



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

9:00 a.m., Tuesday, May 16, 2023

Kiva Forum-City Hall

3939 N. Drinkwater Boulevard

Scottsdale, Arizona 85251

Approved Minutes

PRESENT: Sherry Henry
Jeanne Alspaugh
Chris Montgomery
Richard Newman

ABSENT: Sally Shaffer
Anna Mineer

STAFF: Steve Geiogamah
Karen Churchar
Holli Shannon
Ana Lia Johnson
Bill Murphy, Assistant City Manager

GUESTS: Rachel Sacco, President/CEO Experience Scottsdale
Brandon Maxwell, M Culinary Concepts
Kerry Dunne, R Entertainment
Kyle Hedstrom, Phoenix Final Four Local Organizing Committee

1. Call to Order/Roll Call - 9:02AM

Chair Henry called the meeting of the Scottsdale Tourism Development Commission to order at 9:02am and noted the presence of a quorum. Commissioner Shaffer and Commissioner Mineer were absent.

2. Approval of Minutes

COMMISSIONER MONTGOMERY MOVED TO APPROVE THE APRIL 25, 2023, WORK STUDY MINUTES AS PRESENTED. COMMISSIONER ALSPAUGH SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0).



COMMISSIONER ALSPAUGH MOVED TO APPROVE THE APRIL 25, 2023, SPECIAL MEETING MINUTES AS PRESENTED. VICE-CHAIR NEWMAN SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0).

3. FY2023/24 City Event Funding Programs

Steve Geiogamah gave an update regarding the FY 2023/24 Event Funding Programs and their proposed changes.

COMMISSIONER ALSPAUGH MOVED TO APPROVE THE FUNDING PROGRAM CHANGES AS PRESENTED. COMMISSIONER MONTGOMERY SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0).

4. Experience Scottsdale Strategic Business Plan

Rachel Sacco, President/CEO Experience Scottsdale, gave a presentation regarding the proposed FY 2023/24 Experience Scottsdale Strategic Business Plan and Contractual Performance Measurements.

COMMISSIONER ALSPAUGH MOVED TO APPROVE EXPERIENCE SCOTTSDALE BUSINESS PLAN AS PRESENTED. VICE-CHAIR NEWMAN SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0).

5. Scottsdale Fourth of July Celebration Funding Request

Brandon Maxwell, M Culinary Concepts and Kerry Dunne, R Entertainment, gave a presentation and asked for a recommendation for bed tax fund expenditure up to \$35,000 to M Culinary to support the Scottsdale Fourth of July Celebration.

COMMISSIONER MONTGOMERY MOVED TO RECOMMEND FUNDING FOR THE JULY 4TH EVENT UP TO \$35,000, AS PRESENTED. COMMISSIONER ALSPAUGH SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0).

6. Phoenix Final Four Local Organizing Committee Funding Request

Kyle Hedstrom, Phoenix Final Four Local Organizing Committee, gave a presentation regarding request to support the region's effort in the hosting the 2024 NCAA Men's Final Four.

7. FY2023/24 Proposed Operating Budget - Tourism Development Fund

Bill Murphy, Assistant City Manager, led a discussion and asked for a recommendation regarding uses of the Tourism Development Fund's Other Commitments and Undesignated, Unreserved Fund Balance for General Fund Allocations and Capital Improvement Projects included in the FY2023/24 Proposed Operating Budget.

VICE-CHAIR NEWMAN MOVED TO APPROVE THE PROPOSED TOURISM BUDGET AS PRESENTED. COMMISSIONER ALSPAUGH SECONDED. THE COMMISSION VOTED THREE (3) TO ONE (1) TO APPROVE, WITH COMMISSIONER MONTGOMERY DISSENTING. HOWEVER, THE MOTION DID NOT PASS AS STATE LAW GENERALLY DEFINES A QUORUM AS A MAJORITY OF THE MEMBERS OF A BOARD OR COMMISSION. SINCE THE TOURISM DEVELOPMENT COMMISSION CONSISTS OF SEVEN (7) MEMBERS, FOUR (4) VOTES ARE REQUIRED TO APPROVE OR DENY A MOTION.



8. Western Week Event Development Fund Allocation

Karen Churchard, Tourism & Events Director, asked for a recommendation for the City to use FY23/24 event development funds in the amount of \$117,500 for the Western Week events:

- Parada Del Sol Parade & Trails End Celebration
- Hashknife Pony Express
- Arizona Indian Festival

COMMISSIONER MONTGOMERY MOVED TO RECOMMEND FUNDING FOR WESTERN WEEK, AS PRESENTED. COMMISSIONER ALSPAUGH SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0).

9. Event Funding Recommendations

Steve Geiogamah conducted a discussion and recommendation on the following application for event funding:

- a. NRCHA Western Derby– request \$11,000

COMMISSIONER ALSPAUGH MOVED TO APPROVE THE FUNDING AS PRESENTED. COMMISSIONER MONTGOMERY SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0).

10. Staff Reports

Mr. Geiogamah reviewed staff reports related to bed-tax collection, bed tax hotel classification, bed tax proforma and new post event report for the commission.

11. Public Comment

DAVID SMITH MADE A PUBLIC COMMENT REGARDING ITEM 7. DIANA SMITH MADE A PUBLIC COMMENT REGARDING PUBLIC ART.

12. Identification of Future Agenda Items

Mr. Geiogamah stated the future agenda items will include ESPN media evaluation report, 2023 Arizona Super Bowl Host Committee Report, Experience Scottsdale Super Season media campaign, and 2023 Canal Convergence event.

Adjournment – 11:12AM

With no further business to discuss, being moved by Commissioner Montgomery, and seconded by Vice-chair Newman, the meeting adjourned at 11:12 a.m. All in favor, no dissenting votes.

Next scheduled meeting is June 20, 2023

