



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

8:00 a.m., Tuesday, November 15, 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-**ABSENT**  
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 October 18, 2016 regular meeting minutes.

**COMMISSIONER MCCREARY MOVED TO APPROVE THE MINUTES AS PRESENTED. COMMISSIONER DILLENBECK SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).**

**3. Reconsideration of Funding Recommendation for CRUSHBREW Festival Event**

Reconsideration of the October 18 event funding recommendation in the amount of \$5000 for the CRUSHBREW event in relation to New Event Program guidelines of minimum recommended funding of \$30,000.

Staff Contact: Steve Geiogamah

**COMMISSIONER HILL MOVED TO RECONSIDER FUNDING IN THE AMOUNT OF \$30,000. COMMISSIONER DILLENBECK SECONDED THE MOTION. THE MOTION FAILED BY A VOTE OF TWO (2) TO THREE (3). VICE CHAIRMAN HIROSE RECUSED HIMSELF. THE EVENT WILL NOT RECEIVE EVENT SUPPORT FUNDING.**

**4. Downtown Trolley Update**

Commission discussion and possible recommendations regarding the following three Downtown trolley criteria discussed at the March 17, 2015 TDC meeting:

- a) That ridership exceed 700 per day
- b) That the cost per rider be less than the citywide bus/trolley average
- c) That the percentage of Scottsdale hotel guests riding the trolley exceeds 60%.

Staff Contact: Paul Basha, Transportation Director



5. [Experience Scottsdale First Quarter Performance Measures Report](#)

Report update and Commission discussion

Rachel Pearson, Vice President of Community & Government Affairs

Staff Contact: Steve Geiogamah

6. [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

7. **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.”**

8. **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 -9:04AM**

**Next scheduled meeting is December 20, 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.