



City of Scottsdale
Tourism Development Commission
Regular Meeting

Marked Agenda

9:00 a.m., Tuesday, August 15, 2023

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

Chris Montgomery

Sally Shaffer

Jesse Thompson

2. Approval of Minutes

Commission discussion and action to approve the July 25, 2023, special meeting minutes.

VICE-CHAIR NEWMAN MOVED TO APPROVE THE JULY 25, 2023; SPECIAL MEETING MINUTES AS PRESENTED. COMMISSIONER MONTGOMERY SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).

3. Tourism Development Commission Proposed Bylaws Amendment

Commission discussion and possible vote to amend the Tourism Development Commission Bylaws.

Staff Contact: Steve Geiogamah, Tourism Development Manager

COMMISSIONER ALSPAUGH MOVED TO APPROVE BYLAWS AS PRESENTED.

COMMISSIONER SHAFFER SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).

4. Experience Scottsdale Third & Fourth Quarter Performance Measure Report

Report, update, and Commission discussion.

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

Staff Contact: Steve Geiogamah, Tourism Development Manager

5. Scottsdale Taste of Italy Event Funding Request

Presentation, commission discussion, and possible recommendation to City Council for bed tax expenditure up to \$36,750 to support a one-year event funding agreement with the Italian Association for the Scottsdale Taste of Italy event.

Presenter: Sean Gillespie, Jennifer Kaplan



Staff Contact: Steve Geiogamah

VICE-CHAIR NEWMAN MOVED TO RECOMMEND FUNDING FOR THE TASTE OF ITALY EVENT FOR UP TO \$36,750. COMMISSIONER MONTGOMERY SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ONE (1). COMMISSIONER SHAFFER DISSENTING.

6. Event Funding Program Requests

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

- a. Community Event - Day of the Dog – \$13,000
- b. Community Event - AZ Fall Championship - \$11,000
- c. MEAF - Scottsdale Polo Championships - \$2,500
- d. Venue Fee – Ahwatukee Classic - \$12,000
- e. Venue Fee – Scottsdale Cup - \$12,000
- f. Venue Fee - Pathway Baseball - \$12,000

COMMISSIONER ALSPAUGH MOVED TO APPROVE FUNDING FOR EVENTS AS PRESENTED. COMMISSIONER THOMPSON 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 – Post Event Reports
 1. Scottsdale Fourth of July Celebration

Staff Contact: Steve Geiogamah, Tourism Development Manager

8. **Public Comment**

Written comment cards are being accepted for both agendized and non-agendized items and may be submitted to City Staff at any time. 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. Cards submitted after public testimony has begun will be provided to the Public Body at the conclusion of the testimony for that item. Arizona State law prohibits Tourism Development Commission from discussing or taking action on an item that is not on the prepared agenda.

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 September 19, 2023

