



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
Chris Montgomery
- STAFF:** Karen Churchard
Steve Geiogamah
Holli Shannon
Ana Lia Johnson
Jackie Contaldo
- GUESTS:** Rachel Sacco, President/CEO Experience Scottsdale

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. Both Commissioner Shaffer & Commissioner Alspaugh were noted as absent.

2. Approval of Minutes

COMMISSIONER MONTGOMERY MOVED TO APPROVE THE APRIL 19, 2022, REGULAR MEETING MINUTES AS PRESENTED. VICE-CHAIR NEWMAN SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0).

3. FY 2022/23 City Event Funding Programs

Steve Geiogamah, Tourism Development Manager presented the FY 2022/23 Event Funding Programs for final recommendation.

VICE-CHAIR NEWMAN MOVED TO APPROVE THE FY22/23 EVENT FUNDING PROGRAMS AS PRESENTED. COMMISSIONER MINEER SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0).



4. Tourism Strategic Plan

Karen Churchard, Tourism & Events Director gave a presentation regarding the Tourism Strategic Plan.

5. Experience Scottsdale Strategic Business Plan

Rachel Sacco, President/CEO Experience Scottsdale, presented the proposed FY 2022/23 Experience Scottsdale Strategic Business Plan and Contractual Performance Measurements. VICE-CHAIR NEWMAN MOVED TO APPROVE THE EXPERIENCE SCOTTSDALE STRATEGIC BUSINESS PLAN AS PRESENTED. COMMISSIONER MINEER SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0).

6. June Days Update

Jackie Contaldo, Downtown Marketing Manager presented a Commission update, regarding the June Days Program, a curated local event, online calendar of events happening in Old Town Scottsdale.

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 Tourism 5-year strategic plan, event funding overview from FY21/22 and Fiesta Bowl post event report.

Adjournment

With no further business to discuss, being moved by Commissioner Montgomery the meeting adjourned at 9:44a.m. All in favor, no dissenting votes.

Next scheduled meeting is June 21, 2022

