



City of Scottsdale
Tourism Development Commission
Regular Meeting
Marked Agenda

9:00 a.m., Tuesday, November 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 -absent

Chris Montgomery-absent

Sally Shaffer

Steve Jung

2. Approval of Minutes

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

COMMISSIONER ALSPAUGH MOVED TO APPROVE THE OCTOBER 18, 2022 REGULAR MEETING MINUTES AS PRESENTED. COMMISSIONER SHAFFER SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0).

3. Savannah Bananas Event Funding Request

Presentation, commission discussion, and possible recommendation to City Council for bed tax expenditure up to \$50,000 to support a one-year event funding agreement.

Presenter: Ryann Greenberg, San Francisco Giants

Staff Contact: Steve Geiogamah, Tourism Development Manager

COMMISSIONER ALSPAUGH MOVED TO RECOMMEND FUNDING IN THE AMOUNT OF \$50,000. COMMISSIONER MINEER SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0).

4. Tourism Strategic Plan

Commission discussion, and possible recommendation to City Council for the tourism strategic plan.

Staff Contact: Karen Churchard, Tourism & Events Director

5. Super Bowl LVII Update & ESPN Main Street Event Funding

Presentation, commission discussion and possible funding recommendation of up to \$250,000 for the ESPN Main Street Event.

Staff Contact: Karen Churchard



COMMISSIONER ALSPAUGH MOVED TO RECOMMEND FUNDING UP TO THE AMOUNT OF \$250,000. COMMISSIONER SHAFFER SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0).

6. Event Funding Recommendations

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

- a. Hashknife Pony Express – requested \$18,500

Staff Contact: Steve Geiogamah

COMMISSIONER ALSPAUGH MOVED TO APPROVE FUNDING AS PRESENTED. COMMISSIONER JUNG SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) 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

Staff Contact: Steve Geiogamah

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 – 9:49AM

Next scheduled meeting is December 20, 2022

