



City of Scottsdale
Tourism Development Commission
Regular Meeting
Marked Agenda

9:00 a.m., Tuesday, October 19, 2021
Meeting Held Electronically

The City Hall Kiva Forum (Kiva) is open to the public during Tourism Development Commission meetings at a reduced capacity. Seating in the Kiva will be available on a first come, first serve basis. Tourism Development Commission meetings are also televised on Cox Cable Channel 11 and streamed online at [ScottsdaleAZ.gov](https://www.scottsdaleaz.gov) (search "live stream") to allow the public to virtually attend, participate telephonically, and listen/view the meeting in progress.

1. Call to Order/Roll Call - 9:04AM

Sherry Henry, Chairperson

Jeanne Alspaugh

Anna Mineer

Richard Newman, Vice-Chairperson

Ken McKenzie

Sally Shaffer

Chris Montgomery

2. [Approval of Minutes](#)

Commission discussion and action to approve the September 21, 2021, regular meeting minutes.

COMMISSIONER ALSAUGH MOVED TO APPROVE THE SEPTEMBER 21, 2021 REGULAR MEETING MINUTES AS PRESENTED. COMMISSIONER MINEER SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).

3. [WestWorld General Update](#)

Presentation, Commission discussion regarding WestWorld general update.

Presenter: Brian Dygert, General Manager WestWorld

Staff Contact: Steve Geiogamah Tourism Development Manager

4. [Canal Convergence 2021 Event Update](#)

Presentation, Commission discussion and possible recommendation regarding the 2021 Canal Convergence event.

Presenter: Kim Boganey, Director of Scottsdale Public Art

Staff Contact: Karen Churchard, Tourism & Events Director

5. [Scottsdazzle 2021 Event Update](#)

Presentation, Commission discussion and possible recommendation regarding the Scottsdazzle 2021 event.



Presenter: Karen Churchard
Staff Contact: Karen Churchard

6. [Event Funding Program Recommendations](#)

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

- a) AZ National Quarter Horse Show - \$12,000

Staff Contact: Steve Geiogamah

COMMISSIONER ALSPAUGH MOVED TO APPROVE THE EVENT FUNDING AS PRESENTED. COMMISSIONER MCKENZIE SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).

7. [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
 1. Tourism Budget
 2. Arizona Super Bowl Host Committee

Staff Contact: Steve Geiogamah

8. **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](#).

9. **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 – 10:00AM

Next scheduled meeting is November 16, 2021

