



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

Marked Amended Agenda

9:00 a.m., Tuesday, January 18, 2022

Kiva Forum-City Hall

3939 N. Drinkwater Boulevard

Scottsdale, Arizona 85251 *location updated

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 (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 – 9:01AM

One or more members of the Commission may be attending the meeting by telephone, video, or internet conferencing, pursuant to A.R.S. §38-431(4).

Sherry Henry, Chairperson

Jeanne Alspaugh

Anna Mineer

Richard Newman, Vice-Chairperson

Ken McKenzie-**ABSENT**

Sally Shaffer

Chris Montgomery

2. Approval of Minutes

Commission discussion and action to approve the November 16, 2021, regular meeting minutes.

COMMISSIONER MONTGOMERY MOVED TO APPROVE THE NOVEMBER 16, 2021 REGULAR MEETING MINUTES AS PRESENTED. VICE-CHAIR NEWMAN SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

3. Election of Chair and Vice-Chair

Discussion and vote to elect Chair and Vice Chair

Staff Contact: Steve Geigamah, Tourism Development Manager

VICE-CHAIR NEWMAN MOVED TO RE-APPOINT CHAIRPERSON HENRY AS THE CHAIRPERSON. COMMISSIONER SHAFFER SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0). CHAIRPERSON HENRY ABSTAINED.

CHAIRPERSON HENRY MOVED TO RE-APPOINT COMMISSIONER NEWMAN AS VICE-CHAIR. COMMISSIONER ALSPAUGH SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0). VICE-CHAIRPERSON NEWMAN ABSTAINED.



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

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

Staff Contact: Steve Geiogamah

VICE-CHAIR NEWMAN MOVED TO APPROVE THE TDC ANNUAL REPORT AS PRESENTED. VICE-COMMISSIONER SHAFFER SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

5. [FY2022/23 Tourism Program Budget](#)

Commission discussion and possible recommendation regarding the FY 2022/23 Tourism program budget.

Staff Contact: Karen Churchard, Tourism & Events Director

VICE-CHAIR NEWMAN MOVED TO APPROVE FY2022/23 TOURISM BUDGET AS PRESENTED. VICE-COMMISSIONER MONTGOMERY SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

6. [Western Week Events Update](#)

Commission update, discussion and possible recommendations regarding Scottsdale Western Week events.

Presenter: Jackie Contaldo, Old Town Marketing Manager

Staff Contact: Steve Geiogamah

7. [Persian New Year Festival Event Funding Request](#)

Presentation, Commission discussion and possible recommendation regarding allocation of Tourism Development Event funds in the amount of \$65,000 in support of a one-year new event funding agreement with Persian New Year Festival LLC.

Presenter: Lawdan Shojaee

Staff Contact: Steve Geiogamah, Tourism Development Manager

VICE-CHAIR NEWMAN MOVED TO RECOMMEND FUNDING FOR UP TO \$45,000. MOTION FAILED WITH A LACK OF A SECOND. COMMISSIONER MONTGOMERY MOVED TO RECOMMEND FUNDING UP TO \$40,000. COMMISSIONER SHAFFER SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

8. [Event Funding Recommendations](#)

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

- a) Parada del Sol Rodeo – Requested Amount \$27,500
- b) Pinnacle Circuit Horse Show - Requested Amount \$11,000
- c) Arizona Bike Week - Requested Amount \$29,000

Staff Contact: Steve Geiogamah

COMMISSIONER ALSPAUGH MOVED TO APPROVE FUNDING AS PRESENTED. COMMISSIONER MINEER SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

9. [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

10. 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](#).

11. 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 -10:09AM

Next scheduled meeting is February 15, 2022

