



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

**9:00 a.m., Tuesday, May 18, 2021
Hybrid Meeting**

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 Geiogamah
Ana Lia Johnson
Holli Shannon
Jackie Contaldo
Cheryl Sumners
- GUESTS:** Rachel Pearson, Experience Scottsdale
Brandon Maxwell, MCulinary
Michael Stavros, MCulinary
Brandon Sobiech, PLA, Principal & Founder, Dig Studio

1. Call to Order/Roll Call

Chair Dillenbeck called the meeting of the Scottsdale Tourism Development Commission to order at 9:00 a.m. and noted the presence of a quorum. Commissioner McKenzie was absent.

2. Approval of Minutes

VICE-CHAIRPERSON HENRY MOVED TO APPROVE THE APRIL 20, 2021 REGULAR MEETING MINUTES AS PRESENTED. COMMISSIONER SHAFFER SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0). COMMISSIONER MCKENZIE WAS ABSENT.



3. June Days Update

Jackie Contaldo, Downtown Specialist, gave an update regarding the June Days Program.

4. Tourism Strategic Plan

Karen Churchard, Tourism & Events, presented the proposed Tourism Strategic Plan. COMMISSIONER NEWMAN MOVED TO RECOMMEND CONTINGENCY FUNDING FOR UP TO \$150,000 FOR THE TOURISM STRATEGIC PLAN. COMMISSIONER ALSPAUGH SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

5. FY 2021/22 City Event Funding Programs

Steve Geiogamah, Tourism Development Manager, gave the commission an update on proposed changes 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

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

Brandon Maxwell & Michael Stavros, M Culinary Concepts, gave a presentation and requested funding up to \$30,000 to support the Scottsdale Fourth of July Celebration. COMMISSIONER ALSPAUGH TO RECOMMEND CONTINGENCY FUNDING FOR UP TO \$30,000 FOR THE SCOTTSDALE 4TH 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

Steve Geiogamah discussed a recommendation for the Triple Crown June Softball Tournament from the event venue fee funds in the amount up to \$2,500. 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

Brandon Sobiech, PLA, Principal & Founder, Dig Studio, gave a presentation overview and discussion regarding the Civic Center site design and construction renovation project.

9. Staff Reports

Mr. Geiogamah reviewed staff reports and provided program updates.

10. Public Comment

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



11. Identification of Future Agenda Items

Mr. Geiogamah stated future agenda items will include Experience Scottsdale's quarterly update and discussion on a future work study meeting. Chairperson Dillenbeck suggested follow-up to the funding provided for fencing in years past.

Adjournment

With no further business to discuss, being duly moved by Vice-Chair Henry and seconded by Commissioner Mineer the meeting adjourned at 10:27 a.m. Approved 6-0. No dissenting votes.

Next scheduled regular meeting is June 15, 2021

