City of Scottsdale
Tourism Development Commission
Regular Meeting
8:00 a.m., Tuesday, May 15, 2018
Kiva Forum-City Hall
3939 N. Drinkwater Boulevard
Scottsdale, Arizona 85251
Marked Agenda

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

2. Approval of Minutes
   Commission discussion and action to approve the April 17, 2018 regular meeting minutes.
   COMMISSIONER WINTER MOVED TO APPROVE THE APRIL 17, 2018 REGULAR MEETING MINUTES AS PRESENTED. COMMISSIONER GRUPP SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

3. Electric Desert Light and Sound Experience Mega Event Funding Request
   Presentation, Commission discussion and possible recommendation regarding the allocation of Tourism Development Event Funds in the amount of $250,000 for the Desert Botanical Garden Electric Desert event October 13, 2018 through May 12, 2019.
   Presenter: Ken Schutz, The Dr. William Huizingh Executive Director
   Staff Contact: Steve Geiogamah, Tourism Development Manager

4. Dia de los Muertos Event Update
   Presentation, update and discussion regarding the 2017 Dia de los Muertos event held in Old Town Scottsdale on November 2 – November 5, 2017.
   Presenter: Robert Ramirez, Lore Productions
   Staff Contact: Steve Geiogamah

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. **Event Funding Program Recommendations**
   Commission discussion and recommendations on the following application for event funding:
   a. Day of the Dog Festival - $12,500
   Staff Contact: Steve Geiogamah
   COMMISSIONER GRUPP MOVED TO APPROVE THE EVENT FUNDING RECOMMENDATIONS AS PRESENTED. VICE-CHAIRPERSON HILL SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

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. Program Updates
      1. Cinco de Mario
   Staff Contact: Steve Geiogamah

7. **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.
   BRIAN CANNON MADE A PUBLIC COMMENT REGARDING ITEM 4. SANDY SCHENKAT MADE A PUBLIC COMMENT REGARDING ITEMS 3, 4 AND 5.

8. **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 – 9:22AM**

   Next scheduled regular meeting is June 19, 2018