City of Scottsdale
Tourism Development Commission
Regular Meeting
8:00 a.m., Tuesday, July 18, 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          Ken McKenzie
   Robert McCreary                       Frank Ashmore
   Camille Hill                          Carl Grupp

2. Approval of Minutes
   Commission discussion and action to reconsider approval of the May 16, 2017 regular
   meeting minutes.
   COMMISSIONER HILL MOVED TO APPROVE THE MAY 16, 2017 MINUTES AS PRESENTED.
   COMMISSIONER ASHMORE SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO
   (0).
   Commission discussion and action to approve the June 20, 2017 regular meeting minutes.
   COMMISSIONER HILL MOVED TO APPROVE THE JUNE 20, 2017 MINUTES AS AMENDED.
   COMMISSIONER MCCREAERY SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO
   (0).

3. Election of Vice-Chair
   Commission discussion and action to elect a Vice Chair
   Staff Contact: Steve Geiogamah, Tourism Manager
   COMMISSIONER GRUPP MOVED TO ELECT COMMISSIONER HILL AS VICE-CHAIR. COMMISSIONER
   ASHMORE SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0). COMMISSIONER
   HILL ABSTAINED.

4. Tourism Related Project Evaluation Method
   Commission discussion and possible recommendation to staff regarding the use of the
   visitor related project evaluation tool.
   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.
5. **Community Event Funding Program Process**
   Commission discussion and possible recommendation regarding the use of additional FY2017/18 community event funding program criteria and processes to evaluate event funding requests that are outside the event funding program requirements.
   Staff Contact: Steve Geiogamah
   **COMMISSIONER ASHMORE MOVED TO APPROVE THE COMMUNITY EVENT FUNDING PROCESS CRITERIA CHANGES AS AMENDED. COMMISSIONER MCCREARY SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ONE (1). COMMISSIONER HILL DISSENTED.**

6. **Event Funding Program Recommendations**
   Commission discussion and FY 2017/18 event funding program recommendations:
   a. Scottsdale Philharmonic
   b. Desert Super Cup
   c. Dia de los Muertos
   d. Arizona Fall Championship
   Staff Contact: Steve Geiogamah
   **COMMISSIONER MCKENZIE MOVED TO SUPPORT THE EVENTS AS PRESENTED. COMMISSIONER ASHMORE SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).**

7. **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
      1. *STR regional profile*
      2. *Tourism Budget Update*
   Staff Contact: Steve Geiogamah

8. **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.

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 – 8:43AM**

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Next scheduled work-study meeting is August 10, 2017
Next scheduled regular meeting is August 15, 2017