



City of Scottsdale
Tourism Development Commission
Regular Meeting
Marked Agenda

9:00 a.m., Tuesday, December 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 Anna Mineer
Jesse Thompson Chris Montgomery

2. Approval of Minutes

Commission discussion and action to approve the November 21, 2023, regular meeting minutes.

COMMISSIONER MONTGOMERY MOVED TO APPROVE THE NOVEMBER 21, 2023, REGULAR MEETING MINUTES AS PRESENTED. COMMISSIONER THOMPSON SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0).

3. Persian New Year Festival Event Funding Request

Presentation, commission discussion, and possible recommendation to City Council for bed tax expenditure up to \$62,625 to support a one-year event funding agreement with Persian New Year Festival Inc. for the Persian New Year Festival.

Presenters: Francesco Guzzo, Lawdan Shojaee, Persian New Years Eve Festival

Staff Contact: Steve Geigamah, Tourism Development Manager

COMMISSIONER MONTGOMERY MOVED TO RECOMMEND FUNDING FOR UP TO \$58,250 FOR THE PERSIAN NEW YEAR EVENT. COMMISSIONER THOMPSON SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0).

4. FY 2024/25 Tourism Development Fund Operating Budget Request

Presentation, commission discussion, and possible recommendation regarding the FY 2024/25 Tourism Development Fund Operating Budget request.

Staff Contact: Karen Churchard, Tourism & Events Director

COMMISSIONER ALSPAUGH MOVED TO RECOMMEND THE TOURISM DEVELOPMENT OPERATING BUDGET AS PRESENTED. COMMISSIONER MONTGOMERY SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0).



5. Tourism & Events Strategic Plan Update

Presentation, commission discussion, and possible recommendation regarding the Tourism & Events Strategic Plan.

Staff Contact: Karen Churchard, Tourism & Events Director

6. Event Funding Requests

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

- a. Community Event – Concourse de Elegance - \$8,500
- b. Event Venue Fee – Triple Crown - \$12,000
- c. Event Venue Fee – Scottsdale Invitational - \$5,000

Staff Contact: Steve Geiogamah, Tourism Development Manager

COMMISSIONER MONTGOMERY MOVED TO RECOMMEND FUNDING AS PRESENTED. COMMISSIONER ALSPAUGH SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) 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 agendaized and non-agendaized 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.

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 – 10:11AM

Next scheduled meeting is January 16, 2023

