



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

9:00 a.m., Tuesday, July 25, 2023

Kiva Forum-City Hall

3939 N. Drinkwater Boulevard

Scottsdale, Arizona 85251

**Approved Minutes**

**PRESENT:** Sherry Henry  
Sally Shaffer  
Anna Mineer  
Chris Montgomery  
Richard Newman  
Jesse Thompson

**ABSENT:** Jeanne Alspaugh

**STAFF:** Steve Geiogamah  
Karen Churchard  
Holli Shannon

**GUESTS:** Kyle Hedstrom, Arizona Super Bowl Host Committee  
Sara Arnold, Arizona Super Bowl Host Committee  
Rachel Sacco, Experience Scottsdale

**1. Call to Order/Roll Call – 9:03AM**

Chair Henry called the meeting of the Scottsdale Tourism Development Commission to order at 9:03am and noted the presence of a quorum. Commissioner Alspaugh was absent.

**2. Approval of Minutes**

COMMISSIONER SHAFFER MOVED TO APPROVE THE JUNE 20, 2023, REGULAR MEETING MINUTES AS PRESENTED. COMMISSIONER MINEER SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

**3. Arizona Super Bowl Host Committee Post Report**

Kyle Hedstrom and Sara Arnold, Arizona Super Bowl Host Committee, gave a presentation regarding the Arizona Super Bowl Host Committee's Post Event Report.



**4. NCCA 2024 Men's Final Four Phoenix Local Organizing Committee Sponsorship**

Karen Churchard & Steve Geiogamah presented a memo regarding possible recommendation to City Council for bed tax fund expenditure to be paid to the Phoenix Final Four Local Organizing Committee to support the NCAA 2024 Men's Final Four Tournament.

COMMISSIONER MONTGOMERY MOVED TO RECOMMEND FUNDING FROM THE DESTINATION MARKETING RESERVE FUND FOR \$300,000. MOTION FAILED DUE TO NO SECOND.

VICE-CHAIRPERSON NEWMAN MOVED TO RECOMMEND FUNDING FROM THE DESTINATION MARKETING RESERVE FUND UP TO \$432,000, AS PRESENTED.

COMMISSIONER THOMPSON SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZONE (1), WITH COMMISSIONER MONTGOMERY DISSENTING.

**5. Public Comment**

There was no public comment.

**6. Identification of Future Agenda Items**

Mr. Geiogamah stated the future agenda items will include event funding requests, Fiesta Bowl update, Experience Scottsdale's quarterly reports, and bylaw update. The commission members suggested an update on the stadium, Westworld and July 4<sup>th</sup> post event report.

**Adjournment – 9:43AM**

With no further business to discuss, being moved by Commissioner Shaffer, and seconded by Commissioner Mineer, the meeting adjourned at 9:43am. All in favor, no dissenting votes.

**Next scheduled meeting is August 15, 2023**

