



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

**Marked Agenda**

9:00 a.m., Tuesday, March 15, 2022

Kiva Forum-City Hall

3939 N. Drinkwater Boulevard

Scottsdale, Arizona 85251

**1. Call to Order/Roll Call – 9:01AM**

Sherry Henry, Chairperson

Jeanne Alspaugh

Anna Mineer

Richard Newman, Vice-Chairperson

Ken McKenzie

Sally Shaffer

Chris Montgomery

**2. Approval of Minutes**

Commission discussion and action to approve the January 18, 2022, regular meeting minutes.

**COMMISSIONER MCKENZIE MOVED TO APPROVE THE JANUARY 18, 2022 REGULAR MEETING MINUTES AS PRESENTED. COMMISSIONER SHAFFER SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).**

**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 Geigamah, Tourism Development Manager

**4. Experience Scottsdale Second Quarter Performance Measure Report**

Report, update, and Commission discussion.

Presenter: Rachel Pearson, Vice President Community & Government Affairs, Experience Scottsdale

Staff Contact: Steve Geigamah

**5. Scottsdale Fourth of July Celebration Funding Request**



Presentation, Commission discussion, and possible recommendation to City Council for bed tax fund expenditure up to \$55,000 to M Culinary to support the Scottsdale Fourth of July Celebration, which includes the ancillary event Wimbledog.

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

Staff Contact: Steve Geiogamah

**COMMISSIONER SHAFFER MOVED TO RECOMMEND FUNDING UP TO \$30,000 FOR THE SCOTTSDALE FOURTH OF JULY EVENT. COMMISSIONER MINEER SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0). COMMISSION HAS REQUESTED MORE INFORMATION REGARDING THE WIMBLEDOG EVENT AT A FUTURE MEETING.**

## 6. 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
  1. Tourism Strategic Plan Update
  2. FY2022/23 Tourism Program Budget

Staff Contact: Steve Geiogamah

## 7. 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.

## 8. 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 -10:00AM**

**Next scheduled meeting is April 19, 2022**

