



**City of Scottsdale
Tourism Development Commission
Regular Meeting**

8:00 a.m., Tuesday, November 17, 2015

Kiva Forum-City Hall

3939 N. Drinkwater Boulevard

Scottsdale, Arizona 85251

MARKED Agenda

1. Call to Order/Roll Call -8:02AM

David Scholefield, Chairperson

Ren Hirose, Vice-Chairperson

Camille Hill-**ABSENT**

Ace Bailey-**ABSENT**

Linda Dillenbeck

Robert McCreary

Carl Grupp

2. Approval of Minutes

Commission discussion and recommendation to approve the October 20, 2015 regular meeting minutes.

COMMISSIONER MCCREARY MOVED TO APPROVE THE MINUTES AS AMENDED OF THE OCTOBER 20, 2015 MEETING. COMMISSIONER GRUPP SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0). COMMISSIONER HIROSE ABSTAINED.

3. Manager Reports

Staff Contact: Steve Geiogamah, Tourism and Events Manager

- a. Staff Bed-Tax Collection Report
- b. Bed Tax Proforma
- c. Smith Travel Report
- d. Program Updates

4. Bed Tax Stabilization Financial Policy

Presentation, discussion and possible recommendation regarding the establishment of a tourism program bed tax stabilization financial policy and allocating \$2.6 million in carry-over bed tax funds toward the policy

Presenter: Jeff Nichols, City Treasurer

Staff Contact: Steve Geiogamah

ITEM WAS TABLED



5. [WestWorld Update](#)

Presentation, discussion and possible recommendation regarding the WestWorld operations and marketing and sales strategy.

Presenter: Brian Dygert, General Manager WestWorld

Staff Contact: Steve Geiogamah

6. [SCVB FY2015/16 First Quarter Performance Measures Report](#)

Commission discussion and possible recommendation regarding the Scottsdale CVB first quarter performance measurement report

Rachel Sacco, Rachel Sacco, President/CEO of the Scottsdale CVB

Staff Contact: Steve Geiogamah

7. [Transportation Master Plan](#)

Presentation, discussion and possible action regarding the city's transportation master plan

Presenter: Paul Basha, Transportation Director

Staff Contact: Steve Geiogamah

8. [Special Events Ordinance Update](#)

Staff update, commission discussion and possible recommendation regarding the City of Scottsdale event ordinance text amendment

Staff Contact: Cheryl Sumners, Events Manager

9. [Desert Discovery Center Management Services](#)

Staff update, commission discussion and possible recommendation regarding Desert Discovery Center Management Services

Presenter: Derek Earle, City Engineer

Staff Contact: Steve Geiogamah

10. [Fiesta Bowl Rugby Event Funding Proposal](#)

Presentation, commission discussion and possible event funding recommendation regarding allocating one time use bed tax funds to support the 2016 Fiesta Bowl Rugby event funding proposal.

Presenter: Jason Rose, Rose+Moser+Allyn Public Relations

Staff Contact: Steve Geiogamah

COMMISSIONER HIROSE MOVED TO APPROVE FUNDING OF UP TO \$75,000 FROM BED TAX CARRY-OVER FUNDS. COMMISSIONER MCCREARY SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0).

11. **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 Commission 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 Development Commission during "Public Comment."**



12. 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.

Adjournment -9:58AM

Next scheduled meeting is December 15, 2015

