



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

9:00 a.m., Tuesday, March 15, 2022
3939 N Drinkwater Blvd.
Scottsdale, AZ 85251

Approved Minutes

PRESENT: Sherry Henry, Chairperson
Richard Newman, Vice Chair
Anna Mineer
Jeanne Alspaugh
Sally Shaffer
Chris Montgomery
Ken McKenzie

STAFF: Karen Churchard
Steve Geiogamah
Holli Shannon

GUESTS: Rachel Pearson, Experience Scottsdale
Kerry Dunne, R-Entertainment
Brandon Maxwell, M Culinary Concepts

1. Call to Order/Roll Call

Chair Henry called the meeting of the Scottsdale Tourism Development Commission to order at 9:01 a.m. and noted the presence of a quorum.

2. Approval of Minutes

COMMISSIONER MCKENZIE MOVED TO APPROVE THE JANUARY 18, 2022 REGULAR MEETING MINUTES AS PRESENTED. COMMISSIONER SHAFFER SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).

3. FY 2022/23 City Event Funding Programs

Commission received a brief update on the four event funding programs and Steve Geiogamah asked them to consider any changes they may want to see to the programs when they are brought back to the commission at a future date.

NOTE: MINUTES OF TOURISM DEVELOPMENT COMMISSION MEETINGS ARE PREPARED IN ACCORDANCE WITH THE PROVISIONS OF ARIZONA REVISED STATUTES. THESE MINUTES ARE INTENDED TO BE AN ACCURATE REFLECTION OF ACTION TAKEN AND DIRECTION GIVEN BY THE TOURISM DEVELOPMENT COMMISSION AND ARE NOT VERBATIM TRANSCRIPTS. DIGITAL RECORDINGS AND CLOSED CAPTION TRANSCRIPTS OF SCOTTSDALE TOURISM DEVELOPMENT COMMISSION MEETINGS ARE AVAILABLE ONLINE AND ARE ON FILE IN THE CITY CLERK'S OFFICE.

4. Experience Scottsdale Second Quarter Performance Measure Report

Rachel Pearson, Vice President Community & Government Affairs, Experience Scottsdale gave an overview of the 2nd quarter Performance Measures.

5. Scottsdale Fourth of July Celebration Funding Request

Brandon Maxwell, M Culinary Concepts and Kerry Dunne, R Entertainment gave a presentation with an ask for a fund expenditure up to \$55,000 to support the Scottsdale Fourth of July Celebration, which includes the ancillary event Wimbledog.

COMMISSIONER SHAFFER MOVED TO RECOMMEND FUNDING UP TO \$30,000 FOR THE SCOTTSDALE FOURTH OF JULY EVENT. COMMISSIONER MINEER SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0). COMMISSION HAS REQUESTED MORE INFORMATION REGARDING THE WIMBLEDOG EVENT AT A FUTURE MEETING.

6. Staff Reports

Mr. Geiogamah reviewed staff reports related to bed-tax collection, bed tax hotel classification, bed tax proforma. Karen Churchard gave an update on the Tourism Strategic Plan and the FY2022/23 Tourism Budget.

7. Public Comment

There were no members of the public who wished to speak.

8. Identification of Future Agenda Items

Mr. Geiogamah stated the future agenda items will include the event funding programs, the Wimbledog event, and the NCAA Men's Women's Golf Championship Tournament.

Adjournment

With no further business to discuss, being duly moved by Vice-Chair Newman and seconded by Commissioner Alspaugh the meeting adjourned at 10:00 a.m. All in favor, no dissenting votes.

Next scheduled meeting is April 19, 2022