



**City of Scottsdale**  
**Tourism Development Commission**  
**Regular Meeting**  
**Notice & Agenda**

9:00 a.m., Tuesday, May 21, 2024  
Kiva Forum-City Hall  
3939 N. Drinkwater Boulevard  
Scottsdale, Arizona 85251

**1. Call to Order/Roll Call**

Jeanne Alspaugh, Chairperson	Lance Marrin	David Sobek
Anna Mineer, Vice Chairperson	Jesse Thompson	Chris Montgomery
Jim Kisselburg		

**2. [Approval of Minutes](#)**

Commission discussion and action to approve the April 16, 2024, regular and work-study meeting minutes.

**3. [Experience Scottsdale Strategic Business Plan](#)**

Presentation and Commission discussion and possible recommendation regarding the proposed FY 2024/25 Experience Scottsdale Strategic Business Plan and Contractual Performance Measurements.

Presenter: Rachel Sacco, President & CEO, Experience Scottsdale  
Staff Contact: Karen Churchard, Tourism & Events Director

**4. [Super Unnatural Event Funding Request](#)**

Presentation, Commission discussion, and possible recommendation to City Council for bed tax expenditure up to \$42,750 to support a one-year event funding agreement with Relentless Beats for the Super Unnatural event.

Presenter: Mark Grado, VP Special Events  
Staff Contact: Steve Geiogamah, Tourism Development Manager

**5. [Scottsdale Polo Event Funding Request](#)**

Presentation, Commission discussion, and possible recommendation to City Council for bed tax fund expenditure up to \$52,500 to Scottsdale Polo to support the Scottsdale Polo Event.

Presenter: Jason Rose  
Staff Contact: Steve Geiogamah, Tourism Development Manager

**6. Scottsdale Dia De Los Muertos Festivities**

Presentation, commission discussion, and possible recommendation to City Council for bed tax expenditure up to \$150,000 to Lore Southwest Media and Arts to support the Scottsdale Dia De Los Muertos and Art Installation Experience.

Presenter: Robert Ramirez, Principal – Producer, LORE Southwest Media and Arts

Staff Contact: Steve Geiogamah, Tourism Development Manager

**7. Event Program Funding Requests**

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

- a. Community Event Funding Program – Children’s Learning & Play Festival - \$5,500
- b. Community Event Funding Program – Kimes Ranch Western Derby - \$11,000

Staff Contact: Steve Geiogamah, Tourism Development Manager

**8. Staff Reports**

Staff presentation and Commission discussion of the following:

- a. Staff Bed-Tax Collection Report
- b. Staff Hotel/Motel Report - March Monthly & Fiscal Year to Date Comparisons
- c. Tourism Development Fund Monthly update
- d. Program Updates – Post Event Reports
  - 1. Destination Marketing 5%
  - 2. WestWorld Strategic Plan

Staff Contact: Steve Geiogamah, Tourism Development Manager

**9. Commissioners’ Report**

Commissioners’ may give a summary of bed tax supported events, activities, and projects.

Information only. The Commission cannot discuss or vote on items not on the agenda, including items brought up as Commissioners’ Reports. If discussion or action by the Commission is required, the item should be placed on an upcoming meeting agenda to be consistent with Arizona Open Meeting Law.

**10. 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.

**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**

**Next scheduled meeting is June 18, 2024**

