City of Scottsdale
Tourism Development Commission
Regular Meeting
8:00 a.m., Tuesday, January 17, 2017
Kiva Forum-City Hall
3939 N. Drinkwater Boulevard
Scottsdale, Arizona 85251

Marked Agenda

1. Call to Order/Roll Call – 8:01AM
   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 approve the December 20, 2016 regular meeting minutes.
   VICE CHAIR HIROSE TO APPROVE THE DECEMBER 20, 2016 MINUTES AS AMENDED. COMMISSIONER ASHMORE SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).

3. Election of Chair and Vice-Chair
   Discussion and vote of Chair and Vice Chair
   Staff Contact: Steve Geiogamah
   VICE-CHAIRPERSON HIROSE MOVED TO REAPPOINT DAVID SCHOLEFIELD AS THE CHAIRPERSON. COMMISSIONER HILL SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0). CHAIRPERSON SCHOLEFIELD ABSTAINED.
   COMMISSIONER HILL MOVED TO REAPPOINT REN HIROSE AS THE VICE-CHAIRPERSON. COMMISSIONER MCCREARY SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0). VICE-CHAIRPERSON HIROSE ABSTAINED.

4. Civic Center Mall Master Plan
   Staff update, commission discussion and possible recommendation to staff regarding the Civic Center Mall master plan update.
   Staff Contact: Gary Meyer, Sr. Project Manager

5. Annual Planning Work Study Session
   Staff update, commission discussion and possible recommendation to staff regarding the February 21, 2017 Tourism Development Commission work-study agenda.
   Staff Contact: Steve Geiogamah, Tourism Development Manager

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.
6. **Tourism Development Commission Annual Report**
   Commission discussion and possible recommendation to staff regarding TDC annual report.
   Staff Contact: Steve Geiogamah

7. **NCHA Scottsdale Western Nationals Event Funding Proposal**
   Staff update, commission discussion and possible recommendation to City Council regarding allocation of Tourism Development Funds in the amount of up to $30,000 annually for two year toward the NCHA Scottsdale Western Nationals event.
   Staff Contact: Steve Geiogamah

   **COMMISSIONER HILL MOVED TO SUPPORT THE ALLOCATION OF TOURISM FUNDS UP TO $30,000 EACH YEAR FOR TWO YEARS. COMMISSIONER GRUPP SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).**

8. **Community Solid Waste and Recycling Strategic Plan**
   Presentation and commission discussion regarding the City’s Community Solid Waste and Recycling strategic planning efforts and the ways in which it may impact the tourism industry.
   Staff Contact: Dan Worth, Director Public Works

9. **Museum of the West Marketing Plan Update**
   Presentation, commission discussion and possible recommendation to staff regarding the Museum of the West marketing initiatives.
   Presenter: Mike Fox, CEO Museum of the West

10. **Tourism Strategic Plan Fund Allocation**
    Staff update, commission discussion and possible recommendations to staff regarding use of Tourism Development Funds allocated for FY 2016/17 towards the Tourism Strategic Plan and recommendation for allocation of Tourism Development Funds for the Tourism Strategic Plan for the FY 2017/18 Budget process.
    Staff Contact: Karen Churchard, Tourism & Events Director

    **COMMISSIONER ASHMORE MOVED TO SUPPORT THE ALLOCATION OF $331,000 FROM OUT OF BUDGET PROCESS WITH THE STIPULATION THAT ANY EXPENDITURES WILL BE PRESENTED TO THE TDC FOR RECOMMENDATIONS BEFORE THEY ARE SPENT. VICE CHAIR HIROSE SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).**

11. **Event Funding Program Recommendations**
    Commission discussion and FY 2016/17 event funding program recommendations:
    a. Arizona Bike Week
    b. Blackhawks Max Shacknai Soccer Invitational
    c. Desert Stages Theatre production of The Little Mermaid
    d. Walk With Me - Fun Walk Fundraiser
    Staff Contact: Steve Geiogamah

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COMMISSIONER HILL MOVED TO SUPPORT THE ARIZONA BIKE WEEK AS PRESENTED. COMMISSIONER DILLENBECK SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).
COMMISSIONER DILLENBECK MOVED TO SUPPORT THE BLACKHAWKS MAX SHACKNAI SOCCER INVITATIONAL AS PRESENTED. COMMISSIONER HILL SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).

12. 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. Scottsdazzle Update

13. 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.”

JAKE ADAMS, SOUTHWEST HUMAN DEVELOPMENT, MADE A PUBLIC COMMENT REGARDING ITEM 11D.

14. 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 – 9:48AM

Next scheduled meeting is February 21, 2017