



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

9:00 a.m., Tuesday, February 16, 2021

Meeting held electronically

Approved Minutes

- PRESENT:** Linda Dillenbeck, Chairperson
Sherry Henry, Vice Chair
Jeanne Alspaugh
Anna Mineer
Richard Newman
Sally Shaffer
- ABSENT:** Ken McKenzie
- STAFF:** Karen Churchar
Steve Geigamah
Ana Lia Johnson
Holli Shannon
Taylor Reynolds
Adam Yaron
- GUESTS:** Rachel Sacco, Experience Scottsdale
Rachel Pearson, Experience Scottsdale
Caroline Stoeckel, Experience Scottsdale
Kelly Triplett, Experience Scottsdale
Amy Ettinger, Scottsdale International Film Festival

1. Call to Order/Roll Call

Chair Dillenbeck called the meeting of the Scottsdale Tourism Development Commission to order at 9:02 a.m. and noted the presence of a quorum. Commissioner McKenzie was absent.

2. Approval of Minutes

Commission discussion and action to approve the January 19, 2021 regular meeting minutes.

NOTE: MINUTES OF TOURISM DEVELOPMENT COMMISSION MEETINGS ARE PREPARED IN ACCORDANCE WITH THE PROVISIONS OF ARIZONA REVISED STATUTES. THESE MINUTES ARE INTENDED TO BE AN ACCURATE REFLECTION OF ACTION TAKEN AND DIRECTION GIVEN BY THE TOURISM DEVELOPMENT COMMISSION AND ARE NOT VERBATIM TRANSCRIPTS. DIGITAL RECORDINGS AND CLOSED CAPTION TRANSCRIPTS OF SCOTTSDALE TOURISM DEVELOPMENT COMMISSION MEETINGS ARE AVAILABLE ONLINE AND ARE ON FILE IN THE CITY CLERK'S OFFICE.

COMMISSIONER NEWMAN MOVED TO APPROVE THE JANUARY 19, 2021 REGULAR MEETING MINUTES AS PRESENTED. COMMISSIONER SHAFFER SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0). WITH CHAIR DILLENBECK, VICE CHAIR HENRY, COMMISSIONERS SHAFFER, ALSPAUGH, NEWMAN AND MINEER VOTING IN THE AFFIRMATIVE WITH NO DISSENTING VOTES. COMMISSIONER MCKENZIE WAS ABSENT.

3. Experience Scottsdale Second Quarter Performance Measure Report

Rachel Pearson, Vice President Community & Government Affairs, Experience Scottsdale GAVE AN UPDATE OF EXPERIENCE SCOTTSDALE'S EFFORTS FOR THE 2ND QUARTER.

4. 1-GP-2021: Draft Scottsdale General Plan 2035

Adam Yaron, Project Coordination Liaison and Taylor Reynolds, Project Coordination Liaison PRESENTED AN UPDATE REGARDING GP-2021, DRAFT SCOTTSDALE GENERAL PLAN.

5. Multi-Year Community Event Funding Update: Scottsdale International Film Festival

Amy Ettinger, Scottsdale International Film Festival PROVIDED AN UPDATE ON THE SCOTTSDALE INTERNATIONAL FILM FESTIVAL OF THE PAST 4 YEARS AND GAVE AN UPDATE FOR FUTURE PLANS FOR THE EVENT.

6. Western Week Update and Funding Request

Karen Churchard, Director Tourism & Events PROVIDED AN UPDATE FOR THE PLANNED 2021 WESTERN WEEK AND ALSO REQUESTED FUNDING FOR \$75,000. COMMISSIONER ALSPAUGH MOVED TO APPROVE EVENT FUNDING OF \$75,000 FOR WESTERN WEEK EVENTS. COMMISSIONER MINEER SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0). COMMISSIONER MCKENZIE WAS ABSENT.

7. 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

Mr. Geiogamah reviewed staff reports and provided program updates.

8. Public Comment

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

9. Identification of Future Agenda Items

Mr. Geiogamah stated future agenda items will include a FY2021/22 event funding program review, presentation of the Veneto Report and update on the Parada del Sol Multi-year funding.

Adjournment

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With no further business to discuss, being duly moved by Vice-Chair Henry and seconded by Commissioner Shaffer the meeting adjourned at 9:55 a.m.

Approved 6-0. No dissenting votes.

Next scheduled regular meeting is March 16, 2021

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