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
   - Linda Dillenbeck
   - Ren Hirose, Vice-Chairperson
   - Robert McCreary
   - Camille Hill
   - Carl Grupp - **ABSENT**
   - Ace Bailey

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).**

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.
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 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.”**

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

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