



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

8:00 a.m., Tuesday, February 16, 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

Ren Hirose, Vice-Chairperson-**ABSENT**

Camille Hill

Ace Bailey

Linda Dillenbeck

Robert McCreary

Carl Grupp

2. Approval of Minutes

Commission discussion and recommendation to approve the January 19, 2016 regular meeting minutes and the January 26, 2016 special meeting minutes.

COMMISSIONER HILL MOVED TO APPROVE THE MINUTES AS AMENDED OF THE JANUARY 19, 2016 REGULAR MEETING. COMMISSIONER DILLENBECK SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0). CHAIRMAN SCHOLEFIELD ABSTAINED.

COMMISSIONER HILL MOVED TO APPROVE THE MINUTES AS AMENDED OF THE JANUARY 26, 2016 SPECIAL 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 2015 TDC annual report.

Staff Contact: Steve Geiogamah

COMMISSIONER HILL MOVED TO APPROVE THE ANNUAL REPORT AS PRESENTED. COMMISSIONER BAILEY SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).



5. [SCVB Second Quarter Performance Measures Report](#)
Report update and Commission discussion and possible recommendation regarding the Scottsdale CVB second quarter performance measure report.
Rachel Sacco, Rachel Sacco, President/CEO of the Scottsdale CVB
Staff Contact: Steve Geiogamah
6. [Preliminary FY2016/2017 Destination Marketing Program Objectives](#)
Commission discussion and possible recommendation regarding the FY2016/2017 Destination Marketing Program Objectives
Rachel Sacco: President/CEO of the SCVB
Staff Contact: Steve Geiogamah
7. [Transportation Master Plan Update](#)
Commission discussion and possible recommendation regarding the City's Transportation Master Plan.
Staff Contact: Paul Basha
8. [Western National Championship Event Bid Proposal](#)
Staff update and Commission discussion and possible recommendation to present a resolution to city council to support the Western National Championship bid proposal, which includes proposed funding for the event.
Staff Contact: Brian Dygert, WestWorld General Manager
COMMISSIONER HILL MOVED TO RECOMMEND FUNDING FROM EVENT DEVELOPMENT FUNDS IN THE AMOUNT OF \$30,000 PER YEAR FOR TWO YEARS. COMMISSIONER GRUPP SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).
9. [FY16/17 Bed-Tax Tourism Budget](#)
Commission discussion and possible recommendation to recommend the FY16/17 tourism development bed tax budget.
Presenter: Karen Churchard
Staff Contact: Steve Geiogamah
ITEM WAS REVIEWED AND ACTION WAS TABLED UNTIL APRIL.
10. [TDC Work Study Agenda](#)
Commission discussion and possible recommendation regarding the finalized Tourism Development Commission work-study agenda.
Staff Contact: Steve Geiogamah
COMMISSIONER HILL MOVED TO APPROVE THE AGENDA AS AMENDED. COMMISSIONER BAILEY SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).
11. [Tourism Development Commission Proposed Bylaws Update](#)
Commission discussion and possible recommendation regarding revision of Commission Bylaws
Staff Contact: Steve Geiogamah
ITEM WAS REVIEWED AND ACTION WAS TABLED UNTIL APRIL.



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.”**

SANDY SCHENKAT MADE A PUBLIC COMMENT IN REFERENCE TO ITEM 9, SPECIFICALLY THE STREET LIGHTING IN DOWNTOWN SCOTTSDALE.

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 – 9:32AM

Next scheduled meeting is March 15, 2016

