



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

9:00 a.m., Tuesday, June 20, 2023

Kiva Forum-City Hall

3939 N. Drinkwater Boulevard

Scottsdale, Arizona 85251

Approved Minutes

- PRESENT:** Sherry Henry
Jeanne Alspaugh
Sally Shaffer
Anna Mineer
- ABSENT:** Chris Montgomery
Richard Newman
- STAFF:** Steve Geigamah
Karen Churchar
Holli Shannon
Ana Lia Johnson
- GUESTS:** Rachel Pearson, VP of Community & Government Affairs, Experience
Scottsdale
Jennifer Stewart, Vision Insights, Senior Director
Jennifer Gill, Deputy Director of Canal Convergence

1. Call to Order/Roll Call - 9:00AM

Chair Henry called the meeting of the Scottsdale Tourism Development Commission to order at 9:00am and noted the presence of a quorum. Vice-Chair Newman and Commissioner Montgomery were absent.

2. Approval of Minutes

COMMISSIONER ALSPAUGH MOVED TO APPROVE THE MAY 16, 2023, REGULAR MEETING MINUTES AS PRESENTED. COMMISSIONER MINEER SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0).

3. Tourism Development Commission Proposed Bylaws Amendment

Steve Geigamah, Tourism Development Manager, advised the commission of proposed changes. The item will be brought back for final approval in August.



4. Arizona Super Bowl Host Committee Post Report

ITEM WAS TABLED AND WILL BE REVISITED AT A LATER DATE

5. NCCA 2024 Men's Final Four Phoenix Local Organizing Committee Sponsorship

ITEM WAS TABLED AND WILL BE REVISITED AT A LATER DATE

6. Experience Scottsdale Super Season Media Campaign

Rachel Pearson, Vice President of Community & Government Affairs, gave a presentation regarding Experience Scottsdale's Super Season media campaign.

7. ESPN Main Street Tailgate Media Evaluation Report

Jennifer Stewart, Vision Insights, Senior Director, gave a presentation regarding the media evaluation report for the city's ESPN Main Street Tailgate event.

8. Canal Convergence 2023 Overview

Jennifer Gill, Deputy Director of Canal Convergence, gave a presentation regarding the 2023 Canal Convergence event.

9. FY2023/24 Tourism Development Contingency Funding Request

Karen Churchard, Tourism & Events Director, presented a request regarding one-time use of the Tourism Development Operating Contingency up to \$206,700 to purchase Festoon Lighting as part of the Historic Old Town Streetlight Replacements (SI05) Capital Improvement Project.

COMMISSIONER ALSPAUGH MOVED TO RECOMMEND FUNDING FROM THE TOURISM DEVELOPMENT CONTINGENCY FUND FOR UP TO \$206,700 AS PRESENTED. COMMISSIONER MINEER SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0).

10. Staff Reports

Mr. Geiogamah reviewed staff reports related to bed-tax collection, bed tax hotel classification, bed tax proforma and new post event report for the commission.

11. Public Comment

There was no public comment.

12. Identification of Future Agenda Items

Mr. Geiogamah stated the future agenda items will include the Super Bowl update, Final Four request, Fiesta Bowl update, Longwoods report and Experience Scottsdale's quarterly report. The commission agreed to cancel the July 18 meeting and possibly hold a special meeting in late July.

Adjournment – 9:47AM

With no further business to discuss, being moved by Commissioner Shaffer, and seconded by Commissioner Alspaugh, the meeting adjourned at 9:47am. All in favor, no dissenting votes.

Next scheduled meeting is late July.

