



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

8:00 a.m., Tuesday, June 21, 2016

Kiva Forum-City Hall

3939 N. Drinkwater Boulevard

Scottsdale, Arizona 85251

Marked Agenda

1. Call to Order/Roll Call – 8:03AM

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

Linda Dillenbeck
Robert McCreary
Carl Grupp - **ABSENT**

2. Approval of Minutes

Commission discussion and recommendation to approve the May 17, 2016 regular meeting minutes

COMMISSIONER BAILEY MOVED TO APPROVE THE MINUTES AS PRESENTED. COMMISSIONER MCCREARY 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. New Event Development Program

Commission discussion and possible recommendation regarding the FY2016/17 New Event Development Program, including discussion and possible recommendation regarding a form contract for new event development funding

Staff Contact: Steve Geiogamah

COMMISSIONER HIROSE MOVED TO APPROVE THE NEW EVENT DEVELOPMENT PROGRAM AS PRESENTED. COMMISSIONER HILL SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).



5. Final Four Tournament Sponsorship

Commission discussion and possible recommendation regarding allocating event development bed tax funds to support the 2017 Final Four Tournament sponsorship
Presenter: Kyle Hedstrom | Director, External Relations, Stephanie Jarvis | Vice-President
COO Phoenix Local Organizing Committee

Staff Contact: Steve Geiogamah

COMMISSIONER BAILEY MOVED TO RECOMMEND BED TAX FUNDING UP TO \$150,000 FROM NEW EVENT DEVELOPMENT FUNDS IN SUPPORT OF THE FINAL FOUR TOURNAMENT SPONSORSHIP. COMMISSIONER DILLENBECK SECONDED. CHAIRMAN SCHOLEFIELD & COMMISSIONER HILL BOTH RECUSED THEMSELVES. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0).

6. **Transportation Master Plan**

Commission discussion and possible recommendation on the city's Transportation Master Plan as it relates to the tourism development marketing strategic plan

Staff Contact: Steve Geiogamah

COMMISSIONER HILL MOVED THAT THE TDC REQUEST THAT CITY COUNCIL EVALUATE ALL TRANSPORTATION OPTIONS INCLUDING THOSE PREVIOUSLY REMOVED FROM THE TRANSPORTATION MASTER PLAN SO THAT A THOROUGH DETAILED REPORT CAN BE CREATED. COMMISSIONER MCCREARY SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

7. Tourism Development and Marketing Strategic Plan Funding Request

Commission discussion and possible bed tax funding recommendation to support the Tourism Development and Marketing Strategic Plan

Staff Contact: Karen Churchard

COMMISSIONER BAILEY MOVED TO RECOMMEND BED TAX FUNDING UP TO \$745,000 FROM CARRY-OVER FUNDS IN SUPPORT OF THE TOURISM DEVELOPMENT AND MARKETING STRATEGIC PLAN FUNDING REQUEST. COMMISSIONER HILL SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) 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."**

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 – 9:03AM

Next scheduled meeting is July 19, 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.