



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

8:00 a.m., Tuesday, December 15, 2015

Community Design Studio

7506 E. Indian School Rd.

Scottsdale, Arizona 85251

Marked Agenda

1. Call to Order/Roll Call – 8:01AM

David Scholefield, Chairperson

Ren Hirose, Vice-Chairperson

Camille Hill

Ace Bailey - **LEFT AT 9:16AM**

Linda Dillenbeck

Robert McCreary

Carl Grupp

2. Approval of Minutes

Commission discussion and recommendation to approve the November 17, 2015 regular meeting minutes.

COMMISSIONER GRUPP MOVED TO APPROVE THE MINUTES AS AMENDED OF THE NOVEMBER 17, 2015 MEETING. COMMISSIONER McCREARY SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).

3. Manager Reports

Staff Contact: Steve Geiogamah, Tourism Development Manager

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

4. Funding of Desert Discovery Center Business Plan and Feasibility Analysis

Staff presentation, commission discussion and possible recommendation to City Council to appropriate a total of \$1,696,900 for Desert Discovery Center Scottsdale Inc. to produce a Desert Discovery Center business plan and feasibility analysis.

Presenter: Jeff Nichols, City Treasurer

Staff Contact: Steve Geiogamah

COMMISSIONER HIROSE MOVED TO RECOMMEND FUNDING FROM THE BED TAX CARRY OVER FUNDS IN THE AMOUNT OF \$1,696,900 TO PRODUCE A DESERT DISCOVERY CENTER BUSINESS PLAN AND FEASIBILITY STUDY. COMMISSIONER HILL SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).



5. [Findings and Implications of the 2015 Leisure Visitor Inquiry Study](#)
Report presentation and commission discussion regarding the 2015 LVIS report results
Presenter: Bruce Hernandez, Senior Vice President, Behavior Research Center
Staff Contact: Steve Geiogamah

6. [Special Events Ordinance Update](#)
Staff presentation, discussion and possible commission recommendation regarding the special event ordinance update, including the draft ordinance outline
Staff Contact: Cheryl Sumners, Events Manager

7. [PRCA Rodeo Event Proposal](#)
Presentation, commission discussion and possible event funding recommendation regarding allocating one time use bed tax funds to support the 2016 PRCA rodeo event.
Presenter: Dave Alford, Parada Del Sol
Staff Contact: Steve Geiogamah
**COMMISSIONER DILLENBECK MOVED TO RECOMMEND BED TAX FUNDING UP TO \$75,000.
COMMISSIONER HILL SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).**

8. **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.”**
LYNNE LAGARDE MADE A COMMENT REGARDING THE DESERT DISCOVERY CENTER, ITEM #4.

9. **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 -9:45AM

Next scheduled meeting is January 19, 2016

