



City of Scottsdale
Tourism Development Commission
Regular Meeting & Work Study Session

Marked Agenda

9:00 a.m., Tuesday, April 16, 2024
Community Design Studio
7506 E Indian School Rd
Scottsdale, Arizona 85251

1. Call to Order/Roll Call – 9:00AM

Jeanne Alspaugh, Chairperson Lance Marrin David Sobek - **ABSENT**
Anna Mineer, Vice Chairperson Jesse Thompson Chris Montgomery - **left at 11:30**
Jim Kisselburg

2. Approval of Minutes

Commission discussion and action to approve the March 19, 2024, regular meeting minutes.
COMMISSIONER MONTGOMERY MOVED TO APPROVE THE MARCH 19, 2024, REGULAR MEETING MINUTES AS PRESENTED. COMMISSIONER THOMPSON SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

3. Scottsdazzle & Western Week Update

Staff presentation and Commission discussion regarding the Tourism & Events Scottsdazzle & Western Week Events
Staff Contact: Angelica Cipullo

4. Arizona Native Culinary Experience event funding request

Presentation, Commission discussion, and possible recommendation to City Council for bed tax expenditure up to \$26,750 to support a one-year event funding agreement with Tarra Lazos Creative for the Arizona Native Culinary Event.

Presenter: Jeffrey Ferns, Tarra Lazos Creative

Staff Contact: Karen Churchard, Tourism & Events Director

COMMISSIONER MARRIN MOVED TO APPROVE FUNDING UP TO \$26,750 AS PRESENTED. VICE-CHAIR MINEER SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

5. Scottsdale 4th of July Celebration event funding request

Presentation, Commission discussion, and possible recommendation to City Council for bed tax fund expenditure up to \$35,000 to M Culinary to support the Scottsdale Fourth of July Celebration.

Presenter: Brandon Maxwell, M Culinary Concepts, Kerry Dunne, R Entertainment

Staff Contact: Steve Geiogamah

COMMISSIONER MONTGOMERY MOVED TO APPROVE FUNDING UP TO \$35,000 AS PRESENTED. COMMISSIONER THOMPSON SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

6. Arizona Music Festival

Presentation, Commission discussion, and possible recommendation to City Council for bed tax expenditure up to \$75,000 to support a one-year event funding agreement with Arizona Musicfest for the Arizona Music 2024 Concert Series.

Presenter: Allan Naplan, Executive Producing Director

Staff Contact: Steve Geiogamah

COMMISSIONER KISSELBURG MOVED TO APPROVE FUNDING UP TO \$75,000 AS PRESENTED. COMMISSIONER MONTGOMERY SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

7. FY 2024/25 City Event Funding Programs

Commission update, discussion, and possible recommendation regarding the FY 2024/25 Event Funding Programs:

- a. Matching Event Funding Program
- b. Community Event Funding Program
- c. Event Venue Fee Program
- d. Event Development Program

Staff Contact: Steve Geiogamah, Tourism Development Manager

COMMISSIONER MONTGOMERY MOVED TO ALL GOUR FUNDING PROGRAMS AS PRESENTED. COMMISSIONER THOMPSON SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

8. Staff Reports

Staff presentation and Commission discussion of the following:

- a. Program Updates – Post Event Reports

Staff Contact: Steve Geiogamah

9. Commissioners' Report

Commissioners' may give a summary of bed tax supported events, activities, and projects.

Information only. The Commission cannot discuss or vote on items not on the agenda, including items brought up as Commissioners' Reports. If discussion or action by the Commission is required, the item should be placed on an upcoming meeting agenda to be consistent with Arizona Open Meeting Law.

10. Public Comment

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

11. 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.

Break @ 10:15AM

Resumed @ 10:24AM

Work Study Session

Work Study Sessions provide a less formal setting for the Tourism Development Commission to discuss specific topics, at length, with each other and City staff. Work study sessions provide an opportunity for staff to receive direction from the Tourism Development Commission and for the public to observe these discussions. No formal action will be taken.

Public Comment: To provide an opportunity for public input yet continue to maximize the amount of time available for the Tourism Development Commission to receive information and have focused discussions, spoken comment (maximum of five speakers) is being accepted on the item(s) on the work study agenda. Citizens may complete one Request to Speak “Public Comment” card per meeting and submit it to City Staff.

To sign up Written public comment may be submitted in-person by completing a yellow written public comment card or electronically by submitting a public comment form by clicking [here](#). Written comments that are submitted electronically at least 90 minutes before the meeting will be provided to the Commission members prior to the meeting.

1. Tourism Development Fund Overview and Destination Marketing-City Funds Potential Policies

Staff Overview and Commission discussion about the Tourism Development Fund, Treasurer’s Office Policy 10 and the Budget Department’s Tourism Fund report provided at monthly meetings to the TDC. Commission, Experience Scottsdale and city staff discussion to prepare for City Council review and possible adoption the definition, recommended uses, guidelines, and procedures for the city’s five percent Destination Marketing fund.

Adjournment – 11:40AM

Next scheduled meeting is May 21, 2024

