



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

9:00 a.m., Tuesday, December 19, 2023

Kiva Forum-City Hall

3939 N. Drinkwater Boulevard

Scottsdale, Arizona 85251

Approved Minutes

- PRESENT:** Sherry Henry
Anna Mineer
Chris Montgomery
Jesse Thompson
Jeanne Alspaugh
- STAFF:** Steve Geiogamah
Karen Churchard
Holli Shannon
- GUESTS:** Francesco Guzzo, Persian New Years Eve Festival
Lawdan Shojaee, Persian New Years Eve Festival
Jennifer Kaplan, Evolve PR

1. Call to Order/Roll Call – 9:01AM

Chair Henry called the meeting of the Scottsdale Tourism Development Commission to order at 9:01am and noted the presence of a quorum.

2. Approval of Minutes

COMMISSIONER MONTGOMERY MOVED TO APPROVE THE NOVEMBER 21, 2023, REGULAR MEETING MINUTES AS PRESENTED. COMMISSIONER THOMPSON SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0).

3. Persian New Year Festival Event Funding Request

Francesco Guzzo, Lawdan Shojaee, and Jennifer Kaplan gave a presentation and asked for a recommendation bed tax expenditure up to \$58,250 to support a one-year event funding agreement with Persian New Year Festival Inc. for the Persian New Year Festival.

COMMISSIONER MONTGOMERY MOVED TO RECOMMEND FUNDING FOR UP TO \$58,250 FOR THE PERSIAN NEW YEAR EVENT. COMMISSIONER THOMPSON SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0).



4. FY 2024/25 Tourism Development Fund Operating Budget Request

Karen Churchard, Tourism & Events Director, presented the FY 2024/25 Tourism Development Fund Operating Budget request.

COMMISSIONER ALSPAUGH MOVED TO RECOMMEND THE TOURISM DEVELOPMENT OPERATING BUDGET AS PRESENTED. COMMISSIONER MONTGOMERY SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0).

5. Tourism & Events Strategic Plan Update

Karen Churchard, Tourism & Events Director gave an update regarding the Tourism & Events Strategic Plan.

6. Event Funding Requests

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

- a. Community Event – Concourse de Elegance - \$8,500
- b. Event Venue Fee – Triple Crown - \$12,000
- c. Event Venue Fee – Scottsdale Invitational - \$5,000

COMMISSIONER MONTGOMERY MOVED TO RECOMMEND FUNDING AS PRESENTED. COMMISSIONER ALSPAUGH SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0).

7. Staff Reports

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

8. Public Comment

No request for public comment

9. Identification of Future Agenda Items

Mr. Geiogamah stated the future agenda items will include elections of chair & vice-chair, the TDC annual report, new commissioner starts in January and follow-up on capital improvement projects.

Adjournment – 10:11AM

With no further business to discuss, being moved by Commissioner Mineer and seconded by Commissioner Alspaugh, the meeting adjourned at 10:11 a.m. All in favor, no dissenting votes.

Next scheduled meeting is January 16, 2023

