



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

9:00 a.m., Tuesday, November 21, 2023

Kiva Forum-City Hall

3939 N. Drinkwater Boulevard

Scottsdale, Arizona 85251

Approved Minutes

PRESENT: Sherry Henry (left at 9:49)
Anna Mineer
Sally Shaffer
Chris Montgomery
Jesse Thompson

ABSENT: Jeanne Alspaugh

STAFF: Steve Geiogamah
Karen Churchard
Holli Shannon
Keith Marquis

GUESTS: William Brooks, Management Associate to the City Manager
Rachel Pearson, Experience Scottsdale
Rebecca Nguyen, Barrett-Jackson
Ed Capen, Barrett-Jackson
Melissa Schalles, Arabian Horse Show

1. Call to Order/Roll Call – 9:04AM

Chair Henry called the meeting of the Scottsdale Tourism Development Commission to order at 9:04am and noted the presence of a quorum.

2. Approval of Minutes

COMMISSIONER THOMPSON MOVED TO APPROVE THE OCTOBER 17, 2023, REGULAR MEETING MINUTES AS PRESENTED. COMMISSIONER MONTGOMERY SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0).

3. Downtown Foot Traffic Analysis

William Brooks, Management Associate to the City Manager, gave a presentation and discussion regarding Placer AI downtown foot traffic analysis.



4. Experience Scottsdale First Quarter Performance Report

Rachel Pearson, Vice President of Community & Government Affairs, Experience Scottsdale reported on the first quarter of Experience Scottsdale for FY2023/24

5. Tourism Strategic Plan update

ITEM WAS TABLED

6. Future Collector Car Show Event Funding Request

Rebecca Nguyen & Ed Capen, from Barrett-Jackson, gave a presentation asking for a recommendation to City Council for bed tax expenditure up to \$49,500 to support a one-year event funding agreement with Barrett Jackson for the Future Collector Car Show. Steve Geiogamah mentioned that the program allows up to 25% of the total budget, which would make their event eligible for \$37,500.

COMMISSIONER MONTGOMERY MOVED TO RECOMMEND FUNDING FOR UP TO \$37,500 FOR THE FUTURE COLLECTOR CAR SHOW EVENT. COMMISSIONER MINEER SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0).

7. Scottsdale Arabian Horse Show Tent Rental Funding Request

Melissa Schalles, Executive Director Arabian Horse Association, gave a presentation, asking for a recommendation to City Council for bed tax expenditure up to \$60,000 to support the tent cover rental fee for arena 7 for the 2024 Scottsdale Arabian Horse Show.

COMMISSIONER MONTGOMERY MOVED TO RECOMMEND FUNDING FOR UP TO \$60,000 FOR THE TEMPORARY TENT FOR THE ARABIAN SHOW. COMMISSIONER THOMPSON SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0). CHAIRPERSON HENRY LEFT THE MEETING EARLY.

8. Event Funding Requests

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

- a. Community Event – FuelFest Scottsdale - \$4,500
- b. Community Event – Sun Circuit – \$27,500
- c. Community Event – Hashknife Pony Express - \$20,000

COMMISSIONER MONTGOMERY MOVED TO APPROVE FUNDING FOR EVENTS AS PRESENTED. COMMISSIONER SHAFFER SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0).

9. Staff Reports

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

10. Public Comment

No request for public comment

11. Identification of Future Agenda Items

Mr. Geiogamah stated the future agenda items will include Persian New Year Festival funding request, Tourism Budget update, and Tourism Strategic Plan update.



Approved December 19, 2023

Adjournment – 9:56AM

With no further business to discuss, being moved by Commissioner Alspaugh and seconded by Vice-Chair Newman, the meeting adjourned at 9:56 a.m. All in favor, no dissenting votes.

Next scheduled meeting is December 12, 2023



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