



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

***Room change, moving item 5 to item 11 and update item 10c**

9:00 a.m., Tuesday, January 21, 2025

Scottsdale Stadium – *Press Box

7408 E Osborn Rd

Scottsdale, Arizona 85251

Approved Minutes

- PRESENT:** Anna Mineer
Jeanne Alspaugh
David Sobek
Lance Marrin
- ABSENT:** Jesse Thompson
Chris Montgomery
Jim Kisselburg
- STAFF:** Steve Geiogamah
Rachel Smetana
Brent Stockwell
Holli Shannon
Trey Nilles
Chris Walsh
- GUESTS:** Robert Ramirez, Principal – Producer, LORE Southwest Media and Arts
Amanda Brumley, Cactus Reining Classic, LLC.
Jason Rose
Ehsan Matoori, Persian New Year Festival
- 1. Call to Order/Roll Call – 9:02AM**
Meeting of the Scottsdale Tourism Development Commission called to order at 9:02am and with noted presence of a quorum.
 - 2. Election of Chair and Vice-Chair**
THIS ITEM WAS TABLED UNTIL NEXT MEETING

3. Approval of Minutes

VICE-CHAIR MINEER MOVED TO APPROVE THE DECEMBER 17, 2024, REGULAR MEETING MINUTES AS PRESENTED. COMMISSIONER SOBEK SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0).

4. Tourism Development Commission Annual Report

COMMISSIONER SOBEK MOVED TO APPROVE THE REPORT AS PRESENTED. COMMISSIONER MARRIN SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0).

5. *Scottsdale Stadium Capital Project Improvements – move to item 11

Chris Walsh, Parks & Recreation Manager, shared an update regarding Scottsdale Stadium improvements.

6. Scottsdale Dia De Los Muertos Festivities Event Recap

Robert Ramirez, Principal – Producer, LORE Southwest Media and Arts, gave a post event update on the 2024 Scottsdale Dia De Los Muertos and Art Installation Experience.

7. Persian New Year Funding Request

Ehsan Mootari asked for a recommendation to City Council for bed tax expenditure up to \$48,125 to support a one-year event funding agreement with Persian New Year Festival Inc. for the Persian New Year Festival.

COMMISSIONER MARRIN MOVED TO APPROVE FUNDING UP TO \$48,125 AS PRESENTED. VICE-CHAIR MINEER SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0).

8. Cactus Reining Classic Event Funding Request

Amanda Brumley & Jason Rose requested a recommendation to City Council for bed tax expenditure up to \$70,625 to support a one-year event funding agreement with Cactus Reining Classic, LLC.

VICE-CHAIR MINEER MOVED TO APPROVE FUNDING UP TO \$70,625 AS PRESENTED. COMMISSIONER MARRIN SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0).

9. Event Program Funding Requests

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

1. Community Event Funding Program – Celebrity Wine & Spirits Festival - \$5,500
2. Community Event Funding Program – Scottsdale Family ArtsFest - \$6,000
3. Community Event Funding Program – BAJA Culinary Festival - \$5,000

Community Event Funding Total Request \$16,500

VICE-CHAIR MINEER MOVED TO APPROVE FUNDING UP TO \$16,500 AS PRESENTED. COMMISSIONER SOBEK SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0).



10. Staff Reports

Staff included the following items in the packet.

- a. Staff Bed-Tax Collection Report
- b. Staff Bed Tax Hotel Classification Report
- c. *Tourism Development Fund Budget - updated
- d. Program Updates – Post Event Reports

11. Commissioners' Report

No updates

12. Public Comment

No public comment

13. Identification of Future Agenda Items

Annual review of the event funding programs.

Adjournment – 10:44AM

With no further business to discuss, being moved by Vice-Chair Mineer and seconded by Commissioner Marrin, the meeting adjourned at 10:44 am. All in favor, no dissenting votes

Next scheduled meeting is February 18, 2025

