



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

**9:00 a.m., Tuesday, August 16, 2022**  
**Community Design Studio-Community Meeting Room**  
**7506 E Indian School Rd**  
**Scottsdale, AZ 85251**

**1. Call to Order/Roll Call - 9:08AM**

Sherry Henry, Chairperson                      Jeanne Alspaugh                      Anna Mineer  
Richard Newman, Vice-Chairperson      Chris Montgomery – left at 11:06      Sally Shaffer – left at 12:21  
Steve Jung

**2. Approval of Minutes**

Commission discussion and action to approve the June 21, 2022, regular meeting minutes.  
**COMMISSIONER ALSPAUGH MOVED TO APPROVE THE JUNE 21, 2022, REGULAR MEETING MINUTES AS PRESENTED. COMMISSIONER SHAFFER SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).**

**3. Taste of Italy and Music Festival New Event Funding Request**

Presentation, Commission discussion and possible recommendation regarding allocation of Tourism Development Event funds in the amount of \$66,000 in support of a one-year new event funding agreement with the Italian Association.  
Presenter: Frank Guzzo, Italian Association of Arizona  
Staff Contact: Steve Geigamah, Tourism Development Manager

**4. Scottsdale Dia de los Muertos New Event Funding Request**

Presentation, Commission discussion and possible recommendation regarding allocation of Tourism Development Event funds in the amount of \$70,000 in support of a one-year new event funding agreement with the LORE Southwest Media & Arts.  
Presenter: Robert Ramirez, LORE MEDIA & ARTS, LLC  
Staff Contact: Steve Geigamah, Tourism Development Manager  
**COMMISSIONER ALSPAUGH MOVED TO APPROVE FUNDING UP TO \$70,000 VICE-CHAIRPERSON NEWMAN SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0). PUBLIC COMMENT WAS MADE BY RAD MASINELLI.**



## 5. Event Funding Recommendations

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

- a) Scottsdale Gold Palette Art Walk Series – applied for \$30,000
- b) Arizona Asian Festival – applied for \$10,500
- c) Az Fall Championship – applied for \$12,500
- d) Day of the Dog – applied for \$13,000
- e) Triple Crown Spring Championship – applied for \$12,000
- f) Scottsdale Cup Tournament - applied for \$12,000
- g) Desert Cup Tournament – applied for \$12,000
- h) Phoenix super Cup Boys Tournament - applied for \$12,000
- i) Phoenix Super Cup Girls Tournament - applied for \$12,000
- j) Barrett Jackson Collector Car Auction – applied for \$30,000

Staff Contact: Steve Geiogamah

**COMMISSIONER MONTGOMERY MOVED TO RECOMMEND FUNDING AS PRESENTED. COMMISSIONER ALSPAUGH SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0). ARTWALK MAY BE PRESENTED FOR MORE FUNDS AT A LATER DATE. PUBLIC COMMENT WAS MADE BY FRENCH THOMPSON & BOB PEJMAN.**

## 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

Staff Contact: Steve Geiogamah

## 7. Tourism Strategic Plan Review

Commission review, discussion, and direction to staff regarding the tourism strategic plan experience principles and strategy. The discussion will be facilitated, no action will be taken.

Staff Contact: Karen Churchard, Tourism & Events Director

**PUBLIC COMMENT WAS MADE BY FRENCH THOMPSON, BOB PEJMAN, SONNY KIRTLEY & MARILYNN ATCKINSON.**

## 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.

**PUBLIC COMMENT WAS MADE BY RAD MASINELLI FOR ITEM 4. PUBLIC COMMENT WAS MADE BY FRENCH THOMPSON & BOB PEJMAN FOR ITEM 5. PUBLIC COMMENT WAS MADE BY FRENCH THOMPSON, BOB PEJMAN, SONNY KIRTLEY & MARILYNN ATCKINSON FOR ITEM 7.**

#### **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 – 12:24PM**

**Next scheduled meeting is September 20, 2022**

