



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

8:00 a.m., Tuesday, May 17, 2016

Kiva Forum-City Hall

3939 N. Drinkwater Boulevard

Scottsdale, Arizona 85251

Marked Agenda

1. Call to Order/Roll Call – 8:04AM

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 April 19, 2016 regular meeting minutes

COMMISSIONER GRUPP MOVED TO APPROVE THE MINUTES AS PRESENTED OF THE APRIL 19, 2016 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. FY2016/17 Event Support Funding Programs

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

Staff Contact: Steve Geiogamah

COMMISSIONER HILL MOVED TO APPROVE EVENT PROGRAMS AS PRESENTED. COMMISSIONER GRUPP SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).

5. New Event Development Program

Commission update, discussion and possible recommendation regarding the FY2016/17 New Event Development Program

Staff Contact: Steve Geiogamah



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.

6. [FY2016/17 Tourism Program Objectives](#)

Commission discussion and possible recommendation regarding the tourism program plan of action objectives: 1) Event Program Criteria, 2) Work Effectively with City Government, 3) Pro-Actively Pursue Event Marketing Opportunities, 4) Leveraging Relations
Staff Contact: Steve Geiogamah

7. [FY2016/17 Scottsdale CVB Destination Marketing Guide & Performance Measurements](#)

Commission discussion and possible recommendation regarding the FY2016/17 Scottsdale CVB Destination Marketing Program and Contractual Performance Measurements
Rachel Sacco, President/CEO Scottsdale Convention & Visitor's Bureau
Staff Contact: Steve Geiogamah

COMMISSIONER HILL MOVED TO APPROVE THE FY2016/17 SCVB DESTINATION MARKETING GUIDE & PERFORMANCE MEASUREMENTS AS PRESENTED. COMMISSIONER BAILEY SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0). COMMISSIONER DILLENBECK RECUSED HERSELF.

8. [SCVB Third Quarter Performance Measures Report](#)

Report update and Commission discussion
Rachel Sacco, President/CEO of the Scottsdale CVB
Staff Contact: Steve Geiogamah

9. [Scottsdale CVB Visitor Industry Customer Analysis](#)

Presentation, commission discussion and possible recommendation regarding the Scottsdale CVB Visitor Industry Customer Analysis
Deanne Boynton Grupp, Vice President of Tourism of the Scottsdale CVB
Staff Contact: Steve Geiogamah

10. [2017 Off Road Expo Event Sponsorship](#)

Commission discussion and possible recommendation regarding the 2017 Off Road Expo event sponsorship
Staff Contact: Steve Geiogamah

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 agendized items and requests to place items on a future agenda. The Commission shall not discuss or take action on non-agendized 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.



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Adjournment – 8:59AM

Next scheduled meeting is June 21, 2016



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