



City of Scottsdale
Tourism Development Commission
Regular Meeting & Work Study Session

9:00 a.m., Tuesday, April 16, 2024

Community Design Studio
7506 E Indian School Rd
Scottsdale, Arizona 85251

Approved Minutes

- PRESENT:** Anna Mineer
Chris Montgomery
Jeanne Alspaugh
Lance Marrin
Jim Kisselburg
Jesse Thompson
- ABSENT:** David Sobek (present but could not participate)
- STAFF:** Steve Geiogamah
Karen Churchar
Brent Stockwell
Bill Hysten
Ana Lia Johnson
Angelica Cipullo
Holli Shannon
- GUESTS:** Jeffrey Ferns, Tarra Lazos Creative
Brandon Maxwell, M Culinary Concepts
Kerry Dunne, R Entertainment
Allan Naplan, Executive Producing Director, AZ Music Fest
Brian Kunnari, Marketing & PR, AZ Music Fest

1. Call to Order/Roll Call – 9:00AM

Meeting of the Scottsdale Tourism Development Commission called to order at 9:00am and with noted presence of a quorum.

2. Approval of Minutes

COMMISSIONER MONTGOMERY MOVED TO APPROVE THE MARCH 19, 2024, REGULAR MEETING MINUTES AS PRESENTED. COMMISSIONER THOMPSON SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

3. Scottsdazzle & Western Week Update

Angelica Cipullo gave a presentation regarding the Tourism & Events Scottsdazzle & Western Week Events.

4. Arizona Native Culinary Experience event funding request

Jeffrey Ferns, Tarra Lazos Creative asked for a recommendation to City Council for bed tax expenditure up to \$26,750 to support a one-year event funding agreement with Tarra Lazos Creative for the Arizona Native Culinary Event.

COMMISSIONER MARRIN MOVED TO APPROVE FUNDING UP TO \$26,750 AS PRESENTED. VICE-CHAIR MINEER SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

5. Scottsdale 4th of July Celebration event funding request

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

COMMISSIONER MONTGOMERY MOVED TO APPROVE FUNDING UP TO \$35,000 AS PRESENTED. COMMISSIONER THOMPSON SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

6. Arizona Music Festival

Allan Naplan, Executive Producing Director requested a recommendation to City Council for bed tax expenditure up to \$75,000 to support a one-year event funding agreement with Arizona Musicfest for the Arizona Music 2024 Concert Series.

COMMISSIONER KISSELBURG MOVED TO APPROVE FUNDING UP TO \$75,000 AS PRESENTED. COMMISSIONER MONTGOMERY SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

7. FY 2024/25 City Event Funding Programs

Steve Geiogamah, Tourism Development Manager gave an update and asked for a recommendation regarding the FY 2024/25 Event Funding Programs:

- a. Matching Event Funding Program
- b. Community Event Funding Program
- c. Event Venue Fee Program
- d. Event Development Program

COMMISSIONER MONTGOMERY MOVED TO ALL FOUR FUNDING PROGRAMS AS PRESENTED. COMMISSIONER THOMPSON SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

8. Staff Reports

Staff presentation and Commission discussion of the following:

- a. Program Updates – Post Event Reports

9. Commissioners' Report

Commissioners' may give a summary of bed tax supported events, activities, and projects.



10. Public Comment

No request for public comment

11. Identification of Future Agenda Items

Mr. Geiogamah stated the future agenda items will include event funding requests and Experience Scottsdale's annual work plan.

The commission took a break @ 10:15AM

The commission meeting resumed @ 10:24AM

Work Study Session

Work Study Sessions provide a less formal setting for the Tourism Development Commission to discuss specific topics, at length, with each other and City staff. Work study sessions provide an opportunity for staff to receive direction from the Tourism Development Commission and for the public to observe these discussions. No formal action will be taken.

Public Comment: No request for public comment

1. Tourism Development Fund Overview and Destination Marketing-City Funds Potential Policies

Karen Churchard led a commission discussion about the Tourism Development Fund, Treasurer's Office Policy 10 and the Budget Department's Tourism Fund report provided at monthly meetings to the TDC. Commission, Experience Scottsdale and city staff discussion to prepare for City Council review and possible adoption the definition, recommended uses, guidelines, and procedures for the city's five percent Destination Marketing fund.

Adjournment – 11:40AM

With no further business to discuss, being moved by Vice-Chair Mineer and seconded by Commissioner Marrin, the meeting adjourned at 11:45am. All in favor, no dissenting votes.

Next scheduled meeting is May 21, 2024

