City of Scottsdale
Tourism Development Commission
Regular Meeting
8:00 a.m., Tuesday, February 20, 2018
Kiva Forum-City Hall
3939 N. Drinkwater Boulevard
Scottsdale, Arizona 85251
Marked Agenda

1. Call to Order/Roll Call – 8:00AM
   David Scholefield, Chairperson  Carl Grupp  David Winter
   Linda Dillenbeck, Vice-Chairperson  Frank Ashmore
   Camille Hill  Ken McKenzie

2. Approval of Minutes
   Commission discussion and action to approve the January 16, 2018 special meeting minutes.
   COMMISSIONER McKENZIE MOVED TO APPROVE THE JANUARY 16, 2018 SPECIAL MEETING MINUTES AS PRESENTED. COMMISSIONER ASHMORE SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).

3. TDC Special Meeting Follow-Up
   Commission discussion and possible recommendations regarding the following January 16, 2018 special meeting objectives: Financial Policy 21A and tourism related operating and capital projects.
   Staff Contact: Karen Churchard, Tourism & Events Director, Steve Geiogamah, Tourism Development Manager
   COMMISSIONER HILL MOVED TO APPROVE THE CHANGES TO POLICY 21A AS PRESENTED. VICE-CHAIR DILLENBECK SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO TWO (2). CHAIRMAN SCHOLEFIELD & COMMISSIONER ASHMORE DISSENTED.

4. Tourism Development Commission Annual Report
   Commission discussion and possible recommendation to approve the TDC annual report.
   Staff Contact: Steve Geiogamah
   COMMISSIONER WINTER MOVED TO APPROVE THE ANNUAL REPORT AS AMENDED. COMMISSIONER GRUPP SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).

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. **Scottsdale Fahrenheit Festival-New Event Development Request**  
Presentation, Commission discussion and possible recommendation regarding allocation of Tourism Development Funds in the amount of $75,000 in support of the Scottsdale Fahrenheit event funding proposal.  
Presenter: Jason Rose, President. Scottsdale Fahrenheit Festival  
Staff Contact: Steve Geiogamah  
**COMMISSIONER HILL MOVED TO RECOMMEND FUNDING IN THE AMOUNT OF $75,000. COMMISSIONER ASHMORE SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).**

6. **Cinco de Mario Event-New Event Development Request**  
Presentation, Commission discussion and possible recommendation regarding allocation of Tourism Development Funds in the amount of $70,000 in support of the Cinco de Mario event funding proposal.  
Presenter: Rick Phillips, RND Events  
Staff Contact: Steve Geiogamah  
**COMMISSIONER ASHMORE MOVED TO RECOMMEND FUNDING IN THE AMOUNT OF $70,000. COMMISSIONER WINTER SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).**

7. **Little Red Schoolhouse Museum Design Project**  
Presentation, Commission discussion and possible recommendation regarding the Little Red School House museum design project.  
Presenter: Sharyn Seitz, Scottsdale Historical Society  
Staff Contact: Steve Geiogamah

8. **Event Funding Program Recommendations**  
Commission discussion and recommendations on the following application for event funding:  
   a. Jazz Day Event - $7000  
   b. Run the Runway - $8500  
Staff Contact: Steve Geiogamah  
**COMMISSIONER GRUPP MOVED TO APPROVE THE EVENT FUNDING RECOMMENDATIONS AS PRESENTED. COMMISSIONER WINTER SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) 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. Lodging Regional Report  
   f. 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 – 9:32AM

Next scheduled regular meeting is March 20, 2018