



AGENDA

Experience Scottsdale & Paradise Valley Meeting

January 20, 2021, 8:30 – 10:00 AM

Pursuant to A.R.S. § 38-431.02, notice is hereby given to the members of the Town Council and to the general public that the Town Council of the Town of Paradise Valley will attend a meeting with representatives of Experience Scottsdale starting at 8:30 AM on Zoom Conference -

A quorum of the Town Council will be present. Council Members will discuss matters on the agenda, but no votes or other legal action will be taken.

8:30 am Call to Order & IntroductionsMayor Jerry Bien-Willner

8:50 am Town/ES Contract Background and UpdateMayor Jerry Bien-Willner
.....ES Liaison Paul Dembow

9:00 am Input on Program of Work Priorities..... Resort General Managers
Tactics and Strategy Ideas:
o Marketing
o Communications
o Convention sales
o Tourism
o Organizational

9:45 am Q&AAll

10:00 am Adjourn Mayor Jerry Bien-Willner

Dated this _____ day of _____, 2021

By: _____
Duncan Miller, Town Clerk

The Town of Paradise Valley endeavors to make all public meetings accessible to persons with disabilities. With 72 hours advance notice, special assistance can also be provided for disabled persons at public meetings. Please call 480-948-7411 (voice) or 480-483-1811 (TDD) to request accommodation to participate in the Town Council