



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

9:00 a.m., Tuesday, January 18, 2022
3939 N Drinkwater Blvd.
Scottsdale, AZ 85251
Hybrid Meeting

Approved Minutes

- PRESENT:** Sherry Henry, Chairperson
Richard Newman, Vice Chair
Anna Mineer
Jeanne Alspaugh
Sally Shaffer
Chris Montgomery
- ABSENT:** Ken McKenzie
- STAFF:** Karen Churchar
Steve Geiogamah
Ana Lia Johnson
Holli Shannon
Jackie Contaldo
Cheryl Sumners
- GUESTS:** Lawdan Shojaee, Persian New Year Festival

1. Call to Order/Roll Call

Chair Henry called the meeting of the Scottsdale Tourism Development Commission to order at 9:01 a.m. and noted the presence of a quorum. Ken McKenzie was absent.

2. Approval of Minutes

COMMISSIONER MONTGOMERY MOVED TO APPROVE THE NOVEMBER 16, 2021 REGULAR MEETING MINUTES AS PRESENTED. VICE-CHAIR NEWMAN SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) 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. Election of Chair and Vice-Chair

VICE-CHAIR NEWMAN MOVED TO RE-APPOINT CHAIRPERSON HENRY AS THE CHAIRPERSON. COMMISSIONER SHAFFER SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0). CHAIRPERSON HENRY ABSTAINED. CHAIRPERSON HENRY MOVED TO RE-APPOINT COMMISSIONER NEWMAN AS VICE-CHAIR. COMMISSIONER ALSPAUGH SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0). VICE-CHAIRPERSON NEWMAN ABSTAINED.

4. Tourism Development Commission Annual Report

Steve Geiogamah presented the annual report details. VICE-CHAIR NEWMAN MOVED TO APPROVE THE TDC ANNUAL REPORT AS PRESENTED. VICE-COMMISSIONER SHAFFER SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

5. FY2022/23 Tourism Program Budget

Karen Churchard, Tourism & Events Director, made a presentation regarding the FY 2022/23 Tourism program budget. VICE-CHAIR NEWMAN MOVED TO APPROVE FY2022/23 TOURISM BUDGET AS PRESENTED. VICE-COMMISSIONER MONTGOMERY SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

6. Western Week Events Update

Jackie Contaldo, Old Town Marketing Manager, provided an update regarding the 2022 Scottsdale Western Week.

7. Persian New Year Festival Event Funding Request

Lawdan Shojaee gave a presentation and requested an allocation of Tourism Development Event funds in the amount of \$65,000 in support of a one-year new event funding agreement with Persian New Year Festival LLC. VICE-CHAIR NEWMAN MOVED TO RECOMMEND FUNDING FOR UP TO \$45,000. MOTION FAILED WITH A LACK OF A SECOND. COMMISSIONER MONTGOMERY MOVED TO RECOMMEND FUNDING UP TO \$40,000. COMMISSIONER SHAFFER SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

8. Event Funding Recommendations

COMMISSIONER ALSPAUGH MOVED TO APPROVE FUNDING AS PRESENTED. COMMISSIONER MINEER SECONDED. 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 were no members of the public who wished to speak.



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.

11. Identification of Future Agenda Items

Mr. Geiogamah stated the future agenda items will include the event funding programs, Destination Marketing agreement and possibly a Super Bowl 2023 update.

Adjournment

With no further business to discuss, being duly moved by Chairperson Henry and seconded by Vice-Chair Newman the meeting adjourned at 10:09 a.m. All in favor, no dissenting votes.

Next scheduled meeting is February 15, 2022



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.