



City of Scottsdale
Tourism Development Commission
Regular Meeting
Marked Agenda

9:00 a.m., Tuesday, August 17, 2021
Meeting Held Electronically

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 - 9:00AM

Linda Dillenbeck, Chairperson

Sherry Henry, Vice-Chairperson

Richard Newman - **ABSENT**

Jeanne Alspaugh

Ken McKenzie

Anna Mineer

Sally Shaffer

2. Approval of Minutes

Commission discussion and action to approve the June 15, 2021 regular meeting minutes.

COMMISSIONER SHAFFER MOVED TO APPROVE THE JUNE 15, 2021 REGULAR MEETING MINUTES AS PRESENTED. COMMISSIONER MCKENZIE SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

3. PAC 12 Men's Championship Baseball Tournament Event Funding Request

Presentation, commission discussion, and possible recommendation to City Council for bed tax expenditure of up to \$75,000 per year to support a three-year agreement with the PAC 12 Conference for the PAC 12 Men's Championship Baseball Tournament.

Presenter: Sean Peters, PAC 12 Business Operations Manager

Staff Contact: Steve Geiogamah, Tourism Development Manager

COMMISSIONER MCKENZIE MOVED TO APPROVE BED TAX EXPENDITURE OF UP TO \$75,000 PER YEAR FOR 3 YEARS AS PRESENTED. VICE-CHAIRPERSON HENRY SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

4. Chihuly in the Desert; Art Architecture and Nature

Presentation and Commission discussion and possible recommendation to City Council for bed tax expenditure up to \$150,000 to support a one-year agreement with Scottsdale Taliesin West for the Chihuly Exhibit at Taliesin West.

Presenter: Stuart Graff, President CEO Frank Lloyd Wright Foundation

Staff Contact: Steve Geiogamah



COMMISSIONER MCKENZIE MOVED TO APPROVE BED TAX EXPENDITURE OF UP TO \$150,000 TO SUPPORT A ONE YEAR AGREEMENT AS PRESENTED. COMMISSIONER MINEER SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

5. ArtWalk Gold Palette Event Funding Request

Presentation, commission discussion, and possible recommendation to City Council for bed tax expenditure to support a one-year event funding agreement with the Scottsdale Gallery Association for the ArtWalk Gold Palette series.

Presenter: French Thompson, Scottsdale Gallery Association

Staff Contact: Steve Geiogamah

VICE-CHAIRPERSON HENRY MOVED TO APPROVE BED TAX EXPENDITURE OF UP TO \$32,000 TO SUPPORT A ONE YEAR AGREEMENT. COMMISSIONER MCKENZIE SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

6. WestWorld Land Purchase Reimbursement to General Fund

Presentation, commission discussion, and possible recommendation to City Council for Tourism Development Fund to reimburse the General Fund over a period of 3-5 years in the amount of \$4,761,008 for the purchase of land from Arizona State Land Department for Westworld Main Access and Master Plan near Bell Road and 96th street alignment.

Staff Contact: Karen Churchard, Director, Tourism & Events

COMMISSIONER MCKENZIE MOVED TO REIMBURSE THE GENERAL FUND OVER A 3 YEAR PERIOD IN THE AMOUNT OF \$4,761,008 AS PRESENTED. VICE-CHAIRPERSON HENRY SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

7. Event Funding Program Recommendations

Commission discussion and recommendations on the following applications for event funding:

- a) Arizona Fall Championship
- b) Day of the Dog Festival
- c) Scottsdale International Film Festival
- d) Italian Association Pizza & Wine Festival
- e) Barrett-Jackson Auto Auction
- f) Triple Crown Spring Championship
- g) Legends Showcase

Staff Contact: Steve Geiogamah

COMMISSIONER SHAFFER MOVED TO APPROVE THE EVENT FUNDING FOR ALL SEVEN EVENTS AS PRESENTED. VICE-CHAIRPERSON HENRY SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

8. 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



9. Election of Chair and Vice-Chair

Discussion and vote to elect Chair and Vice Chair

Staff Contact: Steve Geiogamah

COMMISSIONER MCKENZIE MOVED TO ELECT VICE-CHAIRPERSON HENRY AS THE NEW CHAIRPERSON. COMMISSIONER ALSPAUGH SECONDED THE MOTION. THE MOTION PASSED BY A VOTE OF FIVE (5) TO ZERO (0) AS VICE-CHAIRPERSON HENRY ABSTAINED. CHAIRPERSON DILLENBECK MOVED TO ELECT COMMISSIONER NEWMAN AS VICE-CHAIR. COMMISSIONER MCKENZIE SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (6) TO ZERO (0). CHAIRPERSON NEWMAN WAS ABSENT.

10. 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](#).

11. 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 – 10:35AM

Next scheduled meeting is September 21, 2021

