



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

9:00 a.m., Tuesday, December 20, 2022  
Kiva Forum-City Hall  
3939 N. Drinkwater Boulevard  
Scottsdale, Arizona 85251

**1. Call to Order/Roll Call – 9:05AM**

One or more members of the Commission may be attending the meeting by telephone, video, or internet conferencing, pursuant to A.R.S. §38-431(4).

Sherry Henry, Chairperson

Jeanne Alspaugh

Anna Mineer

Richard Newman, Vice-Chairperson

Chris Montgomery

Sally Shaffer

Steve Jung

**2. Approval of Minutes**

Commission discussion and action to approve the November 15, 2022, regular meeting minutes.

**COMMISSIONER SHAFFER MOVED TO APPROVE THE NOVEMBER 15, 2022 REGULAR MEETING MINUTES AS PRESENTED. COMMISSIONER JUNG SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0). COMMISSIONER ALSPAUGH VOTED VIA TEAMS CHAT.**

**3. Rock n Roll Marathon Event Funding Request**

Presentation, commission discussion, and possible recommendation to City Council for bed tax expenditure up to \$40,000 to support a one-year event funding agreement.

Presenter: Judy Stowers, The Iron Man Group

Staff Contact: Steve Geiogamah, Tourism Development Manager

**VICE CHAIR NEWMAN MOVED TO RECOMMEND FUNDING IN THE AMOUNT OF \$40,000.**

**COMMISSIONER MONTGOMERY SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0). COMMISSIONER ALSPAUGH VOTED VIA TEAMS CHAT.**

**4. Experience Scottsdale First Quarter Performance Report**

Report, update, and Commission discussion.

Presenter: Rachel Pearson, Vice President of Community & Government Affairs, Experience Scottsdale

Staff Contact: Steve Geiogamah



## 5. [Tourism Strategic Plan](#)

Commission discussion, and possible recommendation to City Council for the tourism strategic plan.

Staff Contact: Karen Churchard, Tourism & Events Director

**COMMISSIONER SHAFFER MOVED TO APPROVE THE TOURISM STRATEGIC PLAN AS PRESENTED. COMMISSIONER MINEER SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0). COMMISSIONER ALSPAUGH VOTED VIA TEAMS CHAT.**

## 6. [Old Town Scottsdale Marketing Plan](#)

Presentation and commission discussion regarding the city's marketing and advertising efforts for Old Town Scottsdale.

Staff Contact: Jackie Contaldo, Old Town Marketing Manager

## 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. Commission Members Event Recap
  2. Fiscal Year 2023-24 Budget
  3. Ethics Training & Personal Interest Disclosure Forms

Staff Contact: Steve Geiogamah

## 8. **Public Comment**

Written comment cards are being accepted for both agenda and non-agenda 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.

## 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 – 9:53AM**

**Next scheduled meeting is January 17, 2023**

