City of Scottsdale
Tourism Development Commission
Regular Meeting
8:00 a.m., Tuesday, October 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           Carl Grupp           David Winter-ABSENT
   Linda Dillenbeck, Vice-Chairperson     Frank Ashmore – 9:29
   Camille Hill                           Ken McKenzie

2. Approval of Minutes
   Commission discussion and action to approve the September 19, 2017 regular meeting minutes.
   COMMISSIONER MCKENZIE MOVED TO APPROVE THE SEPTEMBER 19, 2017 REGULAR MEETING MINUTES AS PRESENTED. COMMISSIONER GRUPP SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

3. Clarification regarding use of funds for Desert Edge
   Presentation, discussion and possible recommendation regarding use of Tourism Development Funds towards the Desert Edge project including a clarification on the total amount recommended, and whether Tourism Development Funds should be used for a design development report and economic impact study.
   Presenter & Staff Contact: Karen Churchard, Tourism & Events Director
   THE FOLLOWING PEOPLE REQUESTED TO SPEAK ON THIS ITEM: EMILY AUSTIN, PATTY BADENOCH, HOWARD MEYERS & JASON ALEXANDER

4. Museum of the West
   Staff update regarding Museum of the West operations and marketing efforts and discussion and possible recommendation regarding use of $500,000 of Tourism Development Funds toward an education program.
   Presenter: Karen Churchard, Tourism & Events Director
   Staff Contact: Brent Stockwell, Assistant City Manager
   COMMISSIONER HILL MOVED TO RECOMMEND THE USE OF $500,000 TOURISM DEVELOPMENT FUNDS TOWARD AN EDUCATION PROGRAM. VICE-CHAIR DILLENBECK SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ONE (1). COMMISSIONER ASHMORE DISSENTED.
5. **International Off Road Expo Event New Event Funding**
   Presentation, commission discussion and possible recommendation regarding allocation of
   Tourism Development Funds in the amount of $75,000 in support of a 2017 International
   Off Road Expo event funding agreement.
   Presenter: Andy Myers, International Off-Road Expo
   Staff Contact: Steve Geiogamah, Tourism Development Manager
   COMMISSIONER ASHMORE MADE A MOTION TO RECOMMEND EVENT FUNDING OF $70,000
   TOWARD THE 2017 INTERNATIONAL OFF-ROAD EXPO EVENT. COMMISSIONER MCKENZIE
   SECONDED THE MOTION. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

6. **Parada del Sol Rodeo Event Support Funding Proposal**
   Presentation, Commission discussion and possible recommendation regarding allocation of
   Tourism Development Funds in support of the Parada del Sol Rodeo three year event
   funding proposal.
   Presenter: Dave Alford, Parada del Sol Rodeo
   Staff Contact: Steve Geiogamah
   COMMISSIONER ASHMORE MOVED TO RECOMMEND FUNDING IN THE AMOUNT OF $75,000
   ANNUALLY FOR THREE YEARS FROM EVENT DEVELOPMENT FUNDS. VICE-CHAIR DILLENBECK
   SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

7. **Scottsdale Culinary Event Support Funding Proposal**
   Presentation, Commission discussion and possible recommendation regarding allocation of
   Tourism Development Funds in support of the Scottsdale Culinary three year event funding
   proposal.
   Presenter: Traci Thompson, General Manager, Scottsdale League for the Arts
   Staff Contact: Steve Geiogamah
   THIS ITEM WAS TABLED UNTIL NEXT MONTH

8. **Event Funding Program Recommendations**
   Commission discussion and recommendations on the following applications for event
   funding:
   a. Arabian Horse Show
   b. Arizona National Quarter Horse Show
   Staff Contact: Steve Geiogamah
   COMMISSIONER HILL MOVED TO SUPPORT THE EVENTS AS PRESENTED. COMMISSIONER
   MCKENZIE SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).
9. **Staff 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

10. **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.

11. **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 - 9:36AM**
Next scheduled regular meeting is November 21, 2017