



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

**Marked Agenda**

9:00 a.m., Tuesday, June 21, 2022

Kiva Forum-City Hall

3939 N. Drinkwater Boulevard

Scottsdale, Arizona 85251

**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

Chris Montgomery

Sally Shaffer

Steve Jung

**2. Approval of Minutes**

Commission discussion and action to approve the May 17, 2022, regular meeting minutes.

**COMMISSIONER SHAFFER MOVED TO APPROVE THE MAY 17, 2022, REGULAR MEETING MINUTES AS PRESENTED. COMMISSIONER MONTGOMERY SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).**

**3. Tourism Strategic Plan Review**

Commission update, discussion, and possible recommendation regarding the tourism strategic plan.

Presenters: Tim Hasid, Chris Fair, Resonance

Staff Contact: Karen Churchard, Tourism & Events Director

**4. 2022 Fiesta Bowl Game & Museum Update**

Presentation, update, and Commission discussion regarding the 2022 Fiesta Bowl Game and Fiesta Bowl Museum.

Presenter: Jose Moreno, Fiesta Bowl

Staff Contact: Steve Geiogamah

**5. Experience Scottsdale Third Quarter Performance Measure Report**

Report, update, and Commission discussion.

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



Staff Contact: Steve Geiogamah, Tourism Development Manager

## 6. [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. FY 2021/22 City Event Funding Program Review

Staff Contact: Steve Geiogamah

## 7. **Public Comment**

Citizens may address the members of the Tourism Development Commission during Public Comment. This “Public Comment” time is reserved for citizen comments regarding non-agendized items. Arizona State law prohibits Tourism Development Commission from discussing or taking action on an item that is not on the prepared agenda. Citizens may complete one Request to Speak “Public Comment” card per meeting and submit it to City Staff. Public testimony is limited to three (3) minutes per speaker.

Written comment cards are being accepted for both agendized and non-agendized items and may be submitted to City Staff at any time. Cards submitted after public testimony has begun will be provided to the Public Body at the conclusion of the testimony for that item.

## 8. **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 – 10:22AM**

**Next scheduled meeting is August 16, 2022**

