



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

9:00 a.m., Tuesday, June 21, 2022
Kiva Forum-City Hall
3939 N. Drinkwater Boulevard
Scottsdale, Arizona 85251

Approved Minutes

- PRESENT:** Sherry Henry, Chairperson
Richard Newman, Vice-Chairperson
Anna Mineer
Chris Montgomery
Jeanne Alspaugh
Sally Shaffer
Steve Jung
- STAFF:** Karen Churchar
Steve Geiogamah
Holli Shannon
Ana Lia Johnson
- GUESTS:** Jose Moreno, Fiesta Bowl
Tim Hasid, Resonance
Chris Fair, Resonance
Rachel Pearson, Vice President Community & Government Affairs,
Experience Scottsdale

1. Call to Order/Roll Call

Chair Henry called the meeting of the Scottsdale Tourism Development Commission to order at 9:01 a.m. and noted the presence of a quorum. Commissioner Alspaugh & Commissioner Mineer both attended by Zoom.

2. Approval of Minutes

COMMISSIONER SHAFFER MOVED TO APPROVE THE MAY 17, 2022; REGULAR MEETING MINUTES AS PRESENTED. COMMISSIONER MONTGOMERY SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).



3. Tourism Strategic Plan Review

Tim Hasid and Chris Fair from Resonance presented an update regarding the tourism strategic plan.

4. 2022 Fiesta Bowl Game & Museum Update

Jose Moreno, Fiesta Bowl presented a brief update regarding the 2022 Fiesta Bowl Game and Fiesta Bowl Museum.

5. Experience Scottsdale Third Quarter Performance Measure Report

Rachel Pearson, Vice President Community & Government Affairs, Experience Scottsdale, gave an update on the 3rd quarter performance measures for Experience Scottsdale.

6. Staff Reports

Mr. Geiogamah reviewed staff reports related to bed-tax collection, bed tax hotel classification, bed tax proforma. He also gave an overview of the FY2122 event funding programs. Commission has requested a monthly list of the events with dates that are approved for funding.

7. Public Comment

There were no members of the public who wished to speak.

8. Identification of Future Agenda Items

Mr. Geiogamah stated the future agenda items will include an update on the Chihuly event, possible funding for the Dia de los Muertos event. Mr. Geiogamah also stated the TDC will take a break in July and will reconvene in August for a work study session.

Adjournment

With no further business to discuss, being moved by Commissioner Montgomery the meeting adjourned at 10:22a.m. All in favor, no dissenting votes.

Next scheduled meeting is August 16, 2022

