



Approved February 21, 2023

City of Scottsdale
Tourism Development Commission
Regular Meeting

9:00 a.m., Tuesday, January 17, 2023

Kiva Forum-City Hall

3939 N. Drinkwater Boulevard

Scottsdale, Arizona 85251

Approved Minutes

PRESENT: Sherry Henry, Chairperson
Anna Mineer
Jeanne Alspaugh
Sally Shaffer
Steve Jung
Richard Newman, Vice Chair
Chris Montgomery

STAFF: Steve Geiogamah
Karen Churchard
Holli Shannon
Erin Barry
Ana Lia Johnson

GUESTS: Taryl O'Shea Scottsdale Arabian Horse Show
Doc Jones, Scottsdale International Jazz Festival
Frank Guzzo
Max
Don Fenstermaker
Jerry Bien-Willner, PV Mayor
Brent Whiting
Keith Corely
Al Molina



1. Call to Order/Roll Call – 9:01AM

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. All Commissioners were in attendance.

2. Approval of Minutes

COMMISSIONER ALSPAUGH MOVED TO APPROVE THE DECEMBER 20, 2022, REGULAR MEETING MINUTES AS PRESENTED. COMMISSIONER MONTGOMERY SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).

3. Election of Chair and Vice-Chair

COMMISSIONER ALSPAUGH MOVED TO RE-APPOINT CHAIRPERSON HENRY AS THE CHAIRPERSON. COMMISSIONER MINEER SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0). CHAIRPERSON HENRY ABSTAINED.

CHAIRPERSON HENRY MOVED TO RE-APPOINT VICE-CHAIR NEWMAN AS VICE-CHAIR. COMMISSIONER ALSPAUGH SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0). VICE-CHAIRPERSON NEWMAN ABSTAINED.

4. FY2023/24 Tourism Program Budget

Karen Churchard, Tourism & Events Director, presented the FY 2023/24 Tourism program budget.

VICE-CHAIRPERSON NEWMAN MOVED TO APPROVED THE TOURISM BUDGET AS PRESENTED. COMMISSIONER SHAFFER SECONDED THE MOTION. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).

5. Scottsdale Super Season Update

Karen Churchard, Tourism & Events Director, gave a presentation regarding the city's Super Season including Super Bowl events.

6. Tourism Development Commission Annual Report

Steve Geiogamah presented the 2022 TDC annual report.

COMMISSIONER MINEER MOVED TO APPROVED THE ANNUAL REPORT AS PRESENTED. VICE-CHAIRPERSON NEWMAN SECONDED THE MOTION. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).

7. Scottsdale Arabian Horse Show Tent Rental Funding Request

Taryl O'Shea, Scottsdale Arabian Horse Show, gave a presentation requesting recommendation to City Council for bed tax expenditure up to \$60,000 to support the tent cover rental fee for arena 7 for the 2023 Scottsdale Arabian Horse Show.

COMMISSIONER SHAFFER MOVED TO RECOMMEND FUNDING UP TO \$60,000. COMMISSIONER MONTGOMERY SECONDED THE MOTION. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).

8. Scottsdale International Jazz Festival New Event Funding Request

Doc Jones, Scottsdale International Jazz Festival, and his guests gave a presentation requesting a recommendation to City Council for bed tax expenditure up to \$75,000 to support a one-year event funding agreement.



COMMISSIONER SHAFFER MOVED TO RECOMMEND FUNDING UP TO \$75,000. COMMISSIONER ALSPAUGH SECONDED THE MOTION. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).

9. Event Funding Recommendations

Steve Geiogamah conducted a discussion and recommendation on the following applications for event funding:

- a. AZ Bike Week – Requesting \$30,000
- b. Scottsdale Family Arts Fest – Requesting \$5,000

COMMISSIONER MONTGOMERY MOVED TO RECOMMEND FUNDING UP AS PRESENTED. COMMISSIONER MINEER SECONDED THE MOTION. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).

10. Staff Reports

Mr. Geiogamah reviewed staff reports related to bed-tax collection, bed tax hotel classification, bed tax proforma.

11. Public Comment

There was no public comment

12. Identification of Future Agenda Items

Mr. Geiogamah stated the future agenda items will include an update from Brent Stockwell regarding short term rentals and review of the event funding programs. Chairperson Henry requested a presentation from WestWorld.

Adjournment

With no further business to discuss, being moved by Commissioner Alspaugh, and seconded by Commissioner Shaffer, the meeting adjourned at 10:13a.m. All in favor, no dissenting votes.

Next scheduled meeting is February 21, 2023

