CITY OF SCOTTSDALE
TOURISM DEVELOPMENT COMMISSION
REGULAR MEETING

Tuesday, January 17, 2017

Kiva Forum-City Hall
3939 N. Drinkwater Boulevard
Scottsdale, Arizona 85251
APPROVED MINUTES

PRESENT: David Scholefield, Chairperson
Ren Hirose, Vice Chairperson
Frank Ashmore, Commissioner
Linda Dillenbeck, Commissioner
Camille Hill, Commissioner
Carl Grupp, Commissioner
Robert McCreary, Commissioner

STAFF: Karen Churchard, Tourism & Events Director
Steve Geiogamah, Tourism Development Manager
Gary Meyer, Senior Project Manager
Dan Worth, Director Public Works
Brent Stockwell, Assistant City Manager

GUESTS: Mike Fox, CEO, Scottsdale's Museum of the West
Jake Adams, Easter Seals Southwest Human Development

1. Call to Order/Roll Call

Chairperson Scholefield called the regular meeting of the Scottsdale Tourism Development Commission to order at 8:00 a.m., and noted the presence of a quorum. He congratulated Commissioner Grupp on the birth of his child. He also clarified that during the last meeting, the TDC voted not to financially support the Veteran's Memorial at Scottsdale Airpark.
2. **Approval of Minutes**

   - December 20, 2016

Chairperson Scholefieldfield invited a motion to approve the minutes. Commissioner Ashmore made a clarification.

**COMMISSIONER HIROSE MOVED TO APPROVE THE MINUTES OF THE DECEMBER 20, 2016 MINUTES AS AMENDED. COMMISSIONER ASHMORE SECONDED. THE MOTION CARRIED BY A UNANIMOUS VOTE OF SEVEN (7) TO ZERO (0).**

3. **Election of Chair and Vice-Chair**

Steve Geiogamah, Tourism Development Manager opened the discussion for nominations. Vice Chairperson Hirose offered words of appreciation for Chairperson Scholefield's leadership.

**VICE CHAIRPERSON HIROSE MOVED TO REAPPOINT DAVID SCHOLEFIELD AS THE CHAIRPERSON. COMMISSIONER HILL SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0). CHAIRPERSON SCHOLEFIELD ABSTAINED.**

**COMMISSIONER HILL MOVED TO REAPPOINT REN HIROSE AS THE VICE CHAIRPERSON. COMMISSIONER MCCREARY SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0). VICE-CHAIRPERSON HIROSE ABSTAINED.**

4. **Civic Center Mall Master Plan**

Gary Meyer, Senior Project Manager discussed the planning timeline:

   - First public meeting on October 28, 2015
   - Second public meeting on November 18, 2015
   - Extensive public outreach and stakeholder meetings
   - Project was put on hold for a time during discussions of Downtown public space master planning
   - Next public meeting to be held January 25, 2017

Issues of concern include:

Better functionality for events
   - Improved permanent stages
   - Power, lighting, sound system
   - Storage
   - Truck access
Improve public space and infrastructure
- Circulation and wayfinding
- ADA accessibility
- Drainage issues
- Improve visibility from Main Street/Brown Avenue
- Resolve bridge deterioration issues
- Reduce fountains/water surface

Next steps include:
- Public meeting January 25, 2017 6:00 p.m. at stage 2, Scottsdale Center for Performing Arts
- Municipal Use Master Site Plan Update:
  - Development Review Board
  - Planning Commission
  - City Council

The plan is to present to City Council in the fall of 2017. Following this, there will be a design concept report, which is already contracted with the design team. This includes more detailed landscape plans.

In reply to a query from Commissioner Hill, Mr. Meyer confirmed that the stages will be permanent structures. Commissioner Hill suggested that the design allow flexibility for specialty staging.

Chairperson Scholefield asked how this relates to the Downtown 2.0 Study and the Holly Street Project. He noted that in the past there have been challenges with special events. He inquired as to possible impacts of the new ordinance. Mr. Meyer stated that there have been joint meetings with Holly Street in looking at the overall Downtown public space. There is a major focus on the area around the canal front, including integrating public space into the area as well as a focus on Laloma with a potential RFP for future development partnerships. In terms of special events, this is an important factor of any public space in terms of incorporating various uses. This will be a major focus in planning.

Chairperson Scholefield asked about what portion is anticipated to be a City capital expense and whether a portion is expected to be presented to TDC for financial consideration. Mr. Geiogamah stated that $150,000 was allocated in bed taxes to support the plan to date. Alternative funding sources will be reviewed and brought back to the TDC for consideration.

5. **Annual Planning Work Study Session**

Mr. Geiogamah stated that staff provided the draft agenda to the TDC in December and is seeking agenda recommendations for the Work Study Session scheduled for February 21st. Additions to the agenda were made, based on the Commission’s previous recommendations. There was discussion on adding WestWorld as an agenda item. Chairperson Scholefield noted that as there is such overlap between the funding and
WestWorld, that it should be included as its own item. There was consensus on the agenda recommendations with the addition of WestWorld as an agenda item.

6. **Tourism Development Commission Annual Report**

Mr. Geiogamah stated that the annual report has been produced. Holli Shannon captured all the recommendations and actions that were brought forward last year. He asked for comments from the Commission regarding staff’s listing of anticipated key issues.

Chairperson Scholefield commended Commissioner Hill for attending all 13 meetings.

Chairperson Scholefield asked whether there is a need to identify passed versus rejected motions. Mr. Geiogamah replied that staff will bold the actions.

Vice Chairperson Hirose suggested the addition of a short detail to explain how the vote went and reasons for approval or disapproval. Staff will bring the revised report back to the TDC for final approval at its meeting in March.

7. **NCHA Scottsdale Western Nationals Event Funding Proposal**

Mr. Geiogamah said that there is a request for the Commission to approve $30,000 annually for two years to support the event, which will take place at WestWorld for ten consecutive days. The event typically brings 1,200 entries and 700 horses. On March 15, 2016, City Council approved a TDC recommendation to support a WestWorld bid to host the event. Staff is now presenting a proposal, which outlines deliverables and benefits associated with the event. Staff is seeking approval for funding as well as the agreement to take forward to City Council.

**COMMISSIONER HILL MOVED TO SUPPORT THE ALLOCATION OF TOURISM FUNDS UP TO $30,000 EACH YEAR FOR TWO YEARS. COMMISSIONER GRUPP SECONDED. THE MOTION CARRIED BY A UNANIMOUS VOTE OF SEVEN (7) TO ZERO (0).**

8. **Community Solid Waste and Recycling Strategic Plan**

Dan Worth, Director of Public Works, stated that current objectives include developing ways to better handle solid waste as well as to increase recycling and achieve several other objectives in the residential and commercial sectors, to include tourism. Sustainability, including recycling components, contributes to the values of the City in terms of cleanliness and attractiveness to tourists. Travelers staying at resorts often ask how to recycle while they are visiting, as they are accustomed to recycling. At times, local resorts make this difficult. Travelers also attend community events where there is no recycling.

Direction from Council last spring included a request for a rate increase. There had not been a rate increase for at least seven years. An assessment reflected a need for the increase in order to meet rising costs. The City provides service to all single family
residential dwellings and competes with other providers for commercial accounts. Some resorts use City solid waste services and recycling services. Some use Waste Management, Republic or one of approximately 30 companies providing service. The recent City rate increase was primarily in relation to recycling costs, as the charges were not sufficient to recover the cost of the service. Council asked the department to develop a plan that reflects the City’s sustainability ethic.

An opening chapter of the draft General Plan states that the community values sustainability. Chapters of the General Plan include very specific elements, policies and objectives that deal with solid waste disposal, recycling, commodity reuse and related activities. These chapters and list of objectives were relied upon to develop ten policy objectives. For each policy objective, there are a range of identified strategies. This is a community plan and not a solid waste department business plan. Stakeholders include other service providers, such as Waste Management, Republic, the Salt River Pima-Maricopa Indian Community, leaders in the commercial sector, multifamily housing developments, tourism sector, retail sector, business office community. It is envisioned that a final plan, having endorsement from key members of the community, will be presented to Council for final consideration towards the end of the spring/early summer of this year.

Policy objectives include:

1. Expand citywide recycling programs – single family residential (50 percent diversion by 2030)
2. Expand citywide recycling programs – multifamily residential (30 percent diversion by 2030)
3. Expand citywide recycling programs – commercial (20 percent diversion by 2030)
4. Minimize waste generation and establish programs for waste reduction, reuse and recycling (Reduction in landfill tonnage disposed)
5. Encourage reduction, reuse of building materials (Reduction in landfill waste for City capital projects; other construction)
6. Support regional waste reduction efforts (Implementation and results from partnership programs)
7. Identify opportunities to use solid waste and recycled materials as marketable commodities (Volumes to alternative uses; revenue from alternative uses)
8. Composting programs that reduce the amount of biodegradable waste going to the landfill (Green waste diversion at landfill; increase private composting)
9. Seek new, cost-effective and environmentally friendly methods (Efficiency; reduce cost per unit of service)
10. Diverse selection of services that meet solid waste disposal needs (Identify unmet needs in the community)

The timeline includes:

- The draft plan review by City boards and commissions (Fall, 2016), including Environmental Quality Advisory Board (EQAB), TDC, Tourism Advisory Task Force, Parks & Recreation
- Seek public input (winter, 2016/spring 2017)
  - Stakeholder meetings with customers and vendors
  - Community meetings, City website, social media
• City Council review (spring, 2017)

Commissioner Grupp noted that many hotels have plans to be more sustainable. He asked where the hospitality industry stands as a whole and what is specifically being asked from them. Mr. Worth said that it is recognized that many business in the industry are aggressively pursuing recycling. It is a corporate marketing decision for many of them. One of the challenges for is City staff is that they are not aware of the goals and objectives of many tourism and retail sector businesses. This may simply be a matter of collecting data.

Vice Chairperson Hirose commented that it is important to determine the financial impacts of these efforts. For a hotel to employ a person to coordinate such efforts adds $30,000 to $40,000 a year or more to the operating budget. Space limitations also affect these efforts. He suggested offering tax breaks for hotels that implement programs.

Chairperson Scholefield asked whether there would be direct outreach efforts to the hotel industry perhaps through the Valley Hotel Resort Association. Mr. Worth replied that he would like to reach out to individual hotel properties to collect input. A public information officer is assisting in these efforts. One of the efforts toward the general public is to frame specific questions concerning dedicating additional space and staff costs. Chairperson Scholefield encouraged direct feedback from hotels and large associations.

Chairperson Scholefield referred to the objectives for Policies 1, 2 and 3 and asked about the comparison to existing figures. For example, for Policy 1, the objective is a 50 percent diversion. Mr. Worth stated that for Policy 1, the current percentage is approximately 24. For two and three, the current percentages are not currently known, as the City is not the sole service provider.

Vice Chairperson Hirose suggested that contracts include requirements for recycling programs in all events. Perhaps Waste Management would be able to provide collection boxes and other necessary elements. This would increase opportunities for education.

Commissioner Grupp referenced the multifamily and commercial sites and asked why the City competes with the market that is serviced by the private side. Mr. Worth explained that in the past, commercial services have been provided for two reasons. Number one, in some cases, particularly with Downtown small business alley pickup, there is not enough volume to obtain an attractive rate from commercial providers. The alleys are difficult to navigate, with overhanging wires and obstacles. Commercial provider pricing is very prohibitive. Secondly, historically it has been done to provide additional revenue to support the single family residential program. He acknowledged that this has not been the case for several years, with the single family residential program actually subsidizing the commercial program. This imbalance was intended to be corrected with the rate increase last spring.
9. Museum of the West Marketing Plan Update

Mike Fox, CEO, Scottsdale’s Museum of the West, stated that today is the first day of the Museum’s third year of operations. He reviewed the Museum’s honors as follows:

- Named Best Western Art Museum in the Nation, and Best Museum in the West by the editors of True West magazine in 2016.
- Became a member of the Smithsonian Affiliate Program and selected as the youngest such institution to be included in the program.

Recently opened exhibitions include:

- Marjorie Thomas: Arizona Art Pioneer
- The Scottsdale Craftsmen: A 70-Year Legacy

Both exhibits will be up until late December, 2017.

“The Taos Society of Artists” Exhibition, which will run January 10th through April 30th includes a Taos Symposium and Monthly “Taos Tuesdays” Events. The collection includes 80 of the finest works of 19 artists, with a value surpassing $100 million. For the exhibit openings, visitors came from all across the country.

New collections to market in summer and fall, 2017 include:

- The Rennard Strickland Collection of Western Film History
  - The world’s premier collection of Western and Indian movie poster graphic arts
  - Contemporary graphic arts with broad, popular appeal
  - Opportunity to use the collection as a teaching tool about stereotypes and misconceptions of American Indians
- Allan and Judith Cooke Collection: Hopi Ceramic Pottery
  - Finest Hopi ceramic pottery ever collected, representing 700 years of artistry
  - Marketing sponsorship secured
  - Will engage Hopi consultant(s) to ensure the exhibition tells the story of the Hopi in an authentic way

Digital engagement activity is as follows:

- TripAdvisor: Highly rated attraction
  - Rated 4.5 out of 5
  - Number 10 of 162 things to do in Scottsdale
- Facebook
  - 4.7 out of 5 stars
  - New Facebook followers acquired at a growth rate on par with or surpassing other local, larger arts/culture institutions including:
    - Desert Botanical Garden
    - Phoenix Art Museum
    - Musical Instrument Museum (MIM)
A full-time position was established to manage social media and hotel marketing outreach. A monthly e-newsletter was begun which targets local concierges. As an endorsed affiliate partner of the National Concierge Association, staff attends monthly meetings and speaks about museum developments. In the past year, the Museum has invested approximately $150,000 in marketing strategies. These include:

- Maintain presence in key media outlets
- Expand reach and frequency in local, regional and national markets
- Target the “Top, core Scottsdale” visitor, as well as the senior market
- Expand into new special interest media, and neighborhood/community media
- Leverage downtown Scottsdale visitor traffic

Media strategies include:

- Advertise in existing and additional media
- Local publicity
- National publicity outreach (assisted by Experience Scottsdale, AOT and Phoenix CVB, perhaps others)
- Target special interest audiences
- Seasonal and exhibition timing
- Grassroots marketing
- Relationship marketing

Planned advertising includes:

- Arts and entertainment programs
- E-newsletters (arts, culture, lifestyle)
- Newspapers (community and special interest)
- Magazines (travel/tourism, community and special interest)
- Annual guides and directories
- Broadcast (local)
- Online
- Social media
- Transit
- Distribution services (brochures, flyers, coupons)
- Grassroots/Organizations
- Movie theaters

Commissioner Hill commended the digital advertising efforts at the airport.

Vice Chairperson Hirose commended the Museum for its high ratings. He thanked Mr. Fox for the presentation. He suggested that in addition to reaching out the hotel concierges, there should be consideration to develop relationships with marketing managers. He also suggested holding a mixer event. Mr. Fox stated that a number of mixers have been held and the Museum will continue to incorporate them into its outreach efforts.

Commissioner Dillenbeck commented that everyone she has ever sent to visit the Museum has raved about their experience. She asked about attendance rates. Mr. Fox
stated that projections for the second year were 100,000 visitors and the actual was approximately 75,000.

10. **Tourism Strategic Plan Fund Allocation**

Karen Churchard, Tourism & Events Director, stated that she had previously been asked to provide expenses to date for funds that TDC and Council have approved for the Tourism Advisory Task Force Five Year Strategic Plan. In fiscal year 2013/2014, while the Council and TDC approved $625,000, no expenditures were made in that first year. In the second year, approximately $105,000 was expended. In third year slightly more than $200,000 was expended. This year, additional funding was requested at a total of slightly more than $1 million. This included $300,000 for the holiday event, Scottsdazzle. The remaining $745,000 is allocated for additional events, marketing, public relations, Special Events Downtown Parking Study and other items. For the downtown feasibility study, approximately $126,000 of the total $300,000 budget has been expended.

Public relations and advertising will include Western Week in the coming month. The TDC has already allocated $220,000 towards next year’s Scottsdazzle. It is hoped that this fiscal year, additional holiday lighting for the event can be purchased.

Chairperson Scholefield noted that City Council approved the original Strategic Plan with a potential cost of $2,001,000. To date, the TATF has requested and TDC and City Council have approved $1.45 million. This leaves approximately $965,000 that could be coming back to the Tourism Development Commission. Ms. Churchard concurred. The difference in the amount between what the TDC has approved and what was originally planned is $331,000. Her request is to put this into the out of budget package moving into the next fiscal year. Chairperson Scholefield clarified that this would require the Commission to make a motion to support the $331,000 and that subsequently; it has to go back to City Council for review. Ms. Churchard agreed, noting that City Council would approve it through the actual budget process as opposed to a separate line item. Going into next year will be the last year of the Tourism Strategic Plan from a financial and planning standpoint.

Commissioner Dillenbeck noted that funds were moved from Big Idea event to Holly Street and that it seems that funds that should be generating tourism and tax revenue are being put into infrastructure. Ms. Churchard explained that last month Gary Meyer made a presentation to the Task Force by in regard to whether the Task Force wanted to continue on the Public Space Connectivity Study from the Canal Banks through Civic Center Mall. The Task Force unanimously decided that they wanted to provide additional funding for Holly Street to move the connectivity plan forward. The discussion was that rather to come back and ask for more money, it was determined that the Big Event funds were not ready to be spent and that those funds would be better spent toward what the Task Force recommended and approved for the study.

Mr. Geiogamah stated that the Holly Street funding related to Arizona Central, which was a key component of the tourism plan in the first and second year. This reflects a continuation of these efforts.
Chairperson Scholefield added that the Commission can make a recommendation today to allocate the $331,000 to the City budget or wait until a project is put on the table for this money.

Commissioner Grupp stated his preference to wait until there is something more concrete for consideration.

Ms. Churchard commented that over the past three to four years, staff has gone to the Task Force and to the TDC on any expenditures. The request is to allocate the funding in the out of budget category. However, those dollars would not be spent without coming back to the Task Force and the TDC with recommendations. From a process standpoint, it is staff’s recommendation to expend funds in the out of budget process with the City Council.

COMMISSIONER ASHMORE MOVED TO SUPPORT THE ALLOCATION OF $331,000 OUT OF THE BUDGET PROCESS WITH THE STIPULATION THAT ANY EXPENDITURES WILL BE PRESENTED TO THE TDC FOR RECOMMENDATIONS BEFORE THEY ARE SPENT. VICE CHAIR HIROSE SECONDED. THE MOTION CARRIED BY A UNANIMOUS VOTE OF SEVEN (7) TO ZERO (0).

11. Event Funding Program Recommendations

Mr. Geiogamah presented event funding program recommendations. The Event Working Group is comprised of TDC members and City and Experience Scottsdale staff. The following are Event Working Group recommendations for TDC consideration.

- Arizona Bike Week – $30,000
- Blackhawks Max Shacknai Soccer Invitational – $5,000
- Desert Stages Theatre Production of the Little Mermaid
  - Not recommended for funding
  - The working group determined that the program was produced in the normal course of business and not necessarily an event
- Walk with Me – Fun Walk Fundraiser
  - Not recommended for funding
  - The working group determined that based on the application and review, the event was primarily a fundraiser and not specifically an event for the community in general

Jake Adams, Chief Development Officer at Easter Seals Southwest Human Development provided comments. Southwest Human Development is a large nonprofit based in the Valley. They have over 900 staff, 40 programs and serve 135,000 children per year in the early childhood area. They partner with Read On Scottsdale and provide over 2,200 books through public events, including the Children’s Learning and Play Festival and the Ultimate Play Date. They operate the Reach Out and Read Program in three clinics in the City of Scottsdale through pediatric offices and several clinics located on the border of Scottsdale. Their ADAPT Shop provides services to 14 children with severe physical disabilities. Services are often provided for three to five years. The Birth to Five Helpline has fielded over 500 calls per year from City of Scottsdale residents.
The Walk with Me Event is in its third year in Scottsdale. It is a fundraiser, however funds raised go to the families served. The event showcases services offered. There are entertainment activities for children of all ages. The event is open to the public. There is a fee if a participant wants a t-shirt. Walk-ups are welcome. Activities are offered at no charge. The event date of February 25th was sent last summer. However, this conflicted with the first game of spring training. City staff asked that they accommodate the spring training game. Even though the fees and applications for the 5K were in, the Walk with Me Event has been transformed into a virtual 5K, with an expected loss of revenue at between $7,000 and $10,000. This year, volunteer organizations included Desert Mountain High School and Notre Dame Academy. He requested that the event be considered within the scope of a community event for funding.

Chair Scholefield asked for the requested amount. Mr. Geiogamah estimated it to be between $14,000 and $15,000.

Commissioner Grupp asked whether there are restrictions for funding for events that are primarily fundraisers. Mr. Geiogamah replied that there is no specific identification of fundraiser. The core objectives are that the program provides an activity for residents as well as the potential for hotel visitors to attend the event.

Vice Chairperson Hirose stated that during the Event Working Group meeting, this was considered as a fundraising event and is new event for consideration. Providing funding would open the door to other organizations holding fundraising events. He added that during the February Task Force meeting, criteria for events will be discussed. Rather than make a decision now, the final criteria decisions should be decided at that time.

Chair Scholefield inquired as to the event timeline. Mr. Adams stated that the event is scheduled for February 25th. He posed the possibility of granting funds after an event has been held, if this is a feasible option. As to the question of it being a fundraiser or community event, he stated that it was both.

COMMISSIONER HILL MOVED TO SUPPORT THE ARIZONA BIKE WEEK AS PRESENTED. COMMISSIONER DILLENBECK SECONDED. THE MOTION CARRIED BY A UNANIMOUS VOTE OF SEVEN (7) TO ZERO (0).

COMMISSIONER DILLENBECK MOVED TO SUPPORT THE BLACKHAWKS MAX SHACKNAI SOCCER INVITATIONAL AS PRESENTED. COMMISSIONER HILL SECONDED. THE MOTION CARRIED BY A UNANIMOUS VOTE OF SEVEN (7) TO ZERO (0).

There was consensus to accept the Event Working Group’s recommendations not to support funding Events C and D.
12. **Manager Reports**

a. **Staff Bed Tax Collection Report**
   - Bed tax collections were up in November (9%) with YTD collections up (15%)
   - Miscellaneous YTD retail tax collections were up (7%)
   - Restaurants were up YTD (5%)

b. **Staff Bed Tax Hotel Classification Report**
   - YTD bed tax collection for resorts up (14.7%)
   - Full service property up (11.6%)
   - Limited property up (5.5%)

c. **Bed Tax Proforma**
   - There were no major changes
   - FY 2016/17 event funding expenses have been updated including the TDC recommendation for event support for the 2017 Parada del Sol Parade will be presented to City Council on January 24th. Funding recommendation is $64,400

Chairperson Scholefield stated that there was to be a list of properties that have been moved back and forth with the adjustments. Mr. Geiogamah explained that this request was reviewed with the tax audit department and due to confidentiality; staff is not able to share properties that were moved from one classification to another. Four properties were moved in total. Chairperson Scholefield asked that this be revisited.

a. **Smith Travel Report**
   - Highlights for November 2016 (Scottsdale Trend Report-58 properties)
     - Over the past 12 months occupancy is up (0.6%)
     - Average daily rate ($189.39) is up (1.8%) when compared to the same period last year
     - Rev par ($127.62) is up (2.4%)
   - Segment Trend Report (Transient, Group, Contract – 25 properties report)
     - Over the past 12 months occupancy is down (-1.7)
     - Average daily rate (1.8) is up
     - Rev par is flat
   - Trend Scottsdale Downtown (15 properties report)
     - Over the past 12 months occupancy (-1.3%) is down
     - Average daily rate ($152.06) is up (2.2%)
     - Rev Par ($107.11) is up (0.8%) when compared to the same period last year
b. Program Updates
   1. Scottsdale Update
      - In follow up to last month’s TDC meeting, staff is continuing to evaluate adding a monthly STR report based on the commission’s direction to use a region map based on property locations.
      - Staff anticipates the report will be available at the February TDC meeting.

Chairperson Scholefield stated that at the last Experience Scottsdale meeting, Mayor Lane and one of the City Council members discussed Downtown taxation revenue not being where they expected it to be. He inquired as to a reporting mechanism that would substantiate this comment. Mr. Geiogamah stated that a downtown report based on regions is available that provides comparisons for year over year totals. Assistant City Manager Brent Stockwell stated that in advance of the February Work Study, the report could be updated through the end of this calendar year and provided for review.

Ms. Churchard addressed Scottsdazzle with preliminary information. She would be present at the March meeting to provide a more thorough update. Analytics for website, social media and public relations exposure was just received. These reports will be analyzed by March. One of the activities at the event included a wishing well with cards to be filled out by attendees. The card stated, “My wish for the season is ____.” Participants completed the card and provided their name, email and zip code. They were given the option to opt out of being contacting. Approximately 1,000 cards were completed and approximately 50 percent will allow contact.

13. Public Comment

There were no comments.

14. Identification of Future Agenda Items

Chairperson Scholefield identified the annual report as well as the Scottsdazzle report, Smith Travel Research breakdown by region and Downtown revenue discussion.

There had been some discussion that the Special Events Ordinance would be re-presented to City Council after a trial and error period and he asked whether this was on the radar. Mr. Stockwell stated that along with the annual report, this will be sent to City Council this month. He added that the general consensus from Councilmembers was to give the Ordinance a full year prior to revisiting it. However, issues are being identified on a case by case basis and are being brought to Council.

Commissioner Grupp referred to the Smith Travel breakout of region and asked whether there is a region classified as simply Scottsdale only bed tax properties. Mr. Geiogamah replied that such a market area could be created specific to Scottsdale. He added that he had previously made a request for the potential of having members of the Commission participate in order to help put together and review the reports.
Mr. Geiogamah stated in the spring, work will continue with Experience Scottsdale and Destination Marketing to bring program elements forward to review. Event programming will also continue through spring.

15. **Adjournment**

The meeting adjourned at 9:48 a.m.

SUBMITTED BY:

eScribers, LLC