



**City of Scottsdale
Tourism Development Commission
Special Meeting
Notice & Agenda**

**9:00 a.m., Tuesday, October 22, 2024
Scottsdale Museum of the West
3830 N. Marshall Way
Scottsdale, Arizona 85251**

1. Call to Order/Roll Call

Jeanne Alspaugh, Chairperson	Lance Marrin	David Sobek
Anna Mineer, Vice Chairperson	Jesse Thompson	Chris Montgomery
Jim Kisselburg		

2. [Approval of Minutes](#)

Commission discussion and action to approve the September 17, 2024, regular meeting minutes.

3. [City Destination Marketing 5% Guidelines](#)

Presentation and Commission discussion regarding city destination marketing 5% guidelines.

Presenter: Rachel Smetana, Tourism & Events Director

Staff Contact: Steve Geiogamah

4. [Old Town Foot Traffic and Tax Analysis](#)

Presentation, Commission discussion, and possible recommendation regarding the Old Town Scottsdale Foot Traffic and Tax Analysis.

Presenter: Will Brooks, Management Associate to the City Manager

Staff Contact: Steve Geiogamah

5. [The Dirt Expo Funding Request](#)

Presentation, Commission discussion, and possible recommendation to City Council for bed tax expenditure up to \$42,750 to support a one-year event funding agreement with Arizona Expos Inc.

Presenter: Andy Myers, Arizona Expos Inc.

Staff Contact: Steve Geiogamah

6. Scottsdale Ferrari Art Week Funding Request

Presentation, Commission discussion, and possible recommendation to City Council for bed tax expenditure up to \$75,000 to support a one-year event funding agreement with Scottsdale Art Week, LLC.

Presenter: Jason Rose

Staff Contact: Steve Geiogamah

7. Event Program Funding Requests

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

1. Matching Event Advertising Funding Program – Barrett Jackson - \$30,000
2. Matching Event Advertising Funding Program – Arabian Horse Show - \$30,000
3. Community Event Funding Program – Pony Express - \$18,500
4. Community Event Funding Program – Discover India - \$9,500

MEAF Total Request \$60,000

Community Event Funding Total Request \$28,000

Staff Contact: Steve Geiogamah, Tourism Development Manager

8. Staff Reports

Staff presentation and Commission discussion of the following:

- a. Staff Bed-Tax Collection Report
- b. Staff Bed Tax Hotel Classification Report
- c. Tourism Development Fund Budget
- d. Program Updates – Post Event Reports

Staff Contact: Steve Geiogamah

9. Commissioners' Report

Commissioners' may give a summary of bed tax supported events, activities, and projects. Information only. The Commission cannot discuss or vote on items not on the agenda, including items brought up as Commissioners' Reports. If discussion or action by the Commission is required, the item should be placed on an upcoming meeting agenda to be consistent with Arizona Open Meeting Law.

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

Next scheduled meeting is November 19, 2024

