



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

Marked Agenda

9:00 a.m., Tuesday, May 16, 2023
Kiva Forum-City Hall
3939 N. Drinkwater Boulevard
Scottsdale, Arizona 85251

1. Call to Order/Roll Call - 9:02AM

Sherry Henry, Chairperson

Richard Newman, Vice-Chairperson

Jeanne Alspaugh

Chris Montgomery

Anna Mineer - **ABSENT**

Sally Shaffer - **ABSENT**

2. Approval of Minutes

Commission discussion and action to approve the April 25, 2023, work study session minutes and special meeting minutes.

COMMISSIONER MONTGOMERY MOVED TO APPROVE THE APRIL 25, 2023, WORK STUDY MINUTES AS PRESENTED. COMMISSIONER ALSPAUGH SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0).

COMMISSIONER ALSPAUGH MOVED TO APPROVE THE APRIL 25, 2023, SPECIAL MEETING MINUTES AS PRESENTED. VICE-CHAIR NEWMAN SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0).

3. FY2023/24 City Event Funding Programs

Commission update, discussion, and possible recommendation regarding the FY 2023/24 Event Funding Programs:

- a) Matching Event Funding Program
- b) Community Event Funding Program
- c) Event Venue Fee Program
- d) Event Development Program

Staff Contact: Steve Geiogamah

COMMISSIONER ALSPAUGH MOVED TO APPROVE THE FUNDING PROGRAM CHANGES AS PRESENTED. COMMISSIONER MONTGOMERY SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0).

4. Experience Scottsdale Strategic Business Plan

Presentation and Commission discussion and possible recommendation regarding the proposed FY 2023/24 Experience Scottsdale Strategic Business Plan and Contractual Performance Measurements.

Presenter: Rachel Sacco, President/CEO Experience Scottsdale



Staff Contact: Karen Churchard

COMMISSIONER ALSPAUGH MOVED TO APPROVE EXPERIENCE SCOTTSDALE BUSINESS PLAN AS PRESENTED. VICE-CHAIR NEWMAN SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0).

5. **Scottsdale Fourth of July Celebration Funding Request**

Presentation, Commission discussion, and possible recommendation to City Council for bed tax fund expenditure up to \$35,000 to M Culinary to support the Scottsdale Fourth of July Celebration.

Presenter: Brandon Maxwell, M Culinary Concepts, Kerry Dunne, R Entertainment

Staff Contact: Steve Geiogamah

COMMISSIONER MONTGOMERY MOVED TO RECOMMEND FUNDING FOR THE JULY 4TH EVENT UP TO \$35,000, AS PRESENTED. COMMISSIONER ALSPAUGH SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0).

6. **Phoenix Final Four Local Organizing Committee Funding Request**

Presentation and commission discussion regarding request to support the region's effort in the hosting the 2024 NCAA Men's Final Four.

Presenter: Kyle Hedstrom, Phoenix Final Four Local Organizing Committee

Staff Contact: Karen Churchard, Tourism & Events Director

7. **FY2023/24 Proposed Operating Budget - Tourism Development Fund**

Staff review, Commission discussion and possible recommendation regarding uses of the Tourism Development Fund's Other Commitments and Undesignated, Unreserved Fund Balance for General Fund Allocations and Capital Improvement Projects included in the FY2023/24 Proposed Operating Budget.

Presenter: Bill Murphy, Assistant City Manager

Staff Contact: Karen Churchard, Tourism & Events Director

VICE-CHAIR NEWMAN MOVED TO APPROVE THE PROPOSED TOURISM BUDGET AS PRESENTED. COMMISSIONER ALSPAUGH SECONDED. THE COMMISSION VOTED THREE (3) TO ONE (1) TO APPROVE, WITH COMMISSIONER MONTGOMERY DISSENTING. HOWEVER, THE MOTION DID NOT PASS AS STATE LAW GENERALLY DEFINES A QUORUM AS A MAJORITY OF THE MEMBERS OF A BOARD OR COMMISSION. SINCE THE TOURISM DEVELOPMENT COMMISSION CONSISTS OF SEVEN (7) MEMBERS, FOUR (4) VOTES ARE REQUIRED TO APPROVE OR DENY A MOTION.

8. **Western Week Event Development Fund Allocation**

Commission discussion and possible recommendation for the City to use FY23/24 event development funds in the amount of \$117,500 for the Western Week events:

- Parada Del Sol Parade & Trails End Celebration
- Hashknife Pony Express
- Arizona Indian Festival

Staff Contact: Karen Churchard, Tourism & Events Director

COMMISSIONER MONTGOMERY MOVED TO RECOMMEND FUNDING FOR WESTERN WEEK, AS PRESENTED. COMMISSIONER ALSPAUGH SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0).

9. **Event Funding Recommendations**



Persons with a disability may request a reasonable accommodation by contacting Holli Shannon at 480-312-2728. Requests should be made 24 hours in advance, or as early as possible, to allow time to arrange the accommodation. For TTY users, the Arizona Relay Service (1-800-367-8939) may contact Tourism & Events Department at 480-312-7177.

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

- a. NRCHA Western Derby– request \$11,000

Staff Contact: Steve Geiogamah

COMMISSIONER ALSPAUGH MOVED TO APPROVE THE FUNDING AS PRESENTED. COMMISSIONER MONTGOMERY SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0).

10. 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 – Post Event Reports

Staff Contact: Steve Geiogamah

11. Public Comment

Written comment cards are being accepted for both agendized and non-agendized items and may be submitted to City Staff at any time. Citizens may complete one Request to Speak “Public Comment” card per meeting and submit it to City Staff. Public testimony is limited to three (3) minutes per speaker. Cards submitted after public testimony has begun will be provided to the Public Body at the conclusion of the testimony for that item. Arizona State law prohibits Tourism Development Commission from discussing or taking action on an item that is not on the prepared agenda.

DAVID SMITH MADE A PUBLIC COMMENT REGARDING ITEM 7. DIANA SMITH MADE A PUBLIC COMMENT REGARDING PUBLIC ART.

12. 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 – 11:12AM

Next scheduled meeting is June 20, 2023

