City of Scottsdale
Tourism Development Commission
Regular Meeting
8:00 a.m., Tuesday, June 19, 2018
Kiva Forum-City Hall
3939 N. Drinkwater Boulevard
Scottsdale, Arizona 85251

Marked Agenda

1. Call to Order/Roll Call – 8:01
   Linda Dillenbeck, Chairperson
   Camille Hill, Vice-Chairperson
   Carl Grupp - ABSENT
   Sherry Henry
   Ken McKenzie
   David Winter

2. Approval of Minutes
   Commission discussion and action to approve the May 15, 2018 regular meeting minutes.
   COMMISSIONER MCKENZIE MOVED TO APPROVE THE MAY 15, 2018 REGULAR MEETING MINUTES AS AMENDED. COMMISSIONER WINTER SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) 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 to the Desert Botanical Garden for the Electric Desert Light event October 13, 2018 through May 12, 2019.
   Presenter: Ken Schutz, Executive Director Botanical Garden, Dana Terrazas, Director of Marketing Communications
   Staff Contact: Steve Geiogamah, Tourism Development Manager
   VICE-CHAIR HILL MOVED TO RECOMMEND FUNDING FROM THE CARRYOVER TOURISM FUNDS IN THE AMOUNT OF $250,000. COMMISSIONER HENRY SECONDED. THE MOTION CARRIED BY A VOTE OF THREE (3) TO TWO (2). COMMISSIONERS WINTER AND MCKENZIE BOTH DISSENTED.

4. Dia de los Muertos Event Funding Request
   Presentation, Commission discussion and possible recommendation regarding allocating Tourism Development Event funds to LORE Southwest Media & Art in the amount of $65,000 toward the 2018 Dia de los Muertos event held in Old Town Scottsdale.
   Presenter: Robert Ramirez, LORE Southwest Media & Arts
   Staff Contact: Steve Geiogamah
   COMMISSIONER MCKENZIE MOVED TO RECOMMEND FUNDING FROM THE TOURISM DEVELOPMENT FUNDS IN THE AMOUNT OF $65,000. VICE-CHAIR HILL SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0).
5. **International Off-Road Expo Funding Request**
   Presentation, commission discussion and possible recommendation regarding allocation of Tourism Development Event Funds in the amount of $54,000 in support of the 2018 International Off-Road Expo event.
   Presenter: Andy Myers, International Off-Road Expo
   Staff Contact: Steve Geiogamah
   
   **VICE-CHAIR HILL MOVED TO RECOMMEND FUNDING FROM THE TOURISM DEVELOPMENT FUNDS IN THE AMOUNT OF $54,000. COMMISSIONER WINTER SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0).**

6. **City Baseball/Softball Outfield Fence Funding Request**
   Commission discussion and possible recommendation regarding allocating Tourism Development Funds in the amount of $17,482 toward city facility baseball/softball field fencing.
   Presenter: Reed Pryor, Director Parks & Recreation
   Staff Contact: Steve Geiogamah
   
   **COMMISSIONER MCKENZIE MOVED TO RECOMMEND FUNDING FROM THE TOURISM DEVELOPMENT FUNDS IN THE AMOUNT OF $17,482. COMMISSIONER HENRY SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0).**

7. **Experience Scottsdale Third Quarter Performance Measures Report**
   Report update and Commission discussion
   Rachel Sacco, President/CEO of the Experience Scottsdale
   Staff Contact: Steve Geiogamah

8. **Event Funding Program Recommendations**
   Commission discussion and recommendations on the following applications for event funding:
   a. Children’s Learning & Play Festival $13,000
      **COMMISSIONER HENRY MOVED TO APPROVE THE EVENT FUNDING RECOMMENDATIONS AS PRESENTED. COMMISSIONER WINTER SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0).**
   b. Tour de Scottsdale $12,000
      **COMMISSIONER HENRY MOVED TO APPROVE THE EVENT FUNDING RECOMMENDATIONS AS PRESENTED. COMMISSIONER WINTER SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0).**
   c. Triple Crown Fastpitch Tournament $5,000
      **VICE-CHAIRPERSON HILL MOVED TO APPROVE THE EVENT FUNDING RECOMMENDATION AS PRESENTED. COMMISSIONER MCKENZIE SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0).**
   d. District 6 Little League $3,500
      **VICE-CHAIRPERSON HILL MOVED TO APPROVE THE EVENT FUNDING RECOMMENDATION AS PRESENTED. COMMISSIONER MCKENZIE SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0).**
   e. AZ Truck Fest $7,000
      **VICE-CHAIRPERSON HILL MOVED TO APPROVE THE EVENT FUNDING RECOMMENDATION AS PRESENTED. COMMISSIONER WINTER SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) 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
      1. Celebrate 68 City Event

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.

**RAD MASINELLI MADE A PUBLIC COMMENT REGARDING ITEM 4. RENE SALAZAR MADE A PUBLIC COMMENT REGARDING ITEM 8D.**

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 - 9:49AM**

Next scheduled regular meeting is July 17, 2018