



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

Marked Agenda

9:00 a.m., Tuesday, January 17, 2023

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

Steve Jung

Jeanne Alspaugh

Chris Montgomery

Anna Mineer

Sally Shaffer

2. Approval of Minutes

Commission discussion and action to approve the December 20, 2022, regular meeting minutes.

COMMISSIONER ALSPAUGH MOVED TO APPROVE THE DECEMBER 20, 2022, REGULAR MEETING MINUTES AS PRESENTED. COMMISSIONER MONTGOMERY SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).

3. Election of Chair and Vice-Chair

Discussion and vote to elect Chair and Vice Chair

Staff Contact: Steve Geiogamah, Tourism Development Manager

COMMISSIONER ALSPAUGH MOVED TO RE-APPOINT CHAIRPERSON HENRY AS THE CHAIRPERSON. COMMISSIONER MINEER SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

CHAIRPERSON HENRY ABSTAINED.

CHAIRPERSON HENRY MOVED TO RE-APPOINT VICE-CHAIR NEWMAN AS VICE-CHAIR.

COMMISSIONER ALSPAUGH SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

VICE-CHAIRPERSON NEWMAN ABSTAINED.

4. FY2023/24 Tourism Program Budget

Commission discussion and possible recommendation regarding the FY 2023/24 Tourism program budget.

Staff Contact: Karen Churchard, Tourism & Events Director

VICE-CHAIRPERSON NEWMAN MOVED TO APPROVED THE TOURISM BUDGET AS PRESENTED.

COMMISSIONER SHAFER SECONDED THE MOTION. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).



5. [Scottsdale Super Season Update](#)

Presentation and commission discussion regarding the city's Super Season including Super Bowl events.

Staff Contact: Karen Churchard

6. [Tourism Development Commission Annual Report](#)

Commission discussion and possible recommendation to approve the TDC annual report.

Staff Contact: Steve Geiogamah

COMMISSIONER MINEER MOVED TO APPROVED THE ANNUAL REPORT AS PRESENTED. VICE-CHAIRPERSON NEWMAN SECONDED THE MOTION. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).

7. [Scottsdale Arabian Horse Show Tent Rental Funding Request](#)

Presentation, commission discussion and possible recommendation to City Council for bed tax expenditure up to \$60,000 to support the tent cover rental fee for arena 7 for the 2023 Scottsdale Arabian Horse Show.

Presenter, Taryl O'Shea Scottsdale Arabian Horse Show

COMMISSIONER SHAFFER MOVED TO RECOMMEND FUNDING UP TO \$60,000. COMMISSIONER MONTGOMERY SECONDED THE MOTION. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).

8. [Scottsdale International Jazz Festival New Event Funding Request](#)

Presentation, commission discussion, and possible recommendation to City Council for bed tax expenditure up to \$75,000 to support a one-year event funding agreement.

Presenter: Doc Jones, Scottsdale International Jazz Festival

Staff Contact: Steve Geiogamah

COMMISSIONER SHAFFER MOVED TO RECOMMEND FUNDING UP TO \$75,000. COMMISSIONER ALSPAUGH SECONDED THE MOTION. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).

9. [Event Funding Recommendations](#)

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

- a. AZ Bike Week – Requesting \$30,000
- b. Scottsdale Family Arts Fest – Requesting \$5,000

Staff Contact: Steve Geiogamah

COMMISSIONER MONTGOMERY MOVED TO RECOMMEND FUNDING UP AS PRESENTED. COMMISSIONER MINEER SECONDED THE MOTION. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).

10. [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



11. 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.

12. 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 – 10:13AM

Next scheduled meeting is February 21, 2023

