



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

**8:00 a.m., Tuesday, April 19, 2016**

**Kiva Forum-City Hall**

**3939 N. Drinkwater Boulevard**

**Scottsdale, Arizona 85251**

**Marked Agenda**

**1. Call to Order/Roll Call 8:00AM**

David Scholefield, Chairperson  
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 March 8, 2016 special meeting minutes and the March 15, 2016 work study meeting minutes.

**COMMISSIONER DILLENBECK MOVED TO APPROVE THE MINUTES AS AMENDED OF THE MARCH 8, 2016 SPECIAL MEETING. COMMISSIONER MCCREARY SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).**

**COMMISSIONER BAILEY MOVED TO APPROVE THE MINUTES AS PRESENTED OF THE MARCH 15, 2016 WORK STUDY 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. Tourism Development Commission Bylaws Update**

Commission discussion and possible action to approve changes to TDC Bylaws

Staff Contact: Steve Geiogamah, Tourism Development Manager

**COMMISSIONER HIROSE MOVED TO APPROVE THE CHANGES TO THE TDC BYLAW AS PRESENTED. COMMISSIONER GRUPP SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).**



## 5. Election of Officers

Staff Contact: Steve Geiogamah

**VICE-CHAIRPERSON HIROSE MOVED TO REAPPOINT DAVID SCHOLEFIELD AS THE CHAIRPERSON. COMMISSIONER GRUPP SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0). CHAIRPERSON SCHOLEFIELD ABSTAINED.**

**COMMISSIONER DILLENBECK MOVED TO REAPPOINT REN HIROSE AS THE VICE-CHAIRPERSON. COMMISSIONER HILL SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0). VICE-CHAIRPERSON HIROSE ABSTAINED.**

## 6. TDC Work Study Follow-Up

Commission discussion and possible recommendations regarding the March 15, 2016 work study session objectives

Staff Contact: Steve Geiogamah

**COMMISSIONER MCCREARY MOVED TO RECOMMEND MOVING FORWARD WITH THE WORK STUDY OBJECTIVES AS PRESENTED. COMMISSIONER HILL SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).**

## 7. FY 2016/17 Event Support Funding Programs

Commission update, discussion and possible recommendations regarding the FY2016/17 Event Support Funding Programs

Staff Contact: Steve Geiogamah

## 8. Tourism Downtown Economic Feasibility Study

Commission discussion and possible recommendation regarding the Tourism Downtown Economic Feasibility Study

Presenter: Karen Churchard, Director Tourism & Events

Staff Contact: Steve Geiogamah

## 9. FY2016/17 Scottsdale CVB Destination Marketing Program

Commission discussion and possible recommendation regarding the FY 2016/17 Scottsdale CVB Destination Marketing Program and Contractual Performance Measurements

Presenter: Rachel Sacco, President, CEO Scottsdale Convention & Visitor's Bureau

Staff Contact: Steve Geiogamah

## 10. Fiesta Bowl & College Championship Game Updates

Update and commission discussion regarding the January 1<sup>st</sup> Fiesta Bowl and January 2<sup>nd</sup> College Championship Games

Presenter: Rachel Sacco, President, CEO of the Scottsdale CVB

Staff Contact: Steve Geiogamah



#### 11. FY2016/17 Bed-Tax Tourism Budget

Commission discussion and possible recommendation regarding the FY2016/17 tourism development bed tax budget

Presenter: Karen Churchard, Director Tourism & Events

Staff Contact: Steve Geiogamah

**VICE-CHAIRPERSON HIROSE MOVED TO RECOMMEND FUNDING FROM BED TAX FOR THE DOWNTOWN ACTIVATION AS PRESENTED. COMMISSIONER HILL SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).**

**COMMISSIONER DILLENBECK MOVED TO NOT SUPPORT FUNDING FROM BED TAX FOR THE DOWNTOWN AMBIENT LIGHTING. COMMISSIONER HILL SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ONE (1). VICE-CHAIRPERSON HIROSE DISSENTED.**

#### 12. 2017 Off Road Expo Event Funding Proposal

Presentation, Commission discussion and possible event funding recommendation regarding allocating event development bed tax funds to support the 2017 Off Road Expo Event at WestWorld

Presenter: Mike Moore, Off-Road Expo Event

Staff Contact: Steve Geiogamah

**COMMISSIONER GRUPP MOVED TO RECOMMEND FUNDING FOR UP TO \$75,000 FROM EVENT DEVELOPMENT FUNDS. COMMISSIONER BAILEY SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ONE (1). COMMISSIONER DILLENBECK DISSENTED.**

#### 13. 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."**

#### 14. 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 10:22AM**

**Next scheduled meeting is May 17, 2016**



Persons with a disability may request a reasonable accommodation by contacting Holli Shannon at 480-312-2728. Requests should be made 24 hours in advance, or as early as possible, to allow time to arrange the accommodation. For TTY users, the Arizona Relay Service (1-800-367-8939) may contact Tourism & Events Department at 480-312-7177.