



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

**Marked Agenda**

9:00 a.m., Tuesday, June 20, 2023  
Kiva Forum-City Hall  
3939 N. Drinkwater Boulevard  
Scottsdale, Arizona 85251

**1. Call to Order/Roll Call – 9:00AM**

Sherry Henry, Chairperson	Jeanne Alspaugh	Anna Mineer
Richard Newman, Vice-Chairperson- <b>ABSENT</b>	Chris Montgomery- <b>ABSENT</b>	Sally Shaffer

**2. Approval of Minutes**

Commission discussion and action to approve the May 16, 2023, regular meeting minutes.  
**COMMISSIONER ALSPAUGH MOVED TO APPROVE THE MAY 16, 2023, REGULAR MEETING MINUTES AS PRESENTED. COMMISSIONER MINEER SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0).**

**3. Tourism Development Commission Proposed Bylaws Amendment**

Commission discussion and possible recommendation to amend the Tourism Development Commission Bylaws.  
Staff Contact: Steve Geiogamah, Tourism Development Manager

**4. Arizona Super Bowl Host Committee Post Report**

Presentation and Commission discussion, regarding the Arizona Super Bowl Host Committee's Post Report.  
Presenter: Kyle Hedstrom, Arizona Super Bowl Host Committee  
Staff Contact: Steve Geiogamah, Tourism Development Manager  
**ITEM WAS TABLED AND WILL BE REVISITED AT A LATER DATE**

**5. NCCA 2024 Men's Final Four Phoenix Local Organizing Committee Sponsorship**

Presentation, Commission discussion, and possible recommendation to City Council for bed tax fund expenditure to be paid to the Phoenix Final Four Local Organizing Committee to support the NCAA 2024 Men's Final Four Tournament.  
Presenter: Kyle Hedstrom, Sara Arnold, Phoenix Final Four Local Organizing Committee  
Staff Contact: Steve Geiogamah, Tourism Development Manager  
**ITEM WAS TABLED AND WILL BE REVISITED AT A LATER DATE**



6. [Experience Scottsdale Super Season Media Campaign](#)

Presentation and Commission discussion regarding Experience Scottsdale’s Super Season media campaign.

Presenter: Rachel Pearson, Vice President of Community & Government Affairs

Staff Contact: Karen Churchard, Tourism & Events Director

7. [ESPN Main Street Tailgate Media Evaluation Report](#)

Presentation and Commission discussion regarding the media evaluation report for the city’s ESPN Main Street Tailgate event.

Presenter: Jennifer Stewart, Vision Insights, Senior Director

Staff Contact: Steve Geiogamah, Tourism Development Manager

8. [Canal Convergence 2023 Overview](#)

Presentation and Commission discussion regarding the 2023 Canal Convergence event.

Presenter: Jennifer Gill, Deputy Director of Canal Convergence

Staff Contact: Karen Churchard, Tourism & Events Director

9. [FY2023/24 Tourism Development Contingency Funding Request](#)

Staff request, commission discussion and possible recommendation regarding one-time use of the Tourism Development Operating Contingency up to \$206,700 to purchase Festoon Lighting as part of the Historic Old Town Streetlight Replacements (SI05) Capital Improvement Project.

Staff Contact: Karen Churchard, Tourism & Events Director

**COMMISSIONER ALSPAUGH MOVED TO RECOMMEND FUNDING FROM THE TOURISM DEVELOPMENT CONTINGENCY FUND FOR UP TO \$206,700 AS PRESENTED.**

**COMMISSIONER MINEER SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0).**

10. [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 – Post Event Reports

Staff Contact: Steve Geiogamah, Tourism Development Manager

11. **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.



## **12. 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 – 9:47AM**

**Next scheduled meeting is July 18, 2023**

