



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

**9:00 a.m., Tuesday, Sept 21, 2021**  
**Meeting Held Electronically**

The City Hall Kiva Forum (Kiva) is open to the public during Tourism Development Commission meetings at a reduced capacity. Seating in the Kiva will be available on a first come, first serve basis. Tourism Development Commission meetings are also televised on Cox Cable Channel 11 and streamed online at [ScottsdaleAZ.gov](https://www.scottsdaleaz.gov) (search "live stream") to allow the public to virtually attend, participate telephonically, and listen/view the meeting in progress.

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

Sherry Henry, Chairperson	Jeanne Alspaugh	Anna Mineer
Richard Newman, Vice-Chairperson	Ken McKenzie- <b>ABSENT</b>	Sally Shaffer- <b>ABSENT</b>
Chris Montgomery- <b>ABSENT</b>		

**2. [Approval of Minutes](#)**

Commission discussion and action to approve the August 17, 2021, regular meeting minutes.

**VICE-CHAIR NEWMAN MOVED TO APPROVE THE AUGUST 17, 2021 REGULAR MEETING MINUTES AS PRESENTED. COMMISSIONER ALSPAUGH SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0).**

**3. [Scottsdale Stadium Marketing Update](#)**

Presentation, Commission discussion and possible recommendation regarding the Scottsdale Stadium marketing.

Presenter: Stephanie Tippet, Stadium Supervisor

Staff Contact: Steve Geigamah Tourism Development Manager

**4. [Longwoods 2020 Travel USA & Return to Sample Reports](#)**

Presentation, Commission discussion and possible recommendation regarding the Longwoods International Travel USA 2020 & Return to Sample Reports.

Presenter: Anna Blount, Longwoods International

Staff Contact: Steve Geigamah

**5. [Experience Scottsdale Fourth Quarter Update](#)**



Persons with a disability may request a reasonable accommodation by contacting Holli Shannon at 480-312-2728. Requests should be made 24 hours in advance, or as early as possible, to allow time to arrange the accommodation. For TTY users, the Arizona Relay Service (1-800-367-8939) may contact Tourism & Events Department at 480-312-7177.

Report, update, and Commission discussion regarding Experience Scottsdale's fourth quarter update.

Presenter: Rachel Pearson, Vice President of Community & Government Affairs Experience Scottsdale

Staff Contact: Steve Geiogamah

#### 6. Electric Vehicle Charging Stations

Presentation, commission discussion, and possible recommendation to City Council for Tourism Development Fund operating contingency transfer in the amount of \$19,466 to install two Electric Vehicle Charging Stations in the City Hall Parking Lot and Civic Center Library Garage near Scottsdale Stadium prior to Super Bowl LVII in February 2023.

Staff Contact: Karen Churchard, Tourism & Events Director

**VICE-CHAIR NEWMAN MOVED TO RECOMMENDED FUNDING AS PRESENTED. COMMISSIONER ALSPAUGH SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0).**

#### 7. Event Funding Program Recommendations

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

- a) Arabian Horse Show - \$30,000
- ~~b) AZ National Quarter Horse Show - \$12,000~~
- c) The Miracle of The Roses & Fiestas Navideñas - \$14,500
- d) Desert Super Cup - \$5,000
- e) Phoenix Cup Girl's Tournament- \$5,000
- f) Phoenix Cup Boy's Tournament- \$5,000

Staff Contact: Steve Geiogamah

**AZ NATIONAL QUARTER HORSE SHOW PULLED FROM RECOMMENDATIONS AND WILL BE PRESENTED NEXT MONTH. COMMISSIONER MINEER MOVED TO RECOMMENDED FUNDING FOR ALL EVENTS AS PRESENTED. VICE-CHAIR NEWMAN SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0).**

#### 8. 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
  - 1. Tourism Strategic Plan – Kick-Off/Intro of Resonance, HVS & DMOpz

Staff Contact: Steve Geiogamah

#### 9. **Public Comment**

Spoken comment is being accepted on agenda action items. To sign up to speak on these items, please [click here](#). Request to speak forms must be submitted no later than 90 minutes before the start of the meeting.



Written comment is being accepted for both agendized and non-agendized items and should be submitted electronically no later than 90 minutes before the start of the meeting. These comments will be emailed to the Tourism Development Commission and posted online prior to the meeting. To submit a written public comment electronically, please [click here](#).

#### **10. 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 – 10:02 AM**

**Next scheduled meeting is October 19, 2021**

