



City of Scottsdale
Tourism Development Commission
Regular Meeting

9:00 a.m., Tuesday, March 16, 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 (search "live stream") to allow the public to virtually attend and listen/view the meeting in progress.

1. Call to Order/Roll Call - 9:01AM

Linda Dillenbeck, Chairperson

Sherry Henry, Vice-Chairperson

Richard Newman

Jeanne Alspaugh

Ken McKenzie

Anna Mineer

Sally Shaffer

2. Approval of Minutes

Commission discussion and action to approve the February 16, 2021 regular meeting minutes.

COMMISSIONER NEWMAN MOVED TO APPROVE THE FEBRUARY 16, 2021 REGULAR MEETING MINUTES AS PRESENTED. VICE-CHAIRPERSON HENRY SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).

3. Experiential Tourism Assessment Report

Presentation and Commission discussion and possible recommendation regarding experiential tourism assessment report.

Presenter: Joe Veneto, Veneto Collaboratory

Staff Contact: Karen Churchard, Tourism & Events Director

4. FY 2021/22 City Event Funding Programs

Commission update, discussion, and possible recommendation 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



5. [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

6. **Public Comment**

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](#).

7. **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 – 9:47AM

Next scheduled regular meeting is April 20, 2021

