City of Scottsdale
Tourism Development Commission
Regular Meeting
8:00 a.m., Tuesday, May 16, 2017
Taliesin West
12621 N Frank Lloyd Wright Blvd.
Scottsdale, Arizona 85259

Marked Amended Agenda
*added item 1

Call to Order/Roll Call – 8:01AM
David Scholefield, Chairperson            Linda Dillenbeck            Frank Ashmore
Ren Hirose, Vice-Chairperson-ABSENT      Robert McCreary-ABSENT
Camille Hill                              Carl Grupp

1. Welcome to Taliesin West
   Stuart Graff, President and CEO
   Frank Lloyd Wright Foundation | Taliesin | Taliesin West

2. Approval of Minutes
   Commission discussion and action to approve the April 18, 2017 regular meeting minutes.
   COMMISSIONER GRUPP MOVED TO APPROVE THE APRIL 18, 2017 MINUTES AS AMENDED.
   COMMISSIONER HILL SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0).
   VICE-CHAIRPERSON HIROSE AND COMMISSIONER MCCREARY WERE ABSENT.

3. FY2017/18 Event Support Funding Programs
   Commission update, discussion and possible recommendation regarding the FY2017/18 Event Support Funding Programs:
   a) Matching Event Funding Program
      COMMISSIONER DILLENBECK MOVED TO APPROVE THE MATCHING EVENT ADVERTISING FUNDING PROGRAM AS AMENDED. COMMISSIONER HILL SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0). VICE-CHAIRPERSON HIROSE AND COMMISSIONER MCCREARY WERE ABSENT.
   b) Community Event Funding Program
      COMMISSIONER ASHMORE MOVED TO APPROVE COMMUNITY EVENT FUNDING PROGRAM AS AMENDED. COMMISSIONER HILL SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0). VICE-CHAIRPERSON HIROSE AND COMMISSIONER MCCREARY WERE ABSENT.
   c) Event Venue Fee Program
      COMMISSIONER DILLENBECK MOVED TO APPROVE EVENT VENUE FEE PROGRAM AS PRESENTED. COMMISSIONER HILL SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0). VICE-CHAIRPERSON HIROSE AND COMMISSIONER MCCREARY WERE ABSENT.

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.
d) New Event Development

COMMISSIONER HILL MOVED TO APPROVE NEW EVENT DEVELOPMENT FUNDING PROGRAM AS AMENDED. COMMISSIONER DILLENBECK SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0). VICE-CHAIRPERSON HIROSE AND COMMISSIONER MCCREA WERE ABSENT.

Staff Contact: Steve Geiogamah, Tourism Development Manager

4. FY2017/18 Tourism Development Fund Budget & Tourism-Related CIP Update

Commission discussion and possible recommendation regarding the FY2017/18 tourism development bed tax proposed budget change to include a portion of the WestWorld Marketing Service Agreement and updates on tourism-related capital improvement projects.

Staff Contact: Karen Churchard, Director Tourism & Events

COMMISSIONER DILLENBECK MOVED TO APPROVE THE FY2017/18 TOURISM DEVELOPMENT FUND BUDGET AS PRESENTED. COMMISSIONER ASHMORE SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0). VICE-CHAIRPERSON HIROSE AND COMMISSIONER MCCREA WERE ABSENT.

5. Experience Scottsdale Third Quarter Performance Measures Report

Report update and Commission discussion

Rachel Sacco, President/CEO of the Experience Scottsdale

Staff Contact: Steve Geiogamah

6. Canal Convergence Funding Request

Commission discussion and possible recommendation regarding the event funding action taken at the April 18, 2017 TDC meeting.

Presenter: Donna Isaac, Vice President & Director Scottsdale Public Art

Staff Contact: Karen Churchard, Tourism & Events Director

THIS ITEM WAS PULLED.

7. Highway to Hell Haunted House 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 $75,000 for the Highway to Hell Haunted House event.

Presenter: John Low

Staff Contact: Steve Geiogamah

COMMISSIONER HILL MOVED TO RECOMMEND FUNDING IN THE AMOUNT OF $75,000 FROM EVENT DEVELOPMENT FUNDS AND ALSO RECOMMENDED AN EVENT NAME CHANGE. COMMISSIONER ASHMORE SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0). VICE-CHAIRPERSON HIROSE AND COMMISSIONER MCCREA WERE ABSENT.

8. Parada Del Sol Parade Update

Presentation, Commission discussion and possible recommendation regarding the Parada Del Sol Parade.

Presenter: Don Chiappetti, Wendy Springborn, Parada Del Sol Inc.
Staff Contact: Steve Geiogamah, Tourism Development Manager

9. **Scottsdale International Film Festival Update**
   Presentation, Commission discussion and possible recommendation regarding the Scottsdale International Film Festival.
   Presenter: Amy Ettinger, Executive Director, Scottsdale International Film Festival
   Staff Contact: Steve Geiogamah, Tourism Development Manager

10. **Manager 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. Smith Travel Report
    e. Program Updates
    Staff Contact: Steve Geiogamah, Tourism Development Manager

11. **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.

12. **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 – 9:50AM**

Next scheduled meeting is June 20, 2017

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.