



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

9:00 a.m., Tuesday, February 20, 2024

Kiva Forum-City Hall

3939 N. Drinkwater Boulevard

Scottsdale, Arizona 85251

Approved Minutes

PRESENT: Anna Mineer
Chris Montgomery
Jesse Thompson
Jeanne Alspaugh
Lance Marrin

STAFF: Steve Geiogamah
Karen Churchar
Ana Lia Johnson
Bill Murphy
Brent Stockwell
Holli Shannon

GUESTS: Rachel Pearson, Experience Scottsdale

1. Call to Order/Roll Call

Meeting of the Scottsdale Tourism Development Commission called to order at 9:03am and with noted presence of a quorum.

2. Approval of Minutes

COMMISSIONER MONTGOMERY MOVED TO APPROVE THE JANUARY 29, 2024, SPECIAL MEETING MINUTES AS PRESENTED. COMMISSIONER MARRIN SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0).

3. Election of Chair and Vice-Chair

COMMISSIONER MINEER MOVED TO ELECT COMMISSIONER ALSPAUGH AS THE CHAIRPERSON. COMMISSIONER MARRIN SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0). COMMISSIONER ALSPAUGH ABSTAINED.

COMMISSIONER ALSPAUGH MOVED TO ELECT COMMISSIONER MINEER AS VICE-CHAIRPERSON. COMMISSIONER THOMPSON SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0). COMMISSIONER MINEER ABSTAINED.

4. Tourism Development Commission Annual Report

COMMISSIONER THOMPSON MOVED TO APPROVE THE TDC ANNUAL REPORT AS PRESENTED. COMMISSIONER MONTGOMERY SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0).

5. Scottsdale International Jazz Festival Event Development Funding Request

COMMISSIONER MONTGOMERY MOVED TO RECOMMEND FUNDING UP TO \$65,000 WITH STIPULATION OF BOOKING A HEADLINING ACT FOR THE SCOTTSDALE INTERNATIONAL JAZZ FESTIVAL. COMMISSIONER MINEER SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0).

6. Updated FY 2024/25 Tourism Development Fund Operating Budget Request

Karen Churchard, Tourism & Events Director, presented the updated FY 2024/25 Tourism Development Fund Operating Budget request.

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

7. FY 2023/24 Tourism Development Contingency Fund Use and Reallocation of CIP Funds

Bill Murphy, Assistant City Manager, asked for a recommendation for requests of \$300,000 for WestWorld South Hall design work from the Tourism Development Fund Operating Contingency to be funded by fund balance, and reallocation of appropriated \$1.7 million Tourism Development funding from the WestWorld Tent Refurbishment capital project to the Scottsdale Stadium Left Field Berm capital project.

COMMISSIONER MONTGOMERY MOVED TO RECOMMEND \$300,000 FOR DESIGN WORK ON WESTWORLD SOUTH HALL FROM OPERATING CONTINGENCY TO BE FUNDED BY FUND BALANCE. COMMISSIONER MARRIN SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0).

COMMISSIONER MINEER MOVED TO RECOMMEND REALLOCATION OF \$1.7 MILLION FROM TOURISM FUND FROM WESTWORLD TENT REFURBISHMENT TO SCOTTSDALE STADIUM LEFT FIELD BERM PROJECT. COMMISSIONER THOMPSON SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0).

8. FY 2024/25 Proposed Tourism Development Funding Uses for Tourism-Related Capital Improvement Projects

Bill Murphy, Assistant City Manager. Asked for a recommendation to include up to \$6.3 million funding for designated tourism-related Capital Improvement Projects in the FY 2024/25 Tourism Development Fund Budget request.

COMMISSIONER MARRIN MOVED TO RECOMMEND FUNDING OF \$6.3 MILLION FOR TOURSIM RELATE CAPITAL IMPROVEMENT PROJECTS FROM THE FY24/25 TOURISM BUDGET.

COMMISSIONER MONTGOMERY SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0).

9. Experience Scottsdale Second Quarter Performance Report



Persons with a disability may request a reasonable accommodation by contacting Holli Shannon at 480-312-2728. Requests should be made 24 hours in advance, or as early as possible, to allow time to arrange the accommodation. For TTY users, the Arizona Relay Service (1-800-367-8939) may contact Tourism & Events Department at 480-312-7177.

Rachel Pearson, VP of Community & Government Affairs, Experience Scottsdale gave an update on Experience Scottsdale's 2nd quarter.

10. Fall In Love Marketing Campaign Results

Karen Churchard, Tourism & Events Director, gave a presentation regarding the Tourism & Events Fall in Love Marketing Campaign results.

11. Event Funding Requests

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

- a) Event Venue Fee - ECNL Girls Phoenix Spring Soccer - \$12,000

COMMISSIONER MONTGOMERY MOVED TO RECOMMEND FUNDING AS PRESENTED.

COMMISSIONER MARRIN SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0).

12. Staff Reports

Mr. Geiogamah reviewed staff reports related to bed-tax collection, bed tax hotel classification, and the bed tax proforma.

13. Public Comment

No request for public comment

14. Identification of Future Agenda Items

Mr. Geiogamah stated the future agenda items will include Scottsdale Museum of the West update, Canal Convergence update, Scottsdazzle update, Westen Week update and Event Funding Programs. Chairperson Alspaugh asked that we add a commission update item to the future agenda.

Adjournment – 9:58AM

With no further business to discuss, being moved by Commissioner Mineer and seconded by Commissioner Thompson, the meeting adjourned at 9:58am. All in favor, no dissenting votes.

Next scheduled meeting is March 19, 2024

