City of Scottsdale
Tourism Development Commission
Regular Meeting
8:00 a.m., Tuesday, December 20, 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    Linda Dillenbeck    Frank Ashmore
   Ren Hirose, Vice-Chairperson     Robert McCreary
   Camille Hill                     Carl Grupp

2. Approval of Minutes
   Commission discussion and action to reconsider and approve the October 18, 2016 regular meeting minutes and approve the November 15, 2016 regular meeting minutes.
   COMMISSIONER DILLENBECK MOVED TO APPROVE THE RECONSIDERED OCTOBER 18, 2016 MINUTES AS AMENDED. VICE CHAIRMAN HIROSE SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).
   VICE CHAIRMAN HIROSE MOVED TO APPROVE THE NOVEMBER 15, 2016 MINUTES AS AMENDED. COMMISSIONER GRUPP SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).
   CHAIRMAN SCHOLEFIELD RECUSED HIMSELF.

3. Annual Planning Work Study Session
   Staff update, commission discussion and possible recommendation regarding the 2017 Tourism Development Commission work-study agenda.
   Staff Contact: Steve Geiogamah, Tourism Development Manager

4. New Event Development Program Guidelines
   Commission update, discussion and possible recommendation regarding the FY2016/17 New Event Development Program guidelines, including possible guidelines regarding funding events occurring outside of Scottsdale
   Staff Contact: Steve Geiogamah, Tourism Development Manager
   COMMISSIONER DILLENBECK MOVED TO TABLE THIS ITEM UNTIL AFTER THE WORK STUDY SESSION SCHEDULED IN FEBRUARY. COMMISSIONER ASHMORE SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) 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. **Parada Del Sol Parade Event Agreement**
Commission discussion and possible recommendation regarding allocation of tourism funds in the amount of $64,400 to support the Parada Del Sol Parade event agreement.
Staff Contact: Steve Geiogamah, Tourism Development Manager

**COMMISSIONER HILL MOVED TO RECOMMEND FUNDING IN THE AMOUNT OF $64,400 FROM TOURISM EVENT DEVELOPMENT FUNDS. COMMISSIONER DILLENBECK SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).**

6. **Thunderbird Field Veterans Memorial Project**
Presentation, commission discussion and possible recommendation regarding allocation of tourism funds in the amount of $412,500 to support the Thunderbird Field Veterans Memorial Project.
Presenter: Carmen Williams, Management Analyst Aviation
Staff Contact: Steve Geiogamah, Tourism Development Manager

**VICE CHAIRMAN HIROSE MOVED TO NOT SUPPORT FUNDING THE PROJECT. COMMISSIONER DILLENBECK SECONDED. THE MOTION TO NOT SUPPORT CARRIED BY A VOTE OF FOUR (4) TO THREE (3).**

7. **Event Funding Program Recommendations**
Commission discussion and FY 2016/17 event funding program recommendations:
   a. Hashknife Pony Express
   b. Greater Phoenix Jewish Film Festival
   c. Italian Festival
   d. Parada del Sol Parade & Trails End
   e. Arabian Horse Show
   f. Sun Circuit Quarter Horse
   g. Legacy Ostrich Festival Soccer Tournament
   h. College Bound Series Lacrosse Tournament
Staff Contact: Steve Geiogamah

**COMMISSIONER HILL MOVED TO APPROVE THE EVENT FUNDING RECOMMENDATIONS AS SUBMITTED WITH THE EXCEPTION OF THE PARADA DEL SOL PARADE. COMMISSIONER ASHMORE SECONDED. MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).**

8. **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
      1) Smith Travel Reports
      2) Destination Marketing Agreement Audit Report
      3) Tourism Advisory Task Force Updates from Dec. 7, 2016 meeting.
         a. Downtown Connectivity Phase 2
         b. Downtown Research and Shoulder Season Event

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c. Downtown Scottsdale 2.0 – Tourism-related Economic Feasibility Study

9. 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.”**

10. 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 – 9:57AM**

Next scheduled meeting is January 17, 2017