



City of Scottsdale
Tourism Development Commission
Regular Meeting
Marked Agenda

10:00 a.m., Tuesday, February 21, 2023
Kiva Forum-City Hall
3939 N. Drinkwater Boulevard
Scottsdale, Arizona 85251

1. Call to Order/Roll Call – 10:00AM

Sherry Henry, Chairperson

Richard Newman, Vice-Chairperson

Steve Jung - **absent**

Jeanne Alspaugh

Chris Montgomery

Anna Mineer

Sally Shaffer

2. Approval of Minutes

Commission discussion and action to approve the January 17, 2023, regular meeting minutes.

VICE-CHAIR NEWMAN MOVED TO APPROVE THE JANUARY 17, 2023, REGULAR MEETING MINUTES AS PRESENTED. COMMISSIONER ALSPAUGH SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

3. Short-Term Rental Update

Staff presentation and commission discussion regarding the city's short-term rental response, including licensing, requirements, and enforcement.

Presenter: Brent Stockwell, Assistant City Manager

Staff Contact: Brent Stockwell

4. Experience Scottsdale Second Quarter Performance Measure Report

Report, update, and Commission discussion.

Presenter: Rachel Pearson, Vice President Community & Government Affairs, Experience Scottsdale

Staff Contact: Steve Geigamah, Tourism Development Manager

5. FY2023/24 Event Funding Programs

Commission update, discussion, and possible recommendation regarding the FY2023/24 Event Funding Programs:

a) Matching Event Funding Program

b) Community Event Funding Program



c) Event Venue Fee Program
d) New Event Development
Staff Contact: Steve Geiogamah

6. Tourism Development Commission Work Study

Staff update, commission discussion and possible recommendation regarding the April 18, 2023, Tourism Development Commission work-study agenda.
Staff Contact: Steve Geiogamah

7. Parada Del Sol Parade Trails End and Spring Training Update

Presentation and Commission discussion regarding Parada Del Sol Trails End and Spring Training.
Presenter: Dennis Robbins, Executive Director Scottsdale Charros
Staff Contact: Steve Geiogamah

8. Event Funding Recommendations

Commission discussion and recommendation on the following applications for event funding:

- a. AQHA L1 West Championship and Pinnacle Circuit Horse Show – request \$11,000

Staff Contact: Steve Geiogamah

**COMMISSIONER ALSPAUGH MOVED TO RECOMMEND FUNDING UP AS PRESENTED.
COMMISSIONER MINEER SECONDED THE MOTION. THE MOTION CARRIED BY A VOTE OF SIX (6)
TO ZERO (0).**

9. Staff Reports

Staff presentation and Commission discussion of the following:

- a. Staff Bed-Tax Collection Report
- b. Staff Bed Tax Hotel Classification Report
- c. Bed Tax Proforma
- d. Program Updates
 - 1. Tourism Development Commission Sunset Review

Staff Contact: Steve Geiogamah

10. Public Comment

Written comment cards are being accepted for both agendized and non-agendized items and may be submitted to City Staff at any time. 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. Cards submitted after public testimony has begun will be provided to the Public Body at the conclusion of the testimony for that item. Arizona State law prohibits Tourism Development Commission from discussing or taking action on an item that is not on the prepared agenda.

11. Identification of Future Agenda Items

The public body may not discuss, deliberate, or take legal action on any matter in the “Identification of Future Agenda Items” unless the specific matter is properly noticed for



legal action.

Adjournment – 11:14AM

Next scheduled meeting is March 21, 2023

