



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

8:00 a.m., Tuesday, January 19, 2016

Kiva Forum-City Hall

3939 N. Drinkwater Boulevard

Scottsdale, Arizona 85251

Marked Agenda

1. Call to Order/Roll Call – 8:01AM

David Scholefield, Chairperson-**ABSENT**
Ren Hirose, Vice-Chairperson
Camille Hill
Ace Bailey

Linda Dillenbeck
Robert McCreary
Carl Grupp

2. Approval of Minutes

Commission discussion and recommendation to approve the December 15, 2015 regular meeting minutes.

COMMISSIONER GRUPP MOVED TO APPROVE THE MINUTES AS AMENDED OF THE DECEMBER 15, 2015 MEETING. COMMISSIONER BAILEY SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) 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. Tourism Development Commission Annual Report

Commission discussion and possible recommendation regarding TDC annual report.

Staff Contact: Steve Geiogamah

ITEM WAS REVIEWED AND ACTION WAS TABLED UNTIL NEXT MONTH.

5. Special Events Draft Ordinance Outline

Staff presentation and possible commission recommendation regarding the special event ordinance draft outline.

Staff Contact: Cheryl Sumners, Events Manager



6. [National Reined Cow Horse Association 2017 Snaffle Bit Futurity Event Bid Proposal](#)

Staff update and Commission discussion and possible recommendation to present a resolution to city council to support a bid proposal to hold the National Reined Cow Horse Association 2017 Snaffle Bit Futurity at WestWorld, which may include proposed funding for the event.

Staff Contact: Brian Dygert, WestWorld General Manager

COMMISSIONER DILLENBECK MOVED TO RECOMMEND FUNDING FROM THE BED TAX CARRY OVER FUNDS IN THE AMOUNT OF \$75,000. COMMISSIONER HILL SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

7. [WestWorld Event Funding Process](#)

Staff update and Commission discussion and possible recommendation regarding WestWorld events and the use of bed tax funds to support events at WestWorld.

Staff Contact: Brian Dygert, WestWorld General Manager

8. [Crushbrew Craft Beverage Festival Event Funding Proposal](#)

Presentation, Commission discussion and possible event funding recommendation regarding allocating event development bed tax funds to support the Crushbrew Craft Beverage Festival.

Presenter: Deborah Fiorentino, CEO, West 54th Media Group

Staff Contact: Steve Geiogamah

COMMISSIONER GRUPP MOVED TO DIRECT STAFF TO FURTHER EVALUATE THIS EVENT IN 2017. COMMISSIONER DILLENBECK SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ONE (1). COMMISSIONER HILL DISSENTED. VICE CHAIRMAN HIROSE RECUSED HIMSELF.

9. [Downtown Trolley Survey](#)

Staff update, commission discussion and possible recommendation regarding the 2015/16 Downtown Trolley service survey.

Presenter: Paul Basha, Transportation Director

10. [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

Staff Contact: Steve Geiogamah

COMMISSIONER GRUPP MOVED TO RECOMMEND ESTABLISHING A BED TAX STABILIZATION FUND USING \$2.6 MILLION FROM BED TAX CARRY OVER FUNDS. COMMISSIONER BAILEY SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

11. [Annual Planning Work Study Session](#)

Staff Update, commission discussion and possible recommendation regarding the 2016 Tourism Development Commission work-study agenda.

Staff Contact: Steve Geiogamah

12. 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.”**

13. 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 – 9:52AM

Next scheduled meeting is February 16, 2016

