



City of Scottsdale
Tourism Development Commission
Regular Meeting

Marked Agenda

9:00 a.m., Tuesday, April 19, 2022
Kiva Forum-City Hall
3939 N. Drinkwater Boulevard
Scottsdale, Arizona 85251

1. Call to Order/Roll Call – 9:01AM

Sherry Henry, Chairperson

Richard Newman, Vice-Chairperson

Chris Montgomery - 9:05AM

Jeanne Alspaugh

Ken McKenzie

Anna Mineer

Sally Shaffer

2. Approval of Minutes

Commission discussion and action to approve the March 15, 2022, regular meeting minutes.

VICE-CHAIRPERSON NEWMAN MOVED TO APPROVE THE MARCH 15, 2022, REGULAR MEETING MINUTES AS PRESENTED. COMMISSIONER ALSPAUGH SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0). COMMISSIONER MONTGOMERY HAD NOT YET ARRIVED.

3. FY 2022/23 City Event Funding Programs

Commission update, discussion, and possible recommendation regarding the FY 2022/23 Event Funding Programs:

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

Staff Contact: Steve Geiogamah, Tourism Development Manager

4. Scottsdale Wimbledon Funding Request

Presentation, Commission discussion, and possible recommendation to City Council for bed tax fund expenditure up to \$25,000 to M Culinary to support the Wimbledon event.

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

Staff Contact: Steve Geiogamah

COMMISSIONER MCKENZIE MOVED TO RECOMMEND FUNDING UP TO \$25,000 FOR THE WIMBLEDON EVENT. COMMISSIONER ALSPAUGH SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).



5. [NCAA 2023 Men’s & Women’s Division 1 Golf National Championship Event Funding Request](#)

Presentation, commission discussion and possible recommendation regarding allocation of Tourism Development Event Funds in the amount of \$75,000 in support of a one-year new event funding agreement with Grayhawk Golf Club.

Presenter: Del Cochran, Grayhawk Golf Club

Staff Contact: Steve Geiogamah

COMMISSIONER MONTGOMERY MOVED TO RECOMMEND FUNDING UP TO \$75,000 FOR THE NCAA 2023 GOLF EVENT. VICE-CHAIRPERSON NEWMAN SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).

6. [Event Funding Recommendations](#)

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

- a) 2022 National Reined Cow Horse Association Western Derby – Requested Amount \$11,000

Staff Contact: Steve Geiogamah

COMMISSIONER MCKENZIE MOVED TO RECOMMEND FUNDING UP TO \$11,000 FOR THE NATIONAL REINED COW HORSE WESTERN DERBY EVENT. COMMISSIONER SHAFFER SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).

7. [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

8. **Public Comment**

Citizens may address the members of the Tourism Development Commission during Public Comment. This “Public Comment” time is reserved for citizen comments regarding non-agendized items. Arizona State law prohibits Tourism Development Commission from discussing or taking action on an item that is not on the prepared agenda. 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.

Written comment cards are being accepted for both agendized and non-agendized items and may be submitted to City Staff at any time. Cards submitted after public testimony has begun will be provided to the Public Body at the conclusion of the testimony for that item.

9. **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 – 9:48AM

Next scheduled meeting is May 17, 2022



Persons with a disability may request a reasonable accommodation by contacting Holli Shannon at 480-312-2728. Requests should be made 24 hours in advance, or as early as possible, to allow time to arrange the accommodation. For TTY users, the Arizona Relay Service (1-800-367-8939) may contact Tourism & Events Department at 480-312-7177.