City of Scottsdale
Tourism Development Commission
Regular Meeting
8:00 a.m., Tuesday, March 21, 2017
Kiva Forum-City Hall
3939 N. Drinkwater Boulevard
Scottsdale, Arizona 85251

Marked Agenda

1. **Call to Order/Roll Call – 8:02AM**
   - David Scholefield, Chairperson
   - Linda Dillenbeck
   - Frank Ashmore
   - Ren Hirose, Vice-Chairperson
   - Robert McCready
   - Camille Hill
   - Carl Grupp - ABSENT

2. **Approval of Minutes**
   Commission discussion and action to approve the January 17, 2017 regular meeting minutes and the February 21, 2017 work-study meeting minutes.
   - VICE CHAIR HIROSE TO APPROVE THE JANUARY 17, 2017 MINUTES AS AMENDED. COMMISSIONER MCCREARY SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).
   - VICE CHAIR HIROSE TO APPROVE THE FEBRUARY 21, 2017 MINUTES AS PRESENTED. COMMISSIONER MCCREARY SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

3. **Tourism Development Commission Annual Report**
   Commission discussion and possible recommendation to approve the TDC annual report.
   - Staff Contact: Steve Geiogamah
   - VICE CHAIR HIROSE TO APPROVE THE ANNUAL REPORT AS AMENDED. COMMISSIONER MCCREARY SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

4. **TDC Work Study Follow-Up**
   Commission discussion and possible recommendations regarding the February 21, 2017 work study session objectives
   - Staff Contact: Steve Geiogamah

5. **Tourism Related Capital Project Evaluation**
   Commission discussion and possible action regarding evaluating and prioritizing tourism related capital projects
   - Staff Contact: Steve Geiogamah

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. **Experience Scottsdale Second Quarter Performance Measures Report**
   Report update and Commission discussion and possible recommendation regarding the Experience Scottsdale second quarter performance measure report.
   Rachel Sacco, President/CEO of Experience Scottsdale
   Staff Contact: Steve Geiogamah

7. **Preliminary FY2017/2018 Destination Marketing Program Objectives**
   Commission discussion and possible recommendation regarding the FY2017/2018 Destination Marketing Program Objectives
   Staff Contact: Steve Geiogamah

8. **Fiesta Bowl Game January 2017 Update**
   Update and Commission discussion regarding the January Fiesta Bowl Game
   Presenter: Rachel Sacco, President/CEO of Experience Scottsdale
   Staff Contact: Steve Geiogamah

9. **Canal Convergence Event Update**
   Presentation, Commission discussion and possible recommendation regarding Canal Convergence event.
   Presenter: Donna Isaac, Vice President & Director Scottsdale Public Art
   Staff Contact: Steve Geiogamah, Tourism Development Manager

10. **Event Funding Program Recommendations**
    Commission discussion and FY 2016/17 event funding program recommendations:
    a. The Mane Event
       **COMMISSIONER DILLENEBECK MOVED TO SUPPORT THE MANE EVENT ($27,500) AS PRESENTED. COMMISSIONER HILL SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).**
    b. Art for Aunt Rita’s
       **VICE CHAIR HIROSE MOVED TO SUPPORT ART FOR AUNT RITA’S IN THE AMOUNT OF $3000. COMMISSIONER ASHMORE SECONDED. THE MOTION FAILED BY A VOTE OF TWO (2) TO FOUR (4).**
    c. Foster Family Fun Day
       **COMMISSIONER DILLENEBECK MOVED TO NOT SUPPORT FOSTER FAMILY FUN DAY ($0) AS PRESENTED. COMMISSIONER HILL SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).**
   Staff Contact: Steve Geiogamah

11. **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

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1. **Tourism Research Program Update**
2. **Special Event Report**
3. **Downtown Tax Revenue Report**

12. **Public Comment**
The public may address the Commission regarding any issue within the Commission’s purview. If you wish to address the Commission, please complete a comment card and provide it to the Chair or to a staff member. Speakers are limited to three minutes during Public Comment time. Arizona State law prohibits the Commission from discussing or taking action on an item that is not on the prepared agenda. In addition, the Chair may invite comments from the public on any agenda item.

    **SHARON CINI** MADE A PUBLIC COMMENT REGARDING THE ART FOR AUNT RITA EVENT. ITEM 10B
    **GLEN SPENCER** MADE A PUBLIC COMMENT REGARDING THE ART FOR AUNT RITA EVENT. ITEM 10B
    **BETTY JANIK** MADE A PUBLIC COMMENT REGARDING THE PRESERVE/DDC.

13. **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 -9:51AM**

    **Next scheduled meeting is April 18, 2017**