and benefits of a legacy event.

Mr. Stockwell added that the current draft ordinance entitles legacy event producers to relatively exclusive use of the weekend or time period when the event is held. However, the section of the Ordinance that addresses this always urges consideration of other events that are going on at or near the same time. For example, spring training has a very positive impact on downtown in terms of bringing many visitors. It also brings challenges with parking and other related issues. Having other events at the same time is not feasible for parking and other reasons. If the City Council approved the legacy event concept, they will also, via resolution, approve a list of legacy events. At this point, WestWorld would not be considered as a legacy event, because it is exempted from the

provisions of the ordinance. Examples of events that would be considered are spring training, Parada del Sol, which has been held for 63 years, and ArtWalk, a tradition for over 40 years.

Chairman Holdsworth expressed concern regarding the lack of criteria on the value of events to the City. In addition, simply being the longest lived activity, should not necessarily pre-qualify you as a legacy event. He cited the example of car auctions, and noted their synergistic nature. Four or five auctions will attract a greater number of guests than a single auction. Under the proposed rules, it may be that only one event will qualify and the others could potentially be denied. He stated that there should be a criteria of measurement for return on investment from one event compared to another. Mr. Stockwell acknowledged that a major challenge is in drafting concise regulations that impact 250 or more events and that address all possible situations.

Task Force Member Eubanks commented that events should be judged on profitability, as the economy changes year to year. He further commented that a term such as legacy is irrelevant, unless there is a market response, via economic input from the City or special status. If the City agrees to such a designation, it faces backlash from those events who do not garner the special designation.

Chairman Holdsworth clarified his earlier comment that profitability should not be the only criteria, but should be considered along with other relevant criteria. He added that he is not in favor of legacy and signature designations. He was the Chair of the TDC when the signature event criteria was revised, which created more conflict. If there is a legacy event designation, the deciding criteria should not simply be longevity. Mr. Stockwell stated that part of the thought process was to include an impact criteria element, which requires that impacts on other events be considered. This approach could help to mitigate concerns about the legacy designation. The impact criteria element gives staff the ability to suggest other dates, locations or to outright deny approval. Task Force Member Schenkat suggested a criteria category that measures an event's potential to complement the success of other events. Chairman Holdsworth replied that the danger of creating a designation of any sort is greater than just looking at the potential benefit to the community of multiple or single events.

Mr. Stockwell stated that the impact criteria language is the center point of the Ordinance, as it provides the guidance for staff to review events. He quoted the current specific language as follows: "The frequency or timing of the proposed event, or event in conjunction with other events, does not cause conflict with or negatively impact another event, especially a legacy event." Other guidelines indicate that the event should not unduly conflict with or affect nearby residences or businesses. The availability of the City to support the event is another consideration, i.e., when spring training is occurring, available resources are dedicated to that activity, and are public safety resources sufficient for another event occurring at the same time?

Vice Chair Birchler thanked staff for their work and acknowledged the significance of the undertaking. The idea has been to create an ordinance and process that makes it easier for event producers to feel welcome and to provide the City with greater opportunities to compete with neighboring cities. She noted that although titled a Special Events Ordinance, throughout the document, it is referenced simply as "events." She asked whether there was any discussion regarding changing the title to Events Ordinance.

She also asked about how this merges with what the TDC took to the City Council and established as verbiage as it relates to the event funding. Mr. Stockwell replied that staff should look at this. He acknowledged that the current ordinance refers to events simply as events and not special events. He clarified that the ordinance is intended to govern any events that occur within the City, but that it will be called the Events Ordinance going forward. Ms. Churchard added that the title was left in place up to this point in order to avoid confusion. Mr. Stockwell stated that the Events Ordinance is focused on negative impacts on others, whereas the Tourism Development Commission community event, matching event advertising funding and venue funding programs focus on the benefits to the community.

Vice Chair Birchler stated her understanding that when a main event, such as Barrett-Jackson was occurring, satellite events were to occur throughout the City, which support the main event. The draft Ordinance does not seem to fit the same model, as discussed all along, as it relates to establishing and supporting main events. Mr. Stockwell reiterated that the focus has been on negative impacts and not the positive impacts. He acknowledged that in light of the suggestion today to examine how events complement other events, perhaps language to that effect should be included in the Ordinance, specifically, how an event complements other events and does not conflict with them.

Vice Chair Birchler said she understands the concern to combat negative impacts. However, if the City wants to be welcoming by making the process easier for promising events, the focus should be positive and not merely reflective of negative impact concerns. Chairman Holdsworth agreed with an approach that looks for opportunities and not just conflicts. Task Force Member Potje commented that the vision is to build a brand and that limiting events will reduce synergy. For example, a visitor will be more likely to come if there are five car shows, rather than one. Ms. LeBlanc suggested adding language indicating that collaboration is encouraged. She also cited the significant concern of parking issues downtown, specifically during spring training and suggested efforts to identifying outlying lots and transportation opportunities.

Task Force Member Eubanks commented that the term "criteria," by its very nature communicates an opportunity to exclude something, but that is the nature of an ordinance. It does not mean that the City is not inviting or that the wording needs to be softened in some way. Mr. Stockwell suggested that the guidelines be as clear as possible. Conflict occurs when opinions differ on the meaning of words. If the term "complementary" can be clearly defined and included and if a criteria can be added which assesses the benefits to Scottsdale for a particular event as a consideration, these should be considered.

Chairman Holdsworth stated support for certain restrictions, while not being in favor of becoming an unwelcoming community. Mr. Stockwell stated that members of City Council are looking for options, so if the Task Force can provide a range of language to choose from, that would be helpful. Chairman Holdsworth replied that the nature of differing views creates a problem when it comes to wordsmithing. However, everyone is entitled to provide comments and this is the first opportunity the Task Force has had to provide its recommendations.

Task Force Member Potje advised caution in terms of who is charged with determining a negative impact. Mr. Stockwell added that it would also be helpful to clarify what a

negative impact looks like. Task Force Member Potje replied that including the negative impact element in the Ordinance opens the potential for a worthwhile event to be denied, because one individual perceives it could be negative. Chairman Holdsworth pointed out that this demonstrates there are still many areas of concern in the community in general and that gaining consensus on a short time scale will be difficult. Task Force Member Duley commented that whether there is positive language or negative language, it will still be subjective. Mr. Stockwell stated that the preferred goal is be closer to objective than subjective.

Vice Chair Birchler asked what staff wishes the Task Force to address. Mr. Stockwell replied that a clear definition of an event is a way to clearly signify for the community and event promoters the types of things desired for Scottsdale. Events are entertainment or experiences. It is important to put out a list of categories to determine interest. The primary activity promotes awareness, education, entertainment, community celebration, festival, recreation or other unique experiences. Chairman Holdsworth asked how the Task Force can help to broaden the definition of event, if it does indeed need to be broadened. Task Force Member Hayslip asked whether the definition could support the existing image and reputation of Scottsdale. Mr. Stockwell stated that there are a number of sources to draw on for this guidance, such as the General Plan, the Downtown Plan, the Tourism Strategic Plan and the Economic Development Plan. The goal is to provide event producers with the information necessary so they will have a greater likelihood of proposing a successful event.

Ms. LeBlanc asked whether the ordinance is also designed to address the issue of not having events that are designed to sell items. Mr. Stockwell clarified that almost all events include the opportunity to shop, however, the criteria would address the issue of whether selling is the primary purpose versus other activities or experiences. Chairman Holdsworth added that there is fine line on this particular issue. Ms. LeBlanc stated that her concern with regards to restricting sales-related events is that the Maker Movement is growing in consideration in the same way that the Craftsman movement was at the turn of the last century.

Task Force Member Schenkat suggested a closer look at events in other cities to determine what those cities have used as their definition of event. Ms. LeBlanc stated that the Events Working Group asked for a study and received a Three Cities Report, which looks in great detail at Santa Fe, Austin and Charleston as three competitive markets. Austin was developing a new events ordinance at the time and the Austin ordinance is in the appendix to the Three Cities Report. Since that time she has been looking for cities that have been revising their ordinances. These include Miami Beach, Seattle and Portland. A concern that in comparison to other animated downtowns, there should be 250 to 270 events just Downtown alone. She suggested further review to prepare for this level of capacity. Mr. Stockwell commented that this was a good segue to things that are not included and still need to be done. For example, the Task Force needs to consider what events the City should promote or put on. In addition, there should be considerations for the long term of how improvements are made and managed in the Downtown area. Chairman Holdsworth added that the revitalization of Downtown is extremely important and will be driven by other factors, such as the level of restriction in the Ordinance.

Mr. Stockwell stated that staff will make revisions to the Ordinance based on comments received during this meeting, provide it to the Council for discussion and feedback and make additional changes. For any specific changes the Task Force wishes to see in the Ordinance before it is presented to the Council on February 16th, those changes would need to be received by February 1st.

8. Strategic Implementation Plan Budget

Ms. Churchard reviewed that when the Task Force was formed in 2013, the Council determined an amount of slightly more than \$2 million in funding from the bed tax fund for the Task Force. The Task Force drew out \$625,000 in the first year. None of that funding was spent in the first fiscal year. During the second fiscal year, the Task Force worked on bike design, completed some Downtown animation and contracted with Longwoods International to do some research. Currently, an economic feasibility study is out for RFP. The cost is unknown at this time. The Task Force has budgeted \$5,000 for pedestals for bike path signs as well as a potential small amount for sign design work. The amounts of money for years two, three, four and five go back specifically to the five-year plan and its implementation.

Chairman Holdsworth noted that the Task Group has not updated its broad outline of annual expenditures. He would like to see a report of potential expenditures for years four and five based upon the requirements in the plan. Staff will provide new Task Force Members with copies of the implementation plan, information notebooks containing contact information for the Task Force members and other information. Ms. Churchard stated that the Longwoods International contract continues. However, it will be paid out of the bed tax operating budget.

Task Force Member Potje asked whether the bicycle tour map would be available as a stand-alone handout at the kiosks. Mr. Geiogamah stated that he believes this is the plan. Staff is still working on the marketing component and finalization of the trails.

9. Working Groups & Staff Updates

Ms. Churchard stated her commitment to get the working groups back on track and meeting again. The Biking Group continues to meet on occasion. The Generational Group meets regularly with their next meeting scheduled for Friday, February 2. The Group's primary focus is the Scottsdale.Life website. As part of the process, staff will be realigned to work with groups. New Task Force Members are invited to participate in working groups. She stressed the need to expand the working groups to include other community members. Chairman Holdsworth commented that one of the factors affecting the meeting schedule is that some working groups are awaiting key decisions by the City.

In terms of staff updates, Ms. Churchard stated that staff will be hanging State of Arizona flags in the Old Town District beginning this Friday through the remainder of the month, to honor Western heritage and the statehood of Arizona. Other districts are requesting flags as well.

A calendar was provided to Task Force Members, which details activities occurring Downtown. Chairman Holdsworth clarified that the original question regarding activity

was in reference to how the success of the various events was being measured. Ms. Murphy-Bessler stated her commitment to review and monitor the activities and provide a report to the Task Force at the next meeting. Chairman Holdsworth stated that he was interested in hearing her recommendations on what might be done differently.

Task Force Member Unger asked about Music Mondays and what they entail. Ms. Murphy-Bessler replied that 98 percent of the performances are on Saturdays from 1:00 to 4:00 p.m. The contract has them locating different musical performances throughout Downtown. Other activities include Johnny Hotshot Rodeo and singing cowboy performances.

10. Tourism Development & Marketing Strategic Plan – Year 3 Action Plan

This item was tabled.

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

Discussion on frequency and length of meetings was solicited by Chairman Holdsworth. He stated that two hours was not a realistic time frame to get through everything on a typical agenda. Task Force Member Hayslip stated support for the current frequency of meetings and that 9:00 to noon is a sufficient length. Vice Chair Birchler pointed out that when members joined the Task Force, the guideline called for quarterly meetings. She added that the majority of members have full-time jobs. She stated her preference to start at 8:00 a.m. and possibly incorporating working group meetings.

Task Force Member Unger commented that in order to keep things progressing, more frequent meetings would be necessary, except for summertime. He supported Vice Chair Birchler's suggestion to incorporate the working group meetings. Chairman Holdsworth added that the City feels the Task Group is in danger of falling behind, if it does not continue to address issues on a more frequent basis. He also addressed the issue of Arizona Central and whether the verbiage can be changed to Scottsdale Central. He requested a discussion of this issue on a future agenda.

Ms. Churchard reviewed upcoming scheduled meetings. The next meeting is March 16. The subsequent quarterly meetings would be in June, September and December. The group overseeing Holly Street would like to make a presentation to the Task Force on April 27. This would be in advance of a meeting the group will be having with the Council on May 3 or later. Task Force Member Schenkat suggested that Task Force Members who are absent from meetings be permitted to provide input and comments based on the agenda and accompanying documentation. Chairman Holdsworth indicated that he was not aware if this was permitted under the Ordinance, but that members have previously participated telephonically.

The meeting schedule agreements were reviewed as follows:

- The next scheduled meeting is March 16, 2016.
- Meetings will start at 8:00 a.m., instead of 9:00 a.m.
- Meetings will be three hours.
- Working groups can be scheduled to meet on the same day.

- No meeting will be held in July and August.
- Interim meetings will be held only when action is needed to keep a project moving.
- Special Meeting for Holly Street in April.

Vice Chair Birchler stated that she would not be able to attend the March and April meetings, due to business travel. She also commented that the September meeting date conflicts with the SCVB Annual Meeting. Task Members agreed that the September date would have to be moved.

12. Adjournment

The meeting adjourned at 11:26 a.m.

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