



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

**9:00 a.m., Tuesday, September 20, 2022**

**Kiva Forum-City Hall**

**3939 N. Drinkwater Boulevard**

**Scottsdale, Arizona 85251**

**Approved Minutes**

**PRESENT:** Sherry Henry, Chairperson  
Anna Mineer  
Jeanne Alspaugh – Via TEAMS  
Sally Shaffer

**ABSENT:** Richard Newman, Vice Chair  
Steve Jung  
Chris Montgomery

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

**GUESTS:** Charlie Kuester, Scottsdale Stampede  
Anna Blount, Longwoods International  
Kerry Dunne, R-Entertainment  
Brandon Maxwell, M Culinary

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

Chair Henry called the meeting of the Scottsdale Tourism Development Commission to order at 9:02 a.m. and noted the presence of a quorum.

**2. Approval of Minutes**

COMMISSIONER SHAFFER MOVED TO APPROVE THE AUGUST 30, 2022 REGULAR MEETING MINUTES AS PRESENTED. COMMISSIONER MINEER SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0). AUGUST 16, 2022 MINUTES WERE MISSED AND WILL BE REVIEWED AT THE NEXT MEETING.



**3. Scottsdale Stampede Event Funding Request**

Charlie Kuester gave a presentation asking for a recommendation to City Council for bed tax fund expenditure up to \$30,000 to the Scottsdale Rotary Cub to support the Scottsdale Stampede event.

COMMISSIONER SHAFFER MOVED TO APPROVE FUNDING UP TO \$30,000. COMMISSIONER ALSPAUGH SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0).

**4. Longwoods 2021 Travel USA & Return to Sample Reports**

Anna Blount, Longwoods International, gave a presentation regarding the Longwoods International Travel USA 2021 & Return to Sample Reports.

**5. FY2022/23 Tourism Research Program Budget**

Steve Geiogamah led a discussion regarding increasing up to \$150,000 in addition to the current FY 2022/23 research budget of \$100,000.

COMMISSIONER MINEER MOVED TO INCREASE FUNDING UP TO \$150,000. COMMISSIONER SHAFFER SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0).

**6. Event Funding Recommendations**

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

- a) Arizona Concours D'Elegance – applied for \$6,000
- b) Scottsdale Philharmonic – applied for \$12,500
- c) Arabian Horse Show – applied for \$30,000

COMMISSIONER SHAFFER MOVED TO APPROVE FUNDING AS PRESENTED. COMMISSIONER MINEER SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0).

**7. Staff Reports**

Mr. Geiogamah reviewed staff reports related to bed-tax collection, bed tax hotel classification, bed tax proforma. Kerry Dunne & Brandon Maxwell gave an update on the Scottsdale 4<sup>th</sup> of July and Dog Show Event

**8. Public Comment**

ASHLEY MOORE MADE A COMMENT REGARDING RHID WRISTBANDS AT EVENTS IN SCOTTSDALE.

**9. Identification of Future Agenda Items**

Mr. Geiogamah stated the future agenda items will include bringing back Artwalk funding request, Experience Scottsdale 4<sup>th</sup> Quarter Report, and the Tourism Strategic Plan.

**Adjournment**

With no further business to discuss, being moved by Commissioner Shaffer the meeting adjourned at 10:24a.m. All in favor, no dissenting votes.

**Next scheduled meeting is October 18, 2022**

