



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

9:00 a.m., Tuesday, June 15, 2021

Hybrid Meeting

Approved Minutes

- PRESENT:** Linda Dillenbeck, Chairperson
Sherry Henry, Vice Chair
Anna Mineer
Richard Newman
Sally Shaffer
Ken McKenzie
- ABSENT:** Jeanne Alspaugh
- STAFF:** Karen Churchard
Steve Geiogamah
Ana Lia Johnson
Holli Shannon
Denise Clayton
- GUESTS:** Rachel Sacco, Experience Scottsdale
Caroline Stoeckel, Experience Scottsdale
Stephanie Pressler, Experience Scottsdale
Stuart Graff, President CEO Frank Lloyd Wright Foundation

1. Call to Order/Roll Call

Chair Dillenbeck called the meeting of the Scottsdale Tourism Development Commission to order at 9:01 a.m. and noted the presence of a quorum. Commissioner Alspaugh was absent.

2. Approval of Minutes

VICE-CHAIRPERSON HENRY MOVED TO APPROVE THE MAY 18, 2021 REGULAR MEETING MINUTES AS PRESENTED. COMMISSIONER NEWMAN SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0). COMMISSIONER ALSPAUGH WAS ABSENT.



3. Chihuly in the Desert; Art Architecture and Nature

Stuart Graff, President CEO Frank Lloyd Wright Foundation, gave a presentation and regarding the Chihuly Event at Scottsdale Taliesin West.

4. Tourism Strategic Plan Scope of Work

Karen Churchard, Tourism and Events Director presented an update regarding the tourism strategic plan scope of work.

5. Experience Scottsdale Third Quarter Performance Measures Report

Rachel Sacco, President/CEO of Experience Scottsdale, presented her update of Experience Scottsdale's third quarter.

6. Staff Reports

Mr. Geiogamah reviewed staff reports and provided program updates.

7. Public Comment

There were no members of the public who wished to speak.

8. Identification of Future Agenda Items

Mr. Geiogamah stated future agenda items will include NCAA baseball event funding request and Longwoods/Travel USA report results. Chairperson Dillenbeck suggested an update of stadium marketing efforts.

Adjournment

With no further business to discuss, being duly moved by Commissioner McKenzie and seconded by Vice-Chair Henry the meeting adjourned at 10:06 a.m. Approved 6-0. No dissenting votes.

Next scheduled meeting is July 20, 2021

