



City of Scottsdale
Tourism Development Commission
Work Study Meeting

9:00 a.m., Tuesday, April 25, 2023
Scottsdale Stadium-Banyan Room
7408 E Osborn Rd
Scottsdale, Az 85251

Approved Minutes

PRESENT: Sherry Henry
Anna Mineer
Jeanne Alspaugh
Chris Montgomery
Richard Newman
Sally Shaffer

STAFF: Steve Geiogamah
Karen Churchard
Erin Barry
Cheryl Sumners
Erin Perreault
Jackie Contaldo
Holli Shannon
Ana Lia Johnson
William Hylan

GUESTS: Katie Pushor, Inner Capital
Rachel Pearson, Experience Scottsdale
Michelle Myers, Experience Scottsdale

1. Call to Order/Roll Call – 9:03AM

Chair Henry called the meeting of the Scottsdale Tourism Development Commission to order at 9:03am and noted the presence of a quorum. Vice Chairman Newman arrived at 9:12am.

2. Introductions

Chairperson Sherry Henry asked everyone to introduce themselves.



3. Staff Reports & Presentations

The following items were reviewed with the commission.

Ana Lia Johnson, Budget Administrator, gave a historical overview of bed tax collections.
Steve Geiogamah, Tourism Development Manager, gave a historical overview of event funding.

Bill Hylan, City Attorney, gave an overview of the city's gift clause.

Karen Churchard, Tourism & Events Director, gave an overview of the Tourism & Events Strategic Action Plan – Year 1.

Overview of City's Gift Clause

4. Tourism Development Commission Discussion

Katie Pushor, Inner Capital, led a discussion on the following items:

Event Funding Programs – Existing & New – Criteria

Scottsdale, Western Week, June Days

Creating Destination Events – Wellness, Tour de Scottsdale

How to Facilitate Event Development – Indoor Signature Event

Break for lunch

5. Outcomes & Decisions

Facilitator: Katie Pushor, Inner Capital, reviewed the following items:

Select Criteria for Programs

Fund Amounts for Programs, New Event Development

Adjournment – 1:02PM

With no further business to discuss the meeting ended at 1:02pm

Next scheduled regular meeting is May 16, 2023

