



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

9:00 a.m., Tuesday, August 16, 2022  
Community Design Studio-Community Meeting Room  
7506 E Indian School Rd  
Scottsdale, AZ 85251

**Approved Minutes**

**PRESENT:** Sherry Henry, Chairperson  
Richard Newman, Vice Chair  
Anna Mineer  
Chris Montgomery – left at 11:06  
Steve Jung  
Jeanne Alspaugh  
Sally Shaffer – left at 12:21

**STAFF:** Karen Churchar  
Steve Geiogamah  
Holli Shannon  
Ana Lia Johnson  
Jackie Contaldo  
Erin Barry

**GUESTS:** Frank Guzzo, Italian Association of Arizona  
Robert Ramirez, LORE MEDIA & ARTS, LLC

**1. Call to Order/Roll Call**

Chair Henry called the meeting of the Scottsdale Tourism Development Commission to order at 9:08 a.m. and noted the presence of a quorum.

**2. Approval of Minutes**

COMMISSIONER ALSPAUGH MOVED TO APPROVE THE JUNE 21, 2022, REGULAR MEETING MINUTES AS PRESENTED. COMMISSIONER SHAFFER SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).



**3. Taste of Italy and Music Festival New Event Funding Request**

Frank Guzzo, Italian Association of Arizona, gave a presentation requesting an allocation of Tourism Development Event funds in the amount of \$66,000 in support of a one-year new event funding agreement with the Italian Association. COMMISSION REQUESTED ADDITIONAL INFORMATION FROM STAFF-NO ACTION WAS TAKEN

**4. Scottsdale Dia de los Muertos New Event Funding Request**

Robert Ramirez, LORE MEDIA & ARTS, LLC, gave a presentation requesting an allocation of Tourism Development Event funds in the amount of \$70,000 in support of a one-year new event funding agreement with the LORE Southwest Media & Arts. COMMISSIONER ALSPAUGH MOVED TO APPROVE FUNDING UP TO \$70,000 VICE-CHAIRPERSON NEWMAN SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0). PUBLIC COMMENT WAS MADE BY RAD MASINELLI.

**5. Event Funding Recommendations**

Steve Geiogamah conducted a discussion and recommendation on the following applications for event funding:

- a) Scottsdale Gold Palette Art Walk Series – applied for \$30,000
- b) Arizona Asian Festival – applied for \$10,500
- c) Az Fall Championship – applied for \$12,500
- d) Day of the Dog – applied for \$13,000
- e) Triple Crown Spring Championship – applied for \$12,000
- f) Scottsdale Cup Tournament - applied for \$12,000
- g) Desert Cup Tournament – applied for \$12,000
- h) Phoenix super Cup Boys Tournament - applied for \$12,000
- i) Phoenix Super Cup Girls Tournament - applied for \$12,000
- j) Barrett Jackson Collector Car Auction – applied for \$30,000

COMMISSIONER MONTGOMERY MOVED TO RECOMMEND FUNDING AS PRESENTED. COMMISSIONER ALSPAUGH SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0). ARTWALK MAY BE PRESENTED FOR MORE FUNDS AT A LATER DATE. PUBLIC COMMENT WAS MADE BY FRENCH THOMPSON & BOB PEJMAN.

**6. Staff Reports**

Staff reports were presented in the packet but not discussed during the meeting in order to save time.

**7. Tourism Strategic Plan Review**

Karen Churchard, Tourism & Events Director gave a review and held a discussion regarding the tourism strategic plan experience principles and strategy. NO ACTION WAS TAKEN PUBLIC COMMENT WAS MADE BY FRENCH THOMPSON, BOB PEJMAN, SONNY KIRTLEY & MARILYNN ATKINSON.



## 8. 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. PUBLIC COMMENT WAS MADE BY RAD MASINELLI FOR ITEM 4. PUBLIC COMMENT WAS MADE BY FRENCH THOMPSON & BOB PEJMAN FOR ITEM 5. PUBLIC COMMENT WAS MADE BY FRENCH THOMPSON, BOB PEJMAN, SONNY KIRTLEY & MARILYNN ATCKINSON FOR ITEM 7.

## 9. Identification of Future Agenda Items

Mr. Geiogamah stated the future agenda items will include bringing back Artwalk, and Italian Festival, Longwoods Study and other event wrap up reports.

### Adjournment

With no further business to discuss, being moved by Commissioner Alspaugh the meeting adjourned at 12:24 p.m. All in favor, no dissenting votes.

**Next scheduled meeting is September 20, 2022**

