



City of Scottsdale
Tourism Development Commission
Regular Meeting

9:00 a.m., Tuesday, September 19, 2023

Kiva Forum-City Hall

3939 N. Drinkwater Boulevard

Scottsdale, Arizona 85251

Approved Minutes

PRESENT: Sherry Henry
Sally Shaffer
Chris Montgomery
Richard Newman
Jesse Thompson

ABSENT: Anna Mineer
Jeanne Alspaugh

STAFF: Steve Geiogamah
Karen Churchar
Holli Shannon
Ana Lia Johnson

GUESTS: Anna Blount, Vice President of Research, Longwoods International
French Thompson, President, Scottsdale Gallery Association
Susie Timm, President, Knife & Fork Media Group
Vickie McWatters, Director of Development & Marketing
TJ Juskiewicz, Executive Director, El Tour de Tucson

1. Call to Order/Roll Call - 9:01

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

2. Approval of Minutes

COMMISSIONER THOMPSON MOVED TO APPROVE THE AUGUST 15, 2023, REGULAR MEETING MINUTES AS PRESENTED. VICE-CHAIR NEWMAN SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0).



3. Longwoods 2022 Travel USA and Return to Sample Reports and Experience Scottsdale Ad Effectiveness Study

Anna Blount, Vice President of Research, Longwoods International gave a presentation, regarding the 2022 Longwoods International Travel USA & Return to Sample Reports and the Experience Scottsdale Ad Effectiveness Study.

4. Fall in Love with Scottsdale Civic Center

Karen Churchard, Tourism & Events Director, gave a presentation on the Fall in Love with Scottsdale Civic Center event and promotional campaign.

5. ArtWalk Gold Palette Event Funding Request

French Thompson, President, Scottsdale Gallery Association and Susie Timm, President, Knife & Fork Media Group gave a presentation asking for a recommendation to City Council for bed tax expenditure up to \$75,000 to support a one-year event funding agreement with the Scottsdale Gallery Association for the ArtWalk Gold Palette series.

COMMISSIONER MONTGOMERY MOVED TO RECOMMEND FUNDING FOR ARTWALK EVENT FOR UP TO \$75,000. COMMISSIONER THOMPSON SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0).

6. Tour de Scottsdale Event

Vickie McWatters, Director of Development & Marketing, McDowell Sonoran Preserve Conservancy and TJ Juskievicz, Executive Director, El Tour de Tucson gave a presentation, asking for recommendation to City Council for bed tax expenditure up to \$200,000 to support a one-year event funding agreement with the McDowell Sonoran Preserve Conservancy for Tour de Scottsdale 2024 that supports several strategies within the city's Tourism & Events Strategic Plan.

VICE-CHAIR NEWMAN MOVED TO RECOMMEND FUNDING FOR TOUR DE SCOTTSDALE EVENT FOR UP TO \$200,000. COMMISSIONER MONTGOMERY SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0).

7. Event Funding Requests

Steve Geiogamah conducted a discussion and recommendation on the following applications for event funding:

- a. Venue Fee – Desert Super Cup Soccer - \$12,000
- b. Community Event – Discover India - \$9,500
- c. Community Event - Arizona National Quarter Horse Show - \$12,500

COMMISSIONER MONTGOMERY MOVED TO APPROVE FUNDING FOR EVENTS AS PRESENTED. VICE-CHAIR NEWMAN SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0).

8. Staff Reports

Mr. Geiogamah reviewed staff reports related to bed-tax collection, bed tax hotel classification, and the bed tax proforma.



9. Public Comment

There was no public comment.

10. Identification of Future Agenda Items

Mr. Geiogamah stated the future agenda items will include Rock n Roll funding request, Fiesta Bowl update, Scottsdazzle update, Canal Convergence report and West World Economic Impact study.

Adjournment – 10:40AM

With no further business to discuss, being moved by Commissioner Shaffer, and seconded by Commissioner Thompson, the meeting adjourned at 10:40 a.m. All in favor, no dissenting votes.

Next scheduled meeting is October 17, 2023

