



City of Scottsdale
Tourism Development Commission
Regular Meeting

9:00 a.m., Tuesday, April 20, 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 March 16, 2021 regular meeting minutes.

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

3. Draft Economic Development 5-Year Strategic Plan Overview

Presentation overview and Commission discussion and possible recommendation regarding the draft economic development strategic plan.

Presenter: Rob Millar, Economic Development Director, City Staff

Staff Contact: Karen Churchard, Tourism & Events Director

4. Experience Scottsdale Strategic Business Plan

Presentation and Commission discussion and possible recommendation regarding the proposed FY 2021/22 Experience Scottsdale Strategic Business Plan and Contractual Performance Measurements.

Presenter: Rachel Sacco, President/CEO Experience Scottsdale

Staff Contact: Steve Geiogamah

COMMISSIONER ALSAUGH MOVED TO APPROVE THE EXPERIENCE SCOTTSDALE STRATEGIC BUSINESS PLAN AND PERFORMANCE MEASUREMENTS AS PRESENTED. COMMISSIONER MINEER SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).



5. [Multi-Year Community Event Funding Update: Parada del Sol Rodeo](#)

Presentation and update regarding multi-year community event Parada del Sol Rodeo.

Presenter: Dave Alford, Parada del Sol Rodeo

Staff Contact: Steve Geiogamah

6. [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

7. **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](#).

8. **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 10:13AM

Next scheduled regular meeting is May 18, 2021

