1. **Call to Order/Roll Call**

Chair Scholefield called the regular meeting of the Scottsdale Tourism Development Commission to order at 8:04 a.m., and noted the presence of a quorum. He congratulated everyone involved with Scottsdazzle. He was present during opening night, joining an enthusiastic crowd. This is the last meeting of the year. The next meeting will be a work study session on January 16th.
2. **Approval of Minutes**

- November 21, 2017 Regular Session Minutes

Chair Scholefield noted that the meetings included action items that will need to be verified for completion. One typographical correction was made.

**VICE CHAIR DILLENBECK MOVED TO APPROVE THE MINUTES OF THE NOVEMBER 21, 2017 REGULAR MINUTES AS AMENDED. COMMISSIONER WINTER SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0). COMMISSIONERS ASHMORE AND MCKENZIE WERE ABSENT.**

3. **Tourism Strategic Plan**

Karen Churchard, Tourism & Events Director, reviewed the major elements that arose from the Plan:

- Implementing urban Downtown experiences
- Implementing programs to protect Scottsdale’s identity through pervasive interpretation of place-offset the loss of identity
- Developing programs that appeal to multiple generational visitors
- Developing and enhancing transportation programs
- Strategic elements for the development and extension of thought leadership
- Recommendation that the tourism industry moves from resort centric
- Tourism crisis and reserve plan

During the course of four and a half years, TATF discussed, created or implemented the following:

- Arizona Central concept
- Canal Convergence
- Civic Center Mall Municipal Use Master Site Plan
- Connectivity Public Space Master Plan
- Downtown brand & marketing
- Downtown activation & entertainment
- Research – Longwoods International Visitor Research and the Webb Report on events and event facilities
- Scottsdale.Life Website
- Scottsdazzle event & promotion
- Spring Training promotion
- Temporary public art - seasonal
- Transportation - biking routes, maps, Bike Share
- Transportation - Sky Harbor to Scottsdale
- Western Week promotion

TATF recommends that the programs continue to be funded with the exception of Scottsdale.life, which they would like to see the TDC find a home for.
Vice Chair Dillenbeck asked how the Spring Training promotion differs from the program by Scottsdale, as there appears to be redundancy. Ms. Churchard said it is directed more locally. There was a very small two to three week promotion online with the Scottsdale Charros, including the purchase of Google and Facebook ads. Promotions also included posters distributed to Downtown merchants and pins distributed by ambassadors and at the stadium.

Commissioner Hill referred to the connectivity concept and asked whether this refers to walking, biking, trolleys, cars or all of the above. Ms. Churchard replied that it primarily refers to pedestrian and biking with better connector streets. Commissioner Hill also inquired as to the success of Canal Convergence with expanding the period of the event. Ms. Churchard said that she and the new public art director will give a presentation in February to provide a snapshot of what will be occurring at the upcoming Canal Convergence the last weekend of February/beginning of March and then working into November of 2018. The event will be four days in February/March split into two weekend periods. The event in November will be held on the 9th through the 18th. TDC will be asked to fund the event.

Commissioner Winter inquired as to how the international visitor research is collected from Longwoods. Steve Geiogamah clarified that Longwoods data is not included. It is domestic only. In working with Experience Scottsdale, one of the challenges is in regard to international data. Staff continues to explore ideas. Vice Chair Dillenbeck asked how the Longwoods research differs from the VICA (Visitor Industry Customer Analysis) research. Mr. Geiogamah stated that Longwoods is domestic and more broad in terms of customer data to include business as well as leisure. VICA is specific to certain properties. Rachel Pearson, Experience Scottsdale, added that VICA data includes very luxury, upscale and upper moderate properties, which includes actual transaction data. This helps identify top performing customers.

Commissioner Hill referred to the Public Space Master Plan and asked whether it looks to allow dining on sidewalks. Art walks in other cities include street and sidewalk dining. Ms. Churchard stated that this aspect is not part of the Holly Street research, however there have been internal conversations regarding the dining experience. This includes legal issues and pedestrian-friendly considerations. Downtown 2.0 came out of the Tourism Strategic Plan and covered dining experiences on the second level, as opposed to street level. Commissioner Hill commented that allowing outside dining would have the potential to transform the event and would increase participation. Ms. Churchard noted that Ms. Pearson has been working with general managers and a small group of gallery owners to discuss improving the ArtWalk experience. Commissioner Hill said that Billings, Montana brought in food trucks at the end of a street and defined it as an event perimeter. Local restaurants were okay with the idea, because it brought more people to the area and they stayed longer. Ms. Churchard said this has been discussed for ArtWalk. They will try this approach with the Hashknife Pony Express event. If it does well, the art galleries can consider this for ArtWalk as well.

Commissioner Winter asked whether the Billings event included adequate seating for diners. Commissioner Hill said that it was located at the end of a street with a large event zone created with multiple tables. At a recent event for GoDaddy, the event built food truck facades, so that the individual restaurants could actually do the catering, rather than having competitors present. Sandy Schenkat commented that there are four
restaurants on Main Street. Trucks were brought in on Marshall a few years ago, which upset the existing restaurants. Chair Scholefield noted that the guideline includes a suggestion that the ArtWalk have increased attendance. Eventually the four existing restaurants may welcome another restaurant, if attendance grows and they are already over capacity themselves. If attendance grows to the desired expansion, the event will run out of food options.

Chair Scholefield asked for clarification that TATF has officially completed their mandate and been disbanded. Ms. Churchard stated that the resolution dictated that once TATF provided its final recommendations to the TDC and City Council, they would no longer exist, unless otherwise notified by the City Council. She met with the Council Members and Mayor to review the Tourism Strategic Plan as well as the Downtown Scottsdale 2.0, provided them recommendations and made them aware of the resolution. Chair Scholefield commented that while TATF has produced an impressive body of work, TDC’s efforts will likely be smoother going forward. Having the two groups sometimes working harmoniously and sometimes one group working ahead of the other resulted in some challenges. For example, he felt that Canal Convergence was a TDC project, however it is sometimes listed as a TATF project.

Commissioner Hill asked whether any of the Task Force’s responsibilities will be coming to the Commission. Ms. Churchard affirmed that this would occur, especially as TDC’s bylaws specifically discuss the Strategic Plan. In addition, Ms. Churchard will attend meetings this week in terms of Downtown Scottsdale 2.0 and direction received from Council. She would like to return to TDC in February to further discuss the project. In response to a question from Commissioner Hill, Ms. Churchard stated she did not necessarily see the need for the TDC to have additional meetings. A work study session might be helpful, however. Chair Scholefield requested that Mr. Geiogamah forward the Longwoods report and the Webb report to any Commissioners who have joined the Commission since these reports were done. Ms. Churchard said the reports are all available on the website.

Chair Scholefield inquired as to the traffic level of visits to the Scottsdale Life website. Ms. Churchard clarified that there is no content at the current time, only a cover page. Chair Scholefield asked about the possibility of rolling some of this work into Experience Scottsdale or whether there were plans to do something similar in the future. Caroline Stoeckel stated that the biggest issue is content generation. Unless there is a group dedicated to its mission and dedicated to generating content, progress is not likely to be made. Commissioner Hill commented that the Scottsdale Life website is not dissimilar to the Experience Scottsdale site. Ms. Stoeckel clarified that the Scottsdale Life website was intended to be very community focused. Commissioner Hill and Vice Chair Dillenbeck commented that there are several such websites with much redundancy. Chair Scholefield added that most of the links will direct back to Experience Scottsdale and that perhaps the Scottsdale Life website should be discontinued.

Chair Scholefield requested that, for the benefit of new Commissioners, Ms. Churchard circulate the presentation on Canal Convergence that Don Isaac was involved with. The presentation included the $650,000 request and showed an early projection for the future, which was not asked for at the time. It would be a good document in terms of informing new Commissioners how the $650,000 was arrived at.
Chair Scholefield suggested that in the future, when such requests are made, it would be helpful to see some of the contractual terms identified in terms of growth.

4. FY 2018/19 Tourism Program Budget

Ms. Churchard reviewed that each year, staff is instructed to develop the operating budget for the upcoming fiscal year. They are currently working on Fiscal Year 18/19. They just opened BUDS, the budgeting system. Nothing has been entered as yet. Staff wanted to speak with TDC first regarding ideas for the budget. If there are items that Commissioners would like a full presentation on, they can be pulled for a separate presentation. For example, Canal Convergence is not included, as this large ten-day event will likely require a more formal presentation to the Commission. The primary asks are based on the Tourism Strategic Plan. Marketing will begin with an ad agency doing advertising, beginning January, through spring and summer with a goal of having consumers in the metropolitan area visit Downtown.

In terms of the brochure/map, there was a contract going into the fifth year and the vendor opted out. A budget of $50,000 is included to work on some type of map directory. Staff is working with Experience Scottsdale on a ZeeMap being designed for Downtown. Although this partnership may continue for this purpose, the budget request will fund the 250,000 printed directories. Commissioner Hill asked whether there is a cost for merchants to be included in the directory. Ms. Churchard said that merchants would have free inclusion in terms of name of business, address and phone number. If they choose a descriptor, there is a cost. Additional advertising also has a cost. Another budget request is for décor and wayfinding. It includes proposed smart touch screen kiosks that allow searches for specific types of merchants or restaurants.

Chair Scholefield asked whether the physical maps are being used and where they are being distributed. Ms. Churchard said that the Downtown directory which was previously used was distributed at the Downtown kiosks, the two airports, all hotels and statewide through a third party vendor. Distribution is confirmed, however there is no information on actual usage. In response to a question from Chair Scholefield, Ms. Churchard confirmed that the merchants do see value in the distribution of the printed directories. Chair Scholefield suggested going through the exercise of analyzing how many similar maps already exist and where the $50,000 might be spent. Holli Shannon added that she is contacted on a near daily basis by groups coming to Scottsdale requesting the printed maps/directories.

Vice Chair Dillenbeck questioned why the City would be using tourism tax funds to promote private businesses. Ms. Churchard pointed out that the existing contract required no payment from the City. The company printed the brochures at its own cost, sold advertising and kept the revenue from those sales.

Commissioner Hill asked whether the new holiday lights in Old Town are LED. Ms. Churchard said that most of the holiday decorations are LED, including the festoon lighting.
Chair Scholefield suggested to Mr. Geiogamah that the Commission have a review in February or March on the Downtown maps and brochures being published. There may be a way to combine two to three maps to save money.

Ms. Churchard stated that the department is requesting $250,000 in a marketing package for 2018/19. This is a reduction, as the current budget is $280,000, which included a budget for Downtown research. In terms of event activation, the request for Scottsdazzle is $300,000. With the inclusion of the lighting package and PR/marketing, the collective amount is approximately $620,000. Chair Scholefield asked about the cost of the tree in year one. Ms. Churchard stated that the cost was approximately $80,000. There is a fee of $10,000 to $15,000 annually for storage and maintenance. She added that historically, the City has invested $160,000 General Funds for holiday and seasonal lighting prior to Scottsdazzle. Chair Scholefield commented that it is becoming a better event, however he is not supportive of a $300,000 plus budget, unless there is a plan to grow the event. There should be consideration for expansion in SkySong as well as north to Lincoln. Ms. Churchard said this is the reason for the request for $100,000 additional holiday lighting under décor and wayfinding.

Chair Scholefield asked for clarification that the $100,000 on holiday lighting for 18/19 will not be used to augment Downtown lighting, but will be used to expand beyond Downtown. Ms. Churchard confirmed this intent. Commissioner Hill suggested extending not only north/south, but also east/west. Ms. Churchard stated that another goal with Scottsdazzle is to expand the website to make it searchable for events happening throughout Scottsdale.

Ms. Churchard addressed Western Week. For the current period FY 17/18, there is a $100,000 budget with $60,000 being used in conjunction with the Arizona American Indian Tourism Association to create an Arizona Indian Village in Civic Center Mall. This feature will be present on the day of the Parada as well as Sunday. The remaining $40,000 may be used to supplement an element, such as food trucks for Hashknife. Chair Scholefield suggested keeping the $40,000 focused on marketing as much as possible. Of the events listed, the Commission has already funded the Gold Palette ArtWalk, and Parada del Sol with $75,000 each. In some cases, this represents a substantial increase in funding.

Ms. Churchard stated that the proposed budget includes $10,000 for potential Spring Training events through Cactus League and/or San Francisco Giants. It may not be used, but the budget placeholder will be present in the event there is an opportunity.

The seasonal entertainment budget refers to the Saturday 1 to 4 p.m. performances in the Downtown area. Vice Chair Dillenbeck asked about attendance statistics for these events. Ms. Churchard stated that Arizona Singing Cowboy (Gary Sprague) has been performing for the past five years. With his annual performance, he has created what Valeri LeBlanc of PLACES Consulting would call a happening. On his own accord, Mr. Sprague started taking his horse, Dusty, into the Rusty Spur Saloon at 3:45 p.m. and singing a song or two at the end of his performance period. People do go to the area specifically to see the performance. Otherwise, the performances are to enhance the ambience in the Downtown area. Vice Chair Dillenbeck commented that the City is paying a lot to get people to go Downtown. Chair Scholefield stated that he previously
suggested for this presentation that there be a column added which details the focus of these efforts.

Ms. Churchard stated that the production and staffing budget category includes working with a third party contractor, ESI on a piggyback contract (piggybacked on the City of Mesa contract). Chair Scholefield asked for clarification on what it is provided by the contractor. Ms. Churchard explained that they do all operational production of Scottsdazzle and Western Week activities. They will also be assisting with Canal Convergence behind the scenes operations in terms of setup and labor. Chair Scholefield asked whether this would require an RFP. Ms. Churchard said it would, had they not been able to piggyback on the Mesa contract.

Ms. Churchard explained that event promotion and buys fund the true hard advertising of events and activities. The Scottsdazzle budget includes a $50,000 ad purchase with KEZ 99.9.

Chair Scholefield inquired about the $40,000 portion for Western Week as it relates to marketing. Ms. Churchard stated that if the Commission wanted to reduce the overall budget (as Chair Scholefield had suggested the $40,000 be used for marketing), the event activation can be reduced to $60,000. The $40,000 for Western Week has not yet been spent. Chair Scholefield surmised that there is an extra $40,000 for marketing which is not needed for Western Week. Ms. Churchard said that of the $100,000 budgeted for this fiscal year, $60,000 went to the Arizona Indian Festival. The remaining balance of $40,000 for this year’s budget may be used for the Western Week ambassadors. These individuals dressed up as cowboys and cowgirls and were present at every event. While at events, they talked up Western Week to encourage attendance, and handed out buttons and brochures. Posters were provided to merchants. Vice Chair Dillenbeck stated that she would be in favor of using the budget for strictly marketing, as it creates a wider message than having people walk around the City doing one-on-one outreach. Chair Scholefield and Commissioner Grupp agreed.

Commissioner Hill pointed out that for Western Week, there is $100,000 on page one, another $40,000 and then part of production and staffing is $60,000 for a total budget of $200,000. With other needed rentals, such barricade and Porta-John rentals, the budget could be $225,000. Similarly, Scottsdazzle could be $535,000. Ms. Churchard clarified that for Western Week, the budget is $140,000 for event production and promotions. Approximately 25 percent of the budget is for staffing and production.

Chair Scholefield suggested that in the future, the report should have the costs for events bundled for better clarity.

Commissioner Winter referred to the $35,000 budget for barricade rentals and asked about the cost of an outright barricade purchase. Ms. Churchard clarified that labor for setup represents the majority of the cost. Mr. Geiogamah commented that a couple years ago, the City Manager asked staff to look at revenue producing ideas. Staff considered the purchase of barricades, but there were issues with storage and transportation.

Ms. Churchard stated that the new request for pedestrian signage will go through an RFP process. There may be a combination of technology (smart TVs) and pedestrian
level signage for walking through the Downtown area. Vice Chair Dillenbeck pointed out that installation of kiosks has the potential for significant maintenance and suggested an app as an alternative. Ms. Churchard said that the way companies are working now, there is combination of website, mobile friendly and technology components. According to the ambassadors, not all of the City’s clientele have cell phones. A physical onsite guide is important from an ambassador’s perspective. Ms. Churchard will look into having Joy Racine come before the TDC to discuss in more detail the ambassadors’ side in terms of observations and experiences in the Downtown area. Chair Scholefield commented that as the demographics change (Baby Boomers stop coming for visits and the generations move up), there are different expectations of how they receive information. Ms. Churchard added that the website being developed is mobile-friendly; there is no need to create an app. In response to a question from Commissioner Hill, Ms. Churchard confirmed that this will not replace the ambassadors.

The public art budget is a request to continue what the TDC started this year, which includes a canal temporary art installation (Reflection Rising) as well as piece specific for the month of December. One of the art pieces picked for Canal Convergence was budgeted to remain through December. The new piece for Canal Convergence will remain through February or March. In response to a question from Vice Chair Dillenbeck, Ms. Churchard stated that there are no funds available in the public art fund for temporary art.

Ms. Churchard addressed special event operations, which includes $20,000 for the street banner program. However, in speaking with staff, there is some desire to help with events for which they receive very few marketing dollars, such as the Rock’n’Roll marathon, which has a high cost for barricades. Another important need is the lack of public restrooms in the Downtown during major events and the need for Porta-Johns to be put up temporarily. This request comes from the Police Department, as it is not in the police budget. Other miscellaneous rentals and expenses include hardware for street poles for additional banners as well as tents and other event assistance.

In response to a question from Chair Scholefield, Ms. Churchard confirmed that the street banner budget represents the labor cost to hang the banners. Chair Scholefield noted that the event still has to generate the banners that are in compliance with the City. Mr. Geiogamah clarified that it is actually a cost recovery. There is an effort to put new banners up at the same time old ones are coming down, in order to mitigate costs.

Chair Scholefield asked about the location of signs for Scottsdazzle. Ms. Churchard replied that signs are only located in Downtown this year. Chair Scholefield suggested a proposal to use the banners for advertising for some events and activities. Mr. Geiogamah stated that a portion of the $20,000 is to install hardware for banner locations that do not have yet have hardware (previously approved by City Council). This will increase banner capacity.

In response to a question from Chair Scholefield, Mr. Geiogamah stated that signage locations (sign hardware) go from Scottsdale Road to the 101 in select areas. This area would require hardware installation. Existing banner locations in Downtown, are along Drinkwater and Goldwater. Additional banner location also include along Frank Lolyd Wright Blvd from Scottsdale Rd to the 101 Freeway. The funding would be for hardware only, as the labor is included in the street banner program. Chair Scholefield suggested
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Adding a line or revisiting with the Commission regarding advertising events via banners. In addition, there should be exploration on the costs to advertise on the Downtown Trolley to promote locations and events. Ms. Churchard stated that conversations are ongoing with Experience Scottsdale regarding the trolleys. In January, Lisa Johnson will be invited to provide more details. Chair Scholefield requested that Mr. Geiogamah add a future agenda item regarding extended advertising with street banners and trolleys.

Ms. Churchard summarized that the total budget request is $1.65 million. At the Commission’s request to reduce the budget by $40,000, the revised request is $1,615,500. For the current budget year, the total budget was $1.25 million. Within the $500,000 administrative budget from bed tax funds, Ms. Churchard will be putting in for a full-time employee with a marketing/PR background. This request must be approved by the City Manager and may or may not make it into the Council budget. Chair Scholefield noted that this was requested by the TDC last year and was not approved by the City Manager. Commissioner Hill said that the Commission believed it was a good idea at the time; she still believes so. There was consensus on approval of the idea.

Ms. Churchard reviewed the community and economic development portion of the budget request. In the past, some Commissioners had asked how much of the total tourism event budget is General Fund versus bed tax. The report provides that breakdown. There are currently 6.5 full time equivalent employees. Expenditures are listed by fund. The total listed by the General fund is $5.7 million. There is $100,000 for the special programs fund. the Tourism Development Fund expends $13.7 million, which includes Experience Scottsdale funds. Expenditures are categorized by type, including personnel, contractual services, commodities, capital outlays and operating projects. The capital outlays category was put into the budget two years ago and carried forward. It entails the festoon electrical lighting. It was approved for last year, but the monies were not expended until this year. There may be a carryover.

Ms. Churchard addressed Tourism Development Fund sources, how the money comes in and is expended. This is part of the operating budget. The operating fiscal year 2017 budget book is available online. Chair Scholefield asked whether the budget book would have the same type of information for WestWorld and the stadium. Ana Lia Johnson said it would not be included at that level. It is listed by fund. WestWorld is funded with the General Fund. Chair Scholefield asked staff provide a link to the Commissioners to the pages that are WestWorld and Scottsdale Stadium related.

Chair Scholefield asked for clarification on the budget notes and significant changes. Specifically, there was a citizen advisory position in planning and development. Ms. Churchard explained that 50 percent of the position, which is filled by Joy Racine, is now in the $500,000 administrative line item. A major part of Ms. Racine’s job is overseeing the Downtown ambassadors. Staff was asked by the City Manager to include 50 percent of the budget for the position.

Chair Scholefield sought explanation for the 0.2 figure (second bullet). Ms. Churchard stated that this refers to some of the net changes, which do not pertain to the TDC and do not come out of bed tax (i.e. one-time funding for critical arts facility upgrades, which was included in FY 16/17 and was removed from the current budget). There is a remaining budget that is carried forward, as it was not all spent (General Fund). Item 3 under the bullet is funding that was approved in FY 16/17 for year four, which was not
fully spent, and therefore carried over. The fifth bullet is the decrease related to the one-time funding for FY 16/17 for Museum of the West. The $500,000 for Hopi pottery was removed from the budget.

Ms. Churchard reviewed the amendments: Reduction of $40,000 on Western Week and the additional $100,000 on holiday lights must be spent on an extended reach, to be defined. In addition, this is the second year that the TDC is supporting a request for an FTE.

**COMMISSIONER HILL MOVED TO APPROVE THE TOURISM BUDGET AS AMENDED. COMMISSIONER WINTER SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0). COMMISSIONERS ASHMORE AND MCKENZIE WERE ABSENT.**

5. **Event Funding Program Recommendations**

Commission discussion and recommendations on the following applications for event funding:

- a. Spring Training Giant Race
- b. Hashknife Pony Express
- c. Sun Circuit Quarter Horse Show
- d. Persian Festival

Mr. Geiogamah stated that the four events were reviewed by the Event Working Group.

The Spring Training Giant Race is applying through the matching event advertising fund program, is requesting $10,000 and has been recommended by the Working Group.

Hashknife Pony Express is applying under the Community Event Funding Program and is requesting $15,000. The Sun Circuit Quarter Horse Show is applying under the Community Event Funding Program and is requesting $25,000. The reason for the increase from $8,000 to $15,000 for Hashknife and the increase for Sun Circuit from $15,000 to $25,000 was based on the new criteria established by the Commission (four objectives, number of days, history, et cetera).

The Persian Festival applied through the Community Event Funding Program and no recommendation was forwarded by the Event Working Group. The Working Group felt there was not enough history, information or detail to make a recommendation. There was concern about the March event timing as well as the $75,000 budget for an event without much detail provided.

Chair Scholefield asked whether Hashknife Pony Express is already being supported in other areas of the TDC budget. Mr. Geiogamah clarified yes, under the Western Week budget.

**COMMISSIONER HILL MOVED TO APPROVE THE EVENT FUNDING RECOMMENDATIONS AS PRESENTED. VICE CHAIR DILLENBECK SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0). COMMISSIONERS ASHMORE AND MCKENZIE WERE ABSENT.**
6. **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. Lodging Regional Report
- f. Program updates

Mr. Geiogamah said he would not be going into detail, unless there are specific questions. Staff continues to see the same trending regarding occupancy, increases in REVPAR and ADR. In terms of the proforma, a new report was forwarded to the Commission yesterday. Staff continues to work with Commissioner Ashmore on the STR reports in terms of options and additional considerations.

Chair Scholefield noted that during the presentation last month from the accounting department, there was discussion regarding potentially adding a column for other, such as Airbnb. He asked when this might be added. Mr. Geiogamah said he reached out to Michael Gugisberg last week and that Mr. Gugisberg is still working on the additional column. Regarding the question regarding the impact of the specific property paying bed tax, he confirmed that those figures have not been included in the numbers as yet. This represented a substantial amount of $580,000. Chair Scholefield requested that in the short term, some documentation be added to the report to indicate that the number is not stated. Mr. Geiogamah stated that by February, there should be a fair comparison in terms of the collection process and the amount coming in through the new State process.

Chair Scholefield commented that amounts indicate the early warning signs of a drop in revenue. He also noted that March of 2018 will be the first month with valid comparisons year to year. He requested that the minutes reflect the Commission’s concerns regarding the decline by hotel type, which exacerbates the need to have the other accommodation column included. Ms. Johnson also noted that there were some late payments, which was not something that occurred last year.

Vice Chair Dillenbeck asked for an explanation on why the numbers in table two do not add up to the tax collected. Ms. Johnson stated her understanding that it reflects cash received. Mr. Geiogamah clarified that table one is cash received and table two is reporting. Staff feels that it represents the potential variance. This year has been difficult in getting fair evaluation of what is coming in.

Ms. Pearson stated that research was done with City staff in regard to table two. Part of what was explained is that table two does not actually include everything from table one. Reports show that occupancy is flat and ADR is continuing to grow as well as REVPAR and is pretty much on point in terms of what was forecast for the year.

Vice Chair Dillenbeck noted that the Commission has talked several times regarding showing five years as a span in the report, which would address where future dollars are
derived. Mr. Geiogamah stated that staff would like to report this out during the upcoming work study session. Ms. Churchard added that the document does show the debt service over the five years. Chair Scholefield asked that the information be sent out again, as there are commissioners who have not yet received it.

10. Public Comment

There were no comments.

11. Identification of Future Agenda Items

Chair Scholefield noted that a couple of agenda items have already been identified. Mr. Geiogamah said that during the work study session, there may be a need for a brief regular meeting to review events to ensure they are proceeding through the process in a timely manner. There have been additional requests for new event proposals that if reviewed would extend out the work study meeting. The producers have been made aware of this. Chair Scholefield said the priority must be to items already committed to for City Council and for the Commission, which is the 21A review. Mr. Geiogamah noted that the February meeting is potentially Chair Scholefield’s last meeting. Council will begin the process of filling the position in January or February. The work study is tentatively scheduled for three hours from 8 to 11 a.m.

Ms. Shannon asked that the personal interest disclosure form and training forms be provided before the January meeting.

12. Adjournment

The meeting adjourned at 9:48 a.m.

SUBMITTED BY:

eScribers, LLC