



City of Scottsdale
Tourism Development Commission
Regular Meeting
Marked Agenda

9:00 a.m., Tuesday, November 16, 2021
Meeting Held Electronically

The City Hall Kiva Forum (Kiva) is open to the public during Tourism Development Commission meetings at a reduced capacity. Seating in the Kiva will be available on a first come, first serve basis. Tourism Development Commission meetings are also televised on Cox Cable Channel 11 and streamed online at [ScottsdaleAZ.gov](https://www.scottsdaleaz.gov) (search "live stream") to allow the public to virtually attend, participate telephonically, and listen/view the meeting in progress.

1. Call to Order/Roll Call – 9:00AM

Sherry Henry, Chairperson - **absent**
Richard Newman, Vice-Chairperson
Chris Montgomery

Jeanne Alspaugh
Ken McKenzie - **absent**

Anna Mineer
Sally Shaffer

2. [Approval of Minutes](#)

Commission discussion and action to approve the October 19, 2021, regular meeting minutes.

COMMISSIONER SHAFFER MOVED TO APPROVE THE OCTOBER 19, 2021 REGULAR MEETING MINUTES AS PRESENTED. COMMISSIONER ALSPAUGH SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0).

3. [Scottsdale Arts Programs](#)

Presentation, Commission discussion regarding Scottsdale Arts programs and how they relate to Scottsdale tourism efforts.

Presenter: Dr. Gerd Wuestemann, President & CEO, Scottsdale Arts
Staff Contact: Karen Churchard, Tourism & Events Director

4. [FY 2022/23 Tourism Development Fund Proposed Budget](#)

Commission discussion and possible recommendation regarding the FY 2022/23 Tourism Development Fund proposed operating budget.

Staff Contact: Karen Churchard, Tourism & Events Director

5. [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, Tourism Development Manager

6. [FY2021/22 Event Venue Fee Program](#)

Commission discussion and possible recommendation regarding updating the FY2021/22 Event Venue Fee Program.

Staff Contact: Steve Geiogamah, Tourism Development Manager

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

7. [Event Funding Recommendations](#)

Commission discussion and recommendation on the following applications for event funding:

a) Greater Phoenix Jewish Film Festival – Requested Amount \$15,000

b) Hashknife Pony Express- Requested Amount \$18,500

Staff Contact: Steve Geiogamah

COMMISSIONER ALSPAUGH MOVED TO APPROVE THE STAFF RECOMMENDATIONS AS PRESENTED. COMMISSIONER MINEER SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0).

8. [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

Staff Contact: Steve Geiogamah

9. Public Comment

Spoken comment is being accepted on agenda action items. To sign up to speak on these items, please [click here](#). Request to speak forms must be submitted no later than 90 minutes before the start of the meeting.

Written comment is being accepted for both agendized and non-agendized items and should be submitted electronically no later than 90 minutes before the start of the meeting. These comments will be emailed to the Tourism Development Commission and posted online prior to the meeting. To submit a written public comment electronically, please [click here](#).

10. 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 – 9:52AM

Next scheduled meeting is December 21, 2021

