City of Scottsdale
Tourism Development Commission
Regular Meeting
Marked Agenda

9:00 a.m., Tuesday, October 18, 2022
Kiva Forum-City Hall
3939 N. Drinkwater Boulevard
Scottsdale, Arizona 85251

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

Sherry Henry, Chairperson	Jeanne Alspaugh	Anna Mineer
Richard Newman, Vice-Chairperson	Chris Montgomery	Sally Shaffer-absent
Steve Jung		

2. **Approval of Minutes**

   Commission discussion and action to approve the August 16, 2022, regular meeting minutes and the September 20, 2022, regular meeting minutes.

   COMMISSIONER ALSPAUGH MOVED TO APPROVE THE AUGUST 16, 2022 REGULAR MEETING MINUTES AS PRESENTED. VICE-CHAIR NEWMAN SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0). COMMISSIONER MINEER MOVED TO APPROVE THE SEPTEMBER 20, 2022 REGULAR MEETING MINUTES AS PRESENTED. VICE-CHAIR NEWMAN SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

3. **Reconsideration of Recommendation Regarding Scottsdale Arabian Horse Show Stallion Stampede Event Funding**

   Commission discussion, reconsideration, and possible recommendation regarding the commission's prior recommendation to fund up to $30,000 to the Scottsdale Rotary Cub to support the Scottsdale Arabian Horse Show Stallion Stampede event.
   Staff Contact: Steve Geiogamah, Tourism Development Manager

   VICE-CHAIR NEWMAN MOVED TO RECONSIDER FUNDING IN THE AMOUNT OF $20,000. COMMISSIONER ALSPAUGH SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

4. **Experience Scottsdale Fourth Quarter Performance Report**

   Report, update, and Commission discussion.
   Presenter: Rachel Pearson, Vice President of Community & Government Affairs, Experience Scottsdale
   Staff Contact: Steve Geiogamah

5. ArtWalk Gold Palette Event Funding Request
Presentation, commission discussion, and possible recommendation to City Council for bed tax expenditure up to $75,000 to support a one-year event funding agreement with the Scottsdale Gallery Association for the ArtWalk Gold Palette series.
Staff Contact: Steve Geiogamah
VICE-CHAIR NEWMAN MOVED TO RECOMMEND FUNDING UP TO $75,000. COMMISSIONER ALSPAUGH SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

6. Tourism Strategic Plan
Presentation, commission discussion, and possible recommendation to City Council for the tourism strategic plan.
Staff Contact: Karen Churchard

7. Event Funding Recommendations
Commission discussion and recommendation on the following applications for event funding:
   a) Worldwide Women's Film Festival– applied for $3,500
   b) Parada Rodeo– applied for $27,500
   c) Scottsdale Fiesta Navidenas– applied for $14,500
   d) Greater Phoenix Jewish Film Festival - applied for $12,500
Staff Contact: Steve Geiogamah
COMMISSIONER MINEER MOVED TO APPROVE FUNDING AS PRESENTED. COMMISSIONER JUNG SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) 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
Staff Contact: Steve Geiogamah

9. Public Comment
Written comment cards are being accepted for both agendized and non-agendized items and may be submitted to City Staff at any time. 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. Cards submitted after public testimony has begun will be provided to the Public Body at the conclusion of the testimony for that item. Arizona State law prohibits Tourism Development Commission from discussing or taking action on an item that is not on the prepared agenda.
PUBLIC COMMENTS WERE MADE BY BOB PEJMAN AND MARILYNN ATKINSON ON ITEM 6

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 - **10:19AM**

Next scheduled meeting is November 15, 2022