



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

9:00 a.m., Tuesday, January 19, 2021

Meeting held electronically

**APPROVED MINUTES**

- PRESENT:** Linda Dillenbeck, Chairperson  
Sherry Henry, Vice Chair  
Jeanne Alspaugh  
Anna Mineer  
Richard Newman (9:24)  
Sally Shaffer
- ABSENT:** Ken McKenzie
- STAFF:** Karen Churchar  
Steve Geiogamah  
Ana Lia Johnson  
Cheryl Sumners  
Holli Shannon
- GUESTS:** Rachel Sacco, Experience Scottsdale  
Rachel Pearson, Experience Scottsdale  
Caroline Stoeckel, Experience Scottsdale  
Kelly Triplett, Experience Scottsdale  
French Thompson, Scottsdale Gallery Association

**1. Call to Order/Roll Call**

Chair Dillenbeck called the meeting of the Scottsdale Tourism Development Commission to order at 9:01 a.m. and noted the presence of a quorum. Commissioner McKenzie was absent. Commissioner Newman arrived at 9:24AM

**2. [Approval of Minutes](#)**

Commission discussion and action to approve the December 15, 2020 regular meeting minutes.

**NOTE:** MINUTES OF TOURISM DEVELOPMENT COMMISSION MEETINGS ARE PREPARED IN ACCORDANCE WITH THE PROVISIONS OF ARIZONA REVISED STATUTES. THESE MINUTES ARE INTENDED TO BE AN ACCURATE REFLECTION OF ACTION TAKEN AND DIRECTION GIVEN BY THE TOURISM DEVELOPMENT COMMISSION AND ARE NOT VERBATIM TRANSCRIPTS. DIGITAL RECORDINGS AND CLOSED CAPTION TRANSCRIPTS OF SCOTTSDALE TOURISM DEVELOPMENT COMMISSION MEETINGS ARE AVAILABLE ONLINE AND ARE ON FILE IN THE CITY CLERK'S OFFICE.

VICE-CHAIR HENRY MOVED TO APPROVE THE DECEMBER 15, 2020 REGULAR MEETING MINUTES AS PRESENTED. COMMISSIONER MINEER SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0). WITH CHAIR DILLENBECK, VICE CHAIR HENRY, COMMISSIONERS SHAFFER, ALSPAUGH, AND MINEER VOTING IN THE AFFIRMATIVE WITH NO DISSENTING VOTES. COMMISSIONER NEWMAN HAD NOT YET ARRIVED AND COMMISSIONER MCKENZIE WAS ABSENT.

**3. Election of Chair and Vice-Chair**

Discussion and vote to elect Chair and Vice Chair

VICE-CHAIR HENRY MOVED TO RE-APPOINT CHAIRPERSON DILLENBECK AS THE CHAIRPERSON. COMMISSIONER MINEER SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0). CHAIRPERSON DILLENBECK ABSTAINED.

CHAIRPERSON DILLENBECK MOVED TO RE-APPOINT COMMISSIONER HENRY AS VICE-CHAIR. COMMISSIONER ALSPAUGH SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0). CHAIRPERSON HENRY ABSTAINED.

COMMISSIONER NEWMAN HAD NOT YET ARRIVED AND COMMISSIONER MCKENZIE WAS ABSENT.

**4. Tourism Development Commission Annual Report**

Commission discussion and possible recommendation to approve the TDC annual report. COMMISSIONER ALSPAUGH MOVED TO APPROVE THE TDC ANNUAL REPORT AS PRESENTED. VICE-CHAIR HENRY SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0). NO DISSENTING VOTES. COMMISSIONER NEWMAN HAD NOT YET ARRIVED AND COMMISSIONER MCKENZIE WAS ABSENT.

**5. FY2021/22 Tourism Program Budget**

Commission discussion and possible recommendation regarding the FY 2021/22 Tourism program budget. Karen Churchard gave an update on the FY20/21 forecasted budget and the FY21/22 tentative budget.

VICE-CHAIR HENRY MOVED TO APPROVE THE FY21/22 TENTATIVE TDC TOURISM PROGRAM BUDGET AS PRESENTED. COMMISSIONER SHAFFER SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0). NO DISSENTING VOTES. COMMISSIONER NEWMAN HAD NOT YET ARRIVED AND COMMISSIONER MCKENZIE WAS ABSENT.

**6. Multi-Year Community Event Funding Update: Gold Palette ArtWalk Series**

Presentation, update regarding multi-year community event funded event Gold Palette ArtWalk Series.

French Thompson, Scottsdale Gallery Association gave an update on the ArtWalk event series over the last 3 years.

**7. Staff Reports**

Staff presentation and Commission discussion of the following:

- a. Staff Bed-Tax Collection Report
- b. Staff Bed Tax Hotel Classification Report
- c. Bed Tax Proforma
- d. Program Updates

Mr. Geigamah reviewed staff reports and provided program updates.

**NOTE:** MINUTES OF TOURISM DEVELOPMENT COMMISSION MEETINGS ARE PREPARED IN ACCORDANCE WITH THE PROVISIONS OF ARIZONA REVISED STATUTES. THESE MINUTES ARE INTENDED TO BE AN ACCURATE REFLECTION OF ACTION TAKEN AND DIRECTION GIVEN BY THE TOURISM DEVELOPMENT COMMISSION AND ARE NOT VERBATIM TRANSCRIPTS. DIGITAL RECORDINGS AND CLOSED CAPTION TRANSCRIPTS OF SCOTTSDALE TOURISM DEVELOPMENT COMMISSION MEETINGS ARE AVAILABLE ONLINE AND ARE ON FILE IN THE CITY CLERK'S OFFICE.

Approved February 16, 2021

**8. Public Comment**

There were no members of the public who wished to speak.

**9. Identification of Future Agenda Items**

Mr. Geiogamah stated future agenda items will include a FY2021/22 event funding program review, Experience Scottsdale 2<sup>nd</sup> quarter report and FY2021/22 destination marketing program update. Chairperson Dillenbeck suggested more follow-up presentations from other multi-year funded events as well as an update on the general plan.

**Adjournment**

With no further business to discuss, being duly moved by Vice-Chair Henry and seconded by Commissioner Alspaugh the meeting adjourned at 9:44 a.m.

Approved 6-0. No dissenting votes.

**Next scheduled regular meeting is February 16, 2021**

**NOTE:** MINUTES OF TOURISM DEVELOPMENT COMMISSION MEETINGS ARE PREPARED IN ACCORDANCE WITH THE PROVISIONS OF ARIZONA REVISED STATUTES. THESE MINUTES ARE INTENDED TO BE AN ACCURATE REFLECTION OF ACTION TAKEN AND DIRECTION GIVEN BY THE TOURISM DEVELOPMENT COMMISSION AND ARE NOT VERBATIM TRANSCRIPTS. DIGITAL RECORDINGS AND CLOSED CAPTION TRANSCRIPTS OF SCOTTSDALE TOURISM DEVELOPMENT COMMISSION MEETINGS ARE AVAILABLE ONLINE AND ARE ON FILE IN THE CITY CLERK'S OFFICE.