



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

Marked Agenda

9:00 a.m., Tuesday, November 21, 2023

Kiva Forum-City Hall

3939 N. Drinkwater Boulevard

Scottsdale, Arizona 85251

1. Call to Order/Roll Call – 9:04AM

Sherry Henry, Chairperson – **left at 9:49AM**
Jesse Thompson

Jeanne Alspaugh-**ABSENT**
Chris Montgomery

Anna Mineer
Sally Shaffer

2. Approval of Minutes

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

COMMISSIONER THOMPSON MOVED TO APPROVE THE OCTOBER 17, 2023, REGULAR MEETING MINUTES AS PRESENTED. COMMISSIONER MONTGOMERY SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0).

3. Downtown Foot Traffic Analysis

Presentation and Commission discussion and possible recommendation regarding Placer Al downtown foot traffic analysis.

Presenter: William Brooks, Management Associate to the City Manager

Staff Contact: Steve Geigamah, Tourism Development Manager

4. Experience Scottsdale First Quarter Performance Report

Report, update, and Commission discussion.

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

Staff Contact: Steve Geigamah

5. Tourism Strategic Plan update

Report, update, and Commission discussion regarding the Tourism Strategic Plan.

Staff Contact: Karen Churchard

ITEM WAS TABLED



6. **Future Collector Car Show Event Funding Request**

Presentation, commission discussion, and possible recommendation to City Council for bed tax expenditure up to \$49,500 to support a one-year event funding agreement with Barrett Jackson for the Future Collector Car Show.

Presenters: Peter Lubell, Vice President of Corporate Sponsorship

Staff Contact: Steve Geiogamah

COMMISSIONER MONTGOMERY MOVED TO RECOMMEND FUNDING FOR UP TO \$37,500 FOR THE FUTURE COLLECTOR CAR SHOW EVENT. COMMISSIONER MINEER SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0).

7. **Scottsdale Arabian Horse Show Tent Rental Funding Request**

Presentation, commission discussion and possible recommendation to City Council for bed tax expenditure up to \$60,000 to support the tent cover rental fee for arena 7 for the 2024 Scottsdale Arabian Horse Show.

Presenter: Melissa Schalles, Executive Director Arabian Horse Association

Staff Contact: Steve Geiogamah

COMMISSIONER MONTGOMERY MOVED TO RECOMMEND FUNDING FOR UP TO \$60,000 FOR THE TEMPORARY TENT FOR THE ARABIAN SHOW. COMMISSIONER THOMPSON SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0). CHAIRPERSON HENRY LEFT THE MEETING EARLY.

8. **Event Funding Requests**

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

- a. Community Event – FuelFest Scottsdale - \$4,500
- b. Community Event – Sun Circuit – \$27,500
- c. Community Event – Hashknife Pony Express - \$20,000

Staff Contact: Steve Geiogamah

COMMISSIONER MONTGOMERY MOVED TO APPROVE FUNDING FOR EVENTS AS PRESENTED. COMMISSIONER SHAFFER SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) 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 – Post Event Reports

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 – 9:56AM

Next scheduled meeting is December 12, 2023

