



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

**9:00 a.m., Tuesday, April 19, 2022  
Kiva Forum-City Hall  
3939 N. Drinkwater Boulevard  
Scottsdale, Arizona 85251**

**Approved Minutes**

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

**STAFF:** Karen Churchar  
Steve Geiogamah  
Holli Shannon  
Ana Lia Johnson

**GUESTS:** Kerry Dunne, R-Entertainment  
Del Cochran, Grayhawk Golf Club

**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. Chris Montgomery arrived at 9:05am

**2. Approval of Minutes**

VICE-CHAIRPERSON NEWMAN MOVED TO APPROVE THE MARCH 15, 2022; REGULAR MEETING MINUTES AS PRESENTED. COMMISSIONER ALSPAUGH SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0). COMMISSIONER MONTGOMERY HAD NOT YET ARRIVED.



**3. FY 2022/23 City Event Funding Programs**

Steve Geiogamah, Tourism Development Manager gave an update regarding the FY 2022/23 Event Funding Programs to be brought forward next month for final recommendation.

**4. Scottsdale Wimbledog Funding Request**

Kerry Dunne, R Entertainment gave a presentation requesting allocation of Tourism Development Event Funds in the amount of \$25,000 in support of a funding agreement with M Culinary for the Wimbledog event.

COMMISSIONER MCKENZIE MOVED TO RECOMMEND FUNDING UP TO \$25,000 FOR THE WIMBLEDOG EVENT. COMMISSIONER ALSPAUGH SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).

**5. NCAA 2023 Men’s & Women’s Division 1 Golf National Championship Event Funding Request**

Del Cochran, Grayhawk Golf Club gave a presentation requesting allocation of Tourism Development Event Funds in the amount of \$75,000 in support of a one-year new event funding agreement with Grayhawk Golf Club for the 2023 NCAA Men’s & Women’s Division 1 Golf National Championship.

COMMISSIONER MONTGOMERY MOVED TO RECOMMEND FUNDING UP TO \$75,000 FOR THE NCAA 2023 GOLF EVENT. VICE-CHAIRPERSON NEWMAN SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).

**6. Event Funding Recommendations**

Steve Geiogamah presented an event funding recommendation for the following application for event funding:

- a) 2022 National Reined Cow Horse Association Western Derby – Requested Amount \$11,000

COMMISSIONER MCKENZIE MOVED TO RECOMMEND FUNDING UP TO \$11,000 FOR THE NATIONAL REINED COW HORSE WESTERN DERBY EVENT. COMMISSIONER SHAFFER SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).

**7. Staff Reports**

Mr. Geiogamah reviewed staff reports related to bed-tax collection, bed tax hotel classification, bed tax proforma.

**8. Public Comment**

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

**9. Identification of Future Agenda Items**

Mr. Geiogamah stated the future agenda items will include the event funding programs and Karen Churchard also mentioned the Tourism 5-year strategic plan and the Juneteenth event.

**Adjournment**

With no further business to discuss, being moved by Commissioner McKenzie the meeting adjourned at 9:48a.m. All in favor, no dissenting votes.



Approved May 17, 2022

**Next scheduled meeting is May 17, 2022**



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.