



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

9:00 a.m., Tuesday, October 18, 2022

Kiva Forum-City Hall

3939 N. Drinkwater Boulevard

Scottsdale, Arizona 85251

**Approved Minutes**

**PRESENT:** Sherry Henry, Chairperson  
Anna Mineer  
Jeanne Alspaugh  
Richard Newman, Vice Chair  
Steve Jung  
Chris Montgomery

**ABSENT:** Sally Shaffer

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

**GUESTS:** Charlie Kuester, Scottsdale Stampede  
French Thompson, Scottsdale Art Galleries  
Rachel Pearson, 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.

**2. Approval of Minutes**

COMMISSIONER ALSPAUGH MOVED TO APPROVE THE AUGUST 16, 2022 REGULAR MEETING MINUTES AS PRESENTED. VICE-CHAIR NEWMAN SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0). COMMISSIONER MINEER MOVED TO APPROVE THE SEPTEMBER 20, 2022 REGULAR MEETING MINUTES AS PRESENTED. VICE-CHAIR NEWMAN SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).



**3. Reconsideration of Recommendation Regarding Scottsdale Arabian Horse Show Stallion Stampede Event Funding**

Steve and the Commission had a discussion regarding the commission's prior recommendation to fund up to \$30,000 to the Scottsdale Rotary Club to support the Scottsdale Arabian Horse Show Stallion Stampede event and possibility of lowering the funding due to contractual issues regarding the title sponsorship.

VICE-CHAIR NEWMAN MOVED TO RECONSIDER FUNDING IN THE AMOUNT OF \$20,000.

COMMISSIONER ALSPAUGH SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

**4. Experience Scottsdale Fourth Quarter Performance Report**

Rachel Pearson, Vice President of Community & Government Affairs, Experience Scottsdale gave an update on the fourth quarter performance report.

**5. ArtWalk Gold Palette Event Funding Request**

The commission had a discussion with staff and French Thompson regarding the recommendation to City Council for bed tax expenditure up to \$75,000 to support a one-year event funding agreement with the Scottsdale Gallery Association for the ArtWalk Gold Palette series instead of the previously approved community event funding.

VICE-CHAIR NEWMAN MOVED TO RECOMMEND FUNDING UP TO \$75,000. COMMISSIONER ALSPAUGH SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

**6. Tourism Strategic Plan**

Karen Churchard presented the update on the tourism strategic plan. Bob Pejman and Marilynn Atkinson both made comments regarding the proposed plan.

**7. Event Funding Recommendations**

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

- a) Worldwide Women's Film Festival– applied for \$3,500 (not recommended)
- b) Parada Rodeo– applied for \$27,500
- c) Scottsdale Fiesta Navidenas– applied for \$14,500
- d) Greater Phoenix Jewish Film Festival - applied for \$12,500

COMMISSIONER MINEER MOVED TO APPROVE FUNDING AS PRESENTED. COMMISSIONER JUNG SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

**8. Staff Reports**

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

**9. Public Comment**

PUBLIC COMMENTS WERE MADE BY BOB PEJMAN AND MARILYNN ATKINSON ON ITEM 6

**10. Identification of Future Agenda Items**

Mr. Geiogamah stated the future agenda items will include Savanna Banana event funding request, the Tourism Strategic Plan, an update on the Old Town Marketing plan



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and a Super Bowl update.

**Adjournment**

With no further business to discuss, being moved by Vice Chair Newman the meeting adjourned at 10:19a.m. All in favor, no dissenting votes.

**Next scheduled meeting is November 15, 2022**

