



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

**Marked Agenda**

**9:00 a.m., Tuesday, September 19, 2023**

**Kiva Forum-City Hall**

**3939 N. Drinkwater Boulevard**

**Scottsdale, Arizona 85251**

**1. Call to Order/Roll Call - 9:01AM**

Sherry Henry, Chairperson

Jeanne Alspaugh-**ABSENT**

Anna Mineer-**ABSENT**

Richard Newman, Vice-Chairperson

Chris Montgomery

Sally Shaffer

Jesse Thompson

**2. Approval of Minutes**

Commission discussion and action to approve the August 15, 2023, regular meeting minutes.

**COMMISSIONER THOMPSON MOVED TO APPROVE THE AUGUST 15, 2023, REGULAR MEETING MINUTES AS PRESENTED. VICE-CHAIR NEWMAN SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0).**

**3. Longwoods 2022 Travel USA and Return to Sample Reports and Experience Scottsdale Ad Effectiveness Study**

Presentation, Commission discussion and possible recommendation regarding the 2022 Longwoods International Travel USA & Return to Sample Reports and the Experience Scottsdale Ad Effectiveness Study.

Presenter: Anna Blount, Vice President of Research, Longwoods International

Staff Contact: Steve Geigamah, Tourism Development Manager

**4. Fall in Love with Scottsdale Civic Center**

Presentation, commission discussion, and possible recommendation regarding the Fall in Love with Scottsdale Civic Center event and promotional campaign.

Staff Contact: Karen Churchard, Tourism & Events Director



5. [ArtWalk Gold Palette Event Funding Request](#)

Presentation, commission discussion, and possible 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.

Presenters: French Thompson, President, Scottsdale Gallery Association and Susie Timm, President, Knife & Fork Media Group

**COMMISSIONER MONTGOMERY MOVED TO RECOMMEND FUNDING FOR ARTWALK EVENT FOR UP TO \$75,000. COMMISSIONER THOMPSON SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0).**

6. [Tour de Scottsdale Event](#)

Presentation, commission discussion, and possible recommendation to City Council for bed tax expenditure up to \$200,000 to support a one-year event funding agreement with the McDowell Sonoran Preserve Conservancy for Tour de Scottsdale 2024 that supports several strategies within the city's Tourism & Events Strategic Plan.

Presenters: Vickie McWatters, Director of Development & Marketing, McDowell Sonoran Preserve Conservancy and TJ Juskiewicz, Executive Director, El Tour de Tucson

Staff Contact: Karen Churchard, Tourism & Events Director

**VICE-CHAIR NEWMAN MOVED TO RECOMMEND FUNDING FOR TOUR DE SCOTTSDALE EVENT FOR UP TO \$200,000. COMMISSIONER MONTGOMERY SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0).**

7. [Event Funding Requests](#)

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

- a. Venue Fee – Desert Super Cup Soccer - \$12,000
- b. Community Event – Discover India - \$9,500
- c. Community Event - Arizona National Quarter Horse Show - \$12,500

Staff Contact: Steve Geiogamah, Tourism Development Manager

**COMMISSIONER MONTGOMERY MOVED TO APPROVE FUNDING FOR EVENTS AS PRESENTED. VICE-CHAIR NEWMAN SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0).**

8. [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



## 9. 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.

## 10. 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 -10:40AM**

**Next scheduled meeting is October 17, 2023**

