



City of Scottsdale
Tourism Development Commission
Regular Meeting

9:00 a.m., Tuesday, August 17, 2021

Hybrid Meeting

Approved Minutes

- PRESENT:** Linda Dillenbeck, Chairperson
Sherry Henry, Vice Chairperson
Anna Mineer
Sally Shaffer
Ken McKenzie
Jeanne Alspaugh
- ABSENT:** Richard Newman
- STAFF:** Karen Churchard
Steve Geiogamah
Ana Lia Johnson
Holli Shannon
Stephanie Tippet
- GUESTS:** Rachel Sacco, Experience Scottsdale
Rachel Pearson, Experience Scottsdale
Stuart Graff, President CEO Frank Lloyd Wright Foundation
Jeff Goodman, VP of Marketing Frank Lloyd Wright Foundation
Sean Peters, PAC 12 Business Operations Manager
Danette Leighton, PAC-12
Will Hunter, PAC-12
French Thompson, Scottsdale Gallery Association

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 Newman was absent.

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2. Approval of 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

PAC-12 representatives Danette Leighton, Sean Peters & Will Hunter gave a presentation regarding the PAC 12 Men's Championship Baseball Tournament at the Scottsdale Stadium in support of a 3-year funding agreement in the amount up to \$75,000 per year.

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

Stuart Graff, President CEO Frank Lloyd Foundation gave a presentation regarding the Chihuly Exhibit at Scottsdale Taliesin West in support of a one-year funding agreement up to \$150,000.

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

French Thompson, Scottsdale Gallery Association gave a presentation regarding the ArtWalk Gold Palette event in support of a one-year event funding agreement.

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

Karen Churchard asked for a recommendation to City Council to use Tourism Development Funds to reimburse the General Fund over a period of 3-5 years in the amount of \$4,761,008 regarding the Westworld Main Access land near Bell Road and 96th street alignment.

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

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- f) Triple Crown Spring Championship
- g) Legends Showcase

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

Mr. Geiogamah reviewed staff reports related to bed-tax collection, bed tax hotel classification, bed tax proforma.

9. Election of Chair and Vice-Chair

Discussion and vote to elect Chair and Vice Chair as Linda Dillenbeck's term had expired. 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 SIX (6) TO ZERO (0). CHAIRPERSON NEWMAN WAS ABSENT.

10. Public Comment

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

11. Identification of Future Agenda Items

Mr. Geiogamah stated the future agenda items will include Longwoods Travel USA and Return to Sample reports, Scottsdale Stadium marketing update and an update on events at WestWorld.

Adjournment – 10:35AM

With no further business to discuss, being duly moved by Commissioner Shaffer and seconded by Commissioner Mineer the meeting adjourned at 10:35 a.m.

AYES: Chair Dillenbeck, Vice Chair Henry, Commissioners Alspaugh, Mineer and McKenzie with no dissenting votes.

Next scheduled meeting is September 21, 2021

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