



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

10:00 a.m., Tuesday, February 21, 2023

Kiva Forum-City Hall

3939 N. Drinkwater Boulevard

Scottsdale, Arizona 85251

Approved Minutes

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

ABSENT: Steve Jung

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

GUESTS: Rachel Pearson, Experience Scottsdale
Dennis Robbins, Scottsdale Charros

1. Call to Order/Roll Call – 10:00AM

Chair Henry called the meeting of the Scottsdale Tourism Development Commission to order at 10:00 a.m. and noted the presence of a quorum. Steve Jung was absent.

2. Approval of Minutes

VICE-CHAIR NEWMAN MOVED TO APPROVE THE JANUARY 17, 2023, REGULAR MEETING MINUTES AS PRESENTED. COMMISSIONER ALSPAUGH SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).



3. Short-Term Rental Update

Brent Stockwell gave a presentation regarding the city's short-term rental response, including licensing, requirements, and enforcement.

4. Experience Scottsdale Second Quarter Performance Measure Report

Rachel Pearson reported on Experience Scottsdale's 2nd quarter performance measurements.

5. FY2023/24 Event Funding Programs

Steve Geiogamah updated the commission on the funding programs and informed them that the programs will be reviewed in the coming months.

6. Tourism Development Commission Work Study

Steve Geiogamah discussed the upcoming Tourism Development Commission work-study.

7. Parada Del Sol Parade Trails End and Spring Training Update

Dennis Robbins gave a presentation regarding the Charros, Parada Del Sol Trails End and Spring Training.

8. Event Funding Recommendations

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

- a. AQHA L1 West Championship and Pinnacle Circuit Horse Show – request \$11,000
COMMISSIONER ALSPAUGH MOVED TO RECOMMEND FUNDING UP AS PRESENTED.
COMMISSIONER MINEER SECONDED THE MOTION. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

9. Staff Reports

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

10. Public Comment

There was no public comment

11. Identification of Future Agenda Items

Mr. Geiogamah stated the future agenda items will include review of the event funding programs and a Westworld presentation.

Adjournment – 11:14AM

With no further business to discuss, being moved by Commissioner Mineer, and seconded by Commissioner Montgomery, the meeting adjourned at 11:14 a.m. All in favor, no dissenting votes.

Next scheduled meeting is March 21, 2023

