City of Scottsdale
Tourism Development Commission
Regular Meeting
8:00 a.m., Tuesday, August 15, 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-absent
   - Ken McKenzie
   - Frank Ashmore
   - Linda Dillenbeck, Vice-Chairperson
   - Robert McCreary
   - Camille Hill
   - Carl Grupp-absent

2. **Approval of Minutes**
   Commission discussion and action to approve the July 18, 2017 regular meeting minutes.
   - COMMISSIONER McKENZIE MOVED TO APPROVE THE JULY 18, 2017 MINUTES AS PRESENTED.
   - COMMISSIONER McCREARY SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0).

3. **ArtWalk Event Support Funding Proposal**
   Presentation, commission discussion and possible recommendation regarding allocation of Tourism Development Funds in support of the ArtWalk multi-year community event funding proposal.
   - Presenter: French Thompson, President of the Scottsdale Gallery Association
   - Staff Contact: Steve Geiogamah, Tourism Development Manager
   - SANDY SCHENKAT MADE A REQUEST TO SPEAK REGARDING THE ARTWALK EVENT. SANDY ALSO SHARED WRITTEN COMMENTS FROM BRAD RICHARDSON AND ELAINE HOREJS.
   - KATHLEEN MACDONALD MADE A REQUEST TO SPEAK REGARDING THE ARTWALK EVENT.
   - COMMISSIONER HILL MADE A MOTION TO RECOMMEND EVENT FUNDING TOWARD THE ARTWALK EVENT SERIES AS PRESENTED. COMMISSIONER ASHMORE MADE A SECOND MOTION TO RECOMMEND $40,000 IN SUPPORT OF THE FUNDING AGREEMENT. COMMISSIONER ASHMORE WITHDREW RECOMMENDATION WITH A REQUEST TO AMEND COMMISSIONER HILL’S MOTION BY ADDING AN ATTENDANCE INCREASE OF 20% ANNUALLY. COMMISSIONER HILL AMENDED HER MOTION TO RECOMMEND SUPPORT OF A THREE YEAR AGREEMENT AT $75,000 ANNUALLY WITH AN ATTENDANCE INCREASE REQUIREMENT OF 20% YEAR OVER YEAR. COMMISSION ASHMORE SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0).
4. **2016 Longwoods Travel USA Report**  
Presentation, commission discussion and possible recommendations regarding the 2016 Longwoods Travel USA Report.  
Presenter: AnnDee Johnson, Vice President, Longwoods International  
Staff Contact: Steve Geiogamah

5. **Experience Scottsdale Fourth Quarter Performance Measures Report**  
Report update and Commission discussion  
Rachel Sacco, President/CEO of Experience Scottsdale  
Staff Contact: Steve Geiogamah

6. **Event Funding Program Recommendations**  
Commission discussion and recommendations on the following applications for event funding:  
   a. College Bound Challenge-3d Lacrosse Tournament  
   b. Dia del los Muertos  
Staff Contact: Steve Geiogamah  
**ROBERT RAMIREZ MADE A REQUEST TO SPEAK REGARDING THE DIA DE LOS MUERTOS EVENT.**  
**COMMISSIONER ASHMORE MOVED TO SUPPORT THE EVENTS AS PRESENTED. COMMISSIONER McKENZIE SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) 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  
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.  
**CHRISTIE LEE KINCHEN MADE A PUBLIC COMMENT REGARDING THE MCDOWELL SONORAN PRESERVE.**  
**JASON ALEXANDER MADE A PUBLIC COMMENT REGARDING THE DDC AND ALSO SHARED WRITTEN COMMENTS REGARDING THE TDC.**

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.
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 - 9:42AM**

Next scheduled regular meeting is September 19, 2017