



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

9:00 a.m., Tuesday, Oct 19, 2021

Hybrid Meeting

**Approved Minutes**

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

**STAFF:** Karen Churchard  
Steve Geiogamah  
Ana Lia Johnson  
Holli Shannon  
Brian Dygert  
Jackie Contaldo  
Cheryl Sumners

**GUESTS:** Kim Boganey, Director of Scottsdale Public Art

**1. Call to Order/Roll Call**

Chair Henry called the meeting of the Scottsdale Tourism Development Commission to order at 9:04 a.m. and noted the presence of a quorum. All Commissioners were present.

**2. [Approval of Minutes](#)**

COMMISSIONER ALSPAUGH MOVED TO APPROVE THE SEPTEMBER 21, 2021 REGULAR MEETING MINUTES AS PRESENTED. COMMISSIONER MINEER SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).



**NOTE:** MINUTES OF TOURISM DEVELOPMENT COMMISSION MEETINGS ARE PREPARED IN ACCORDANCE WITH THE PROVISIONS OF ARIZONA REVISED STATUTES. THESE MINUTES ARE INTENDED TO BE AN ACCURATE REFLECTION OF ACTION TAKEN AND DIRECTION GIVEN BY THE TOURISM DEVELOPMENT COMMISSION AND ARE NOT VERBATIM TRANSCRIPTS. DIGITAL RECORDINGS AND CLOSED CAPTION TRANSCRIPTS OF SCOTTSDALE TOURISM DEVELOPMENT COMMISSION MEETINGS ARE AVAILABLE ONLINE AND ARE ON FILE IN THE CITY CLERK'S OFFICE.

3. WestWorld General Update

Brian Dygert, General Manager WestWorld, gave a presentation regarding WestWorld activities and projects.

4. Canal Convergence 2021 Event Update

Kim Boganey, Director of Scottsdale Public Art, gave a presentation regarding the 2021 Canal Convergence event.

5. Scottsdazzle 2021 Event Update

Jackie Contaldo, Old Town Marketing Manager, gave a presentation regarding the Scottsdazzle 2021 event.

6. Event Funding Program Recommendations

COMMISSIONER ALSPAUGH MOVED TO APPROVE THE EVENT FUNDING AS PRESENTED. COMMISSIONER MCKENZIE SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).

7. Staff Reports

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

8. **Public Comment**

There were no members of the public who wished to speak.

9. **Identification of Future Agenda Items**

Mr. Geiogamah stated the future agenda items will include a tourism budget update, event funding request and possible revisit of the event venue fee program.

**Adjournment**

With no further business to discuss, being duly moved by Commissioner McKenzie and seconded by Commissioner Shaffer the meeting adjourned at 10:00 a.m. All in favor, no dissenting votes.

**Next scheduled meeting is November 16, 2021**

