



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

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

Kiva Forum-City Hall

3939 N. Drinkwater Boulevard

Scottsdale, Arizona 85251

**Approved Minutes**

- PRESENT:** Sherry Henry  
Jeanne Alspaugh  
Sally Shaffer  
Anna Mineer  
Chris Montgomery  
Richard Newman  
Jesse Thompson
- STAFF:** Steve Geiogamah  
Karen Churchar  
Holli Shannon  
Ana Lia Johnson
- GUESTS:** Rachel Pearson, VP of Community & Government Affairs, Experience  
Scottsdale  
Sean Gillespie, Taste of Italy  
Jennifer Kaplan, Taste of Italy

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

Chair Henry called the meeting of the Scottsdale Tourism Development Commission to order at 9:01am and noted the presence of a quorum. All members were in attendance.

**2. Approval of 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**

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**

Rachel Pearson, Vice President Community & Government Affairs, Experience Scottsdale presented her report of performance measures.

**5. Scottsdale Taste of Italy Event Funding Request**

Sean Gillespie and Jennifer Kaplan gave a presentation regarding a request 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.

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**

Steve Geiogamah conducted a 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 - \$12,500
- 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**

Mr. Geiogamah reviewed staff reports related to bed-tax collection, bed tax hotel classification, bed tax proforma and touched on the 2023 Scottsdale Fourth of July Celebration post event report.

**8. Public Comment**

There was no public comment.

**9. Identification of Future Agenda Items**

Mr. Geiogamah stated the future agenda items will include Artwalk funding request, Fiesta Bowl update, and Longwoods report. Chairperson Henry requested a June Days recap. Commissioner Thompson would like follow-up on the NCAA room nights and Karen Churchard mentioned a Scottsdazzle overview.

**Adjournment – 9:48AM**

With no further business to discuss, being moved by Commissioner Shaffer, and seconded by Commissioner Mineer, the meeting adjourned at 9:48 a.m. All in favor, no dissenting votes.

**Next scheduled meeting is September 19, 2023**

