



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

**Marked Agenda**

9:00 a.m., Tuesday, May 17, 2022

Kiva Forum-City Hall

3939 N. Drinkwater Boulevard

Scottsdale, Arizona 85251

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

Sherry Henry, Chairperson

Richard Newman, Vice-Chairperson

Jeanne Alspaugh-**ABSENT**

Chris Montgomery

Anna Mineer

Sally Shaffer-**ABSENT**

**2. Approval of Minutes**

Commission discussion and action to approve the April 19, 2022, regular meeting minutes.

**COMMISSIONER MONTGOMERY MOVED TO APPROVE THE APRIL 19, 2022, REGULAR MEETING MINUTES AS PRESENTED. VICE-CHAIR NEWMAN SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) 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 Geiogamah, Tourism Development Manager

**VICE-CHAIR NEWMAN MOVED TO APPROVE THE FY22/23 EVENT FUNDING PROGRAMS AS PRESENTED. COMMISSIONER MINEER SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0).**

**4. Tourism Strategic Plan**

Presentation, Commission discussion, and possible recommendation regarding the Tourism Strategic Plan.

Staff Contact: Karen Churchard, Tourism & Events Director



## 5. Experience Scottsdale Strategic Business Plan

Presentation and Commission discussion and possible recommendation regarding the proposed FY 2022/23 Experience Scottsdale Strategic Business Plan and Contractual Performance Measurements.

Presenter: Rachel Sacco, President/CEO Experience Scottsdale

Staff Contact: Karen Churchard

**VICE-CHAIR NEWMAN MOVED TO APPROVE THE EXPERIENCE SCOTTSDALE STRATEGIC BUSINESS PLAN AS PRESENTED. COMMISSIONER MINEER SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0).**

## 6. June Days Update

Commission update, discussion, and possible recommendation to staff regarding the June Days Program, a curated local event, online calendar of events happening in Old Town Scottsdale.

Staff Contact: Jackie Contaldo, Downtown Marketing Manager

## 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
  1. Juneteenth Event

Staff Contact: Steve Geiogamah

## 8. **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.

## 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 – 9:44AM**

**Next scheduled meeting is June 21, 2022**

