



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

8:00 a.m., Tuesday, October 18, 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

Camille Hill

Linda Dillenbeck

Robert McCreary

Carl Grupp

Frank Ashmore

2. Approval of Minutes

Commission discussion and action to approve the September 20, 2016 regular meeting minutes.

COMMISSIONER MCCREARY MOVED TO APPROVE THE MINUTES AS AMENDED. COMMISSIONER GRUPP 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. Staff Bed Tax Hotel Classification Report
- c. Bed Tax Proforma
- d. Smith Travel Report
- e. Program Updates

4. Event Funding Program Recommendations

Commission discussion and FY 2016/17 event funding program recommendations:

- a. Arizona Asian Festival
- b. Parada del Sol Rodeo
- c. Scottsdale Culinary Festival
- d. ArtWalk

Staff Contact: Steve Geiogamah

COMMISSIONER DILLENBECK MOVED TO APPROVE THE EVENT FUNDING RECOMMENDATIONS AND INCREASE THE ARIZONA ASIAN FESTIVAL TO \$15000 + 10% SEASONALITY. COMMISSIONER HILL SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).



5. [Tourism Strategic Plan Update](#)

Update and commission discussion and possible recommendation regarding the Tourism Strategic Plan initiatives.

Presenter: Karen Churchard, Tourism & Events Director

Staff Contact: Steve Geiogamah

6. [FY 2017/18 Tourism Program Out of Budget Preparation](#)

Presentation and commission discussion and possible recommendation regarding possible FY 2017/18 Tourism Program out of budget requests.

7. [WestWorld Master Plan Update](#)

Presentation, commission discussion and possible recommendation to use Tourism Development Funds up to \$300,000 toward an update of the WestWorld Municipal Use Site Plan.

Presenter: Dan Worth, Public Works Director

Staff Contact: Steve Geiogamah

COMMISSIONER HILL MOVED TO APPROVE CARRY OVER BED TAX FUNDS IN THE AMOUNT OF \$150,000. COMMISSIONER DILLENBECK SECONDED THE MOTION. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO TWO (2). VICE CHAIRMAN HIROSE AND COMMISSIONER ASHMORE DISSENTED.

8. [Canal Convergence Event Update](#)

Presentation, commission discussion and possible recommendations regarding the Canal Convergence Event.

Presenter: Donna Isaac, Director Scottsdale Public Art

Staff Contact: Steve Geiogamah

9. [CRUSHBREW Festival Event Proposal](#)

Presentation, commission discussion and possible recommendation regarding allocation of Tourism Development Funds toward the CRUSHBREW Festival event proposal.

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

Staff Contact: Steve Geiogamah

COMMISSIONER ASHMORE MOVED TO APPROVE NEW EVENT DEVELOPMENT FUNDS IN THE AMOUNT OF \$5,000. COMMISSIONER DILLENBECK SECONDED THE MOTION. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ONE (1). COMMISSIONER HILL DISSENTED AND VICE CHAIRMAN HIROSE RECUSED HIMSELF.

10. **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.”**



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.

DIANA LAROWE & PATRICIA CARSTENS SPOKE ON BEHALF OF THE ARIZONA ASIAN FESTIVAL IN ITEM 4.

11. 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 – 10:11AM

Next scheduled meeting is November 15, 2016



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