



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

**Marked Agenda**

9:00 a.m., Tuesday, October 17, 2023

Kiva Forum-City Hall

3939 N. Drinkwater Boulevard

Scottsdale, Arizona 85251

**1. Call to Order/Roll Call – 9:02AM**

Sherry Henry, Chairperson

Jeanne Alspaugh

Anna Mineer

Richard Newman, Vice-Chairperson

Chris Montgomery-**ABSENT**

Sally Shaffer-**ABSENT**

Jesse Thompson-**ABSENT**

**2. Approval of Minutes**

Commission discussion and action to approve the September 19, 2023, regular meeting minutes.

**VICE-CHAIR NEWMAN MOVED TO APPROVE THE SEPTEMBER 19, 2023, REGULAR MEETING MINUTES AS PRESENTED. COMMISSIONER ALSAUGH SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0).**

**3. Scottsdale Dia De Los Muertos Festivities**

Presentation, commission discussion, and possible recommendation to City Council for bed tax expenditure up to \$60,000 to support cost associated with the Scottsdale Dia De Los Muertos art display.

Presenter: Robert Ramirez, Lore Media & Arts

Staff Contact: Steve Geigamah, Tourism Development Manager

**COMMISSIONER ALSAUGH MOVED TO RECOMMEND FUNDING FOR UP TO \$60,000 FOR THE DIA DE LOS MUERTOS EVENT. COMMISSIONER MINEER SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0).**

**4. Lloyd Kiva New Film Screening**

Presentation, commission discussion, and possible recommendation to City Council for bed tax expenditure up to \$35,000 to support cost associated with the Lloyd Kiva New film screening and event.

Presenter: Jeffrey Ferns, Tarra Lazos Creative

Staff Contact: Steve Geigamah



**COMMISSIONER ALSPAUGH MOVED TO RECOMMEND FUNDING FOR UP TO \$35,000 FOR THE LLYOD KIVA FILM SCREENING EVENT. VICE-CHAIR NEWMAN SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0).**

**5. 2023 Scottsdazzle Update**

Presentation, commission discussion, and possible recommendation regarding the 2023 Scottsdazzle event.

Presenter: Karen Churchard, Tourism & Events Director

Staff Contact: Karen Churchard

**6. Event Funding Requests**

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

- a. Venue Fee – Phoenix Cup Girl’s Weekend - \$12,000
- b. Venue Fee – Phoenix Cup Boy’s Weekend - \$12,000
- c. Community Event – Family Artfest - \$6,000
- d. Community Event – Greater Phoenix Jewish Film Festival - \$12,500
- e. MEAF – Arabian Horse Show - \$30,000
- f. MEAF – Barrett Jackson Auto Auction - \$30,000

Staff Contact: Steve Geiogamah, Tourism Development Manager

**COMMISSIONER MINEER MOVED TO APPROVE FUNDING FOR EVENTS AS PRESENTED. VICE-CHAIR NEWMAN SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0).**

**7. 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

**8. 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.

**DAVID SMITH MADE A PUBLIC COMMENT REGARDING THE 5% BED TAX FUNDING ALLOCATION FOR MARKETING/ADVERTISING.**

**9. 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 – 10:07AM**

**Next scheduled meeting is November 21, 2023**

