



**City of Scottsdale**  
**Tourism Development Commission**  
**Regular Meeting**

9:00 a.m., Tuesday, May 18, 2021

Meeting held electronically

**Marked Agenda**

Until further notice, Tourism Development Commission meetings are being held electronically. While physical facilities are not open to the public, Tourism Development Commission meetings are televised on Cox Cable Channel 11/streamed online at [ScottsdaleAZ.gov](http://ScottsdaleAZ.gov) (search "live stream") to allow the public to virtually attend and listen/view the meeting in progress.

**1. Call to Order/Roll Call – 9:00AM**

Linda Dillenbeck, Chairperson

Sherry Henry, Vice-Chairperson

Richard Newman

Jeanne Alspaugh

Ken McKenzie - **ABSENT**

Anna Mineer

Sally Shaffer

**2. Approval of Minutes**

Commission discussion and action to approve the April 21, 2021 regular meeting minutes.

**VICE-CHAIRPERSON HENRY MOVED TO APPROVE THE APRIL 21, 2021 REGULAR MEETING MINUTES AS PRESENTED. COMMISSIONER SHAFFER SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).**

**3. June Days Update**

Commission update, discussion, and possible recommendation to staff regarding the June Days Program.

Staff Contact: Jackie Contaldo, Downtown Specialist

**4. Tourism Strategic Plan**

Presentation and Commission discussion and possible recommendation to staff regarding the proposed Strategic Plan.

Staff Contact: Karen Churchard, Tourism & Events Director

**COMMISSIONER NEWMAN MOVED TO RECOMMEND CONTINGENCY FUNDING FOR UP TO \$150,000 FOR THE TOURISM STRATEGIC PLAN. COMMISSIONER ALSAUGH SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).**



## 5. FY 2021/22 City Event Funding Programs

Commission update, discussion, and possible recommendation to City Council regarding the FY 2021/22 Event Funding Programs:

- a. Matching Event Funding Program
- b. Community Event Funding Program
- c. Event Venue Fee Program
- d. New Event Development

Staff Contact: Steve Geiogamah, Tourism Development Manager

**VICE-CHAIRPERSON HENRY MOVED TO APPROVE THE FY21/22 EVENT FUNDING PROGRAMS AS PRESENTED. COMMISSIONER MINEER SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).**

## 6. Scottsdale Fourth of July Celebration Funding Request

Presentation, commission discussion, and possible recommendation to City Council for bed tax fund expenditure up to \$30,000 to support the Scottsdale Fourth of July Celebration.

Presenter: Brandon Maxwell, M Culinary Concepts, Michael Stavros, M Culinary Concepts

Staff Contact: Steve Geiogamah

**COMMISSIONER ALSPAUGH TO RECOMMEND CONTINGENCY FUNDING FOR UP TO \$30,000 FOR THE SCOTTSDALE 4<sup>TH</sup> OF JULY CELEBRATION EVENT. VICE-CHAIRPERSON HENRY SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).**

## 7. Event Funding Program Recommendations

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

- a) Triple Crown June Softball Tournament - \$2,500

Staff Contact: Steve Geiogamah

**VICE-CHAIRPERSON HENRY MOVED TO RECOMMEND FUNDING IN THE AMOUNT UP TO \$2,500. COMMISSIONER SHAFFER SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).**

## 8. Bond Project 1. Replace Aging Infrastructure and Improve Public and Event Spaces on Civic Center

Presentation overview and Commission discussion and possible recommendation to staff regarding the Civic Center site design and construction renovation project.

Presenter: Brandon Sobiech, PLA, Principal & Founder, Dig Studio

Staff Contact: Karen Churchard, Tourism & Events Director

## 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. Program Updates

Staff Contact: Steve Geiogamah

## 10. Public Comment



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.

Spoken comment is being accepted on agenda action items. To sign up to speak on these items, please [click here](#). Request to speak forms must be submitted no later than 90 minutes before the start of the meeting.

Written comment is being accepted for both agendized and non-agendized items and should be submitted electronically no later than 90 minutes before the start of the meeting. These comments will be emailed to the Tourism Development Commission and posted online prior to the meeting. To submit a written public comment electronically, please [click here](#).

#### **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 -10:27AM**

**Next scheduled regular meeting is June 15, 2021**

