



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

9:00 a.m., Tuesday, May 21, 2024

Kiva Forum-City Hall

3939 N. Drinkwater Boulevard

Scottsdale, Arizona 85251

Approved Minutes

- PRESENT:** Anna Mineer
Chris Montgomery
Jeanne Alspaugh
Jim Kisselburg
Jesse Thompson
David Sobek
- ABSENT:** Lance Marrin
- STAFF:** Steve Geiogamah
Karen Churchard
Brent Stockwell
Holli Shannon
Amy Herring
- GUESTS:** Rachel Sacco, President & CEO, Experience Scottsdale
Kerry Dunne, R Entertainment
Mark Grado, VP Special Events
Robert Ramirez, Principal – Producer, LORE Southwest Media and Arts

1. Call to Order/Roll Call – 9:01AM

Meeting of the Scottsdale Tourism Development Commission called to order at 9:01am and with noted presence of a quorum.

2. Approval of Minutes

COMMISSIONER THOMPSON MOVED TO APPROVE THE APRIL 16, 2024; REGULAR MEETING & WORK STUDY MINUTES AS PRESENTED. COMMISSIONER SOBEK SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

3. Experience Scottsdale Strategic Business Plan

Rachel Sacco, President & CEO, Experience Scottsdale gave a presentation and asked for a recommendation regarding the proposed FY 2024/25 Experience Scottsdale Strategic Business Plan and Contractual Performance Measurements.

COMMISSIONER MONTGOMERY MOVED TO APPROVE THE EXPERIENCE SCOTTSDALE BUSINESS PLAN AND PERFORMANCE MEASUREMENTS AS PRESENTED. VICE-CHAIR MINEER SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

4. Super Unnatural Event Funding Request

Kerry Dunne & Mark Grado gave a presentation requesting a recommendation to City Council for bed tax expenditure up to \$42,750 to support a one-year event funding agreement with Relentless Beats for the Super Unnatural event.

COMMISSIONER MONTGOMERY MOVED TO RECOMMEND FUNDING UP TO \$42,750 AS PRESENTED. COMMISSIONER KISSELBURG SECONDED. THE MOTION FAILED BY A VOTE OF THREE (3) TO THREE (3). VICE-CHAIR MINEER MADE A MOTION TO RECOMMEND FUNDING UP TO \$20,000. COMMISSIONER THOMPSONS SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

5. Scottsdale Polo Event Funding Request

Presentation, Commission discussion, and possible recommendation to City Council for bed tax fund expenditure up to \$52,500 to Scottsdale Polo to support the Scottsdale Polo Event. THIS ITEM HAS BEEN TABLED TO A LATER DATE

6. Scottsdale Dia De Los Muertos Festivities

Robert Ramirez, Principal – Producer, LORE Southwest Media and Arts gave a presentation, requesting a recommendation to City Council for bed tax expenditure up to \$150,000 to Lore Southwest Media and Arts to support the Scottsdale Dia De Los Muertos and Art Installation Experience.

COMMISSIONER THOMPSON MOVED TO RECOMMEND FUNDING UP TO \$120,000. COMMISSIONER SOBEK SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ONE (1). COMMISSIONER MONTGOMERY DISSENTING.

7. Event Program Funding Requests

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

- a. Community Event Funding Program – Children’s Learning & Play Festival - \$5,500
- b. Community Event Funding Program – Kimes Ranch Western Derby - \$11,000

COMMISSIONER KISSELBURG MOVED TO APPROVE FUNDING AS PRESENTED. COMMISSIONER SOBEK SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

8. Staff Reports

Steve Geiogamah gave an update on the following:

- a. Staff Bed-Tax Collection Report
- b. Staff Hotel/Motel Report - March Monthly & Fiscal Year to Date Comparisons
- c. Tourism Development Fund Monthly update
- d. Program Updates – Post Event Reports
 1. Destination Marketing 5%



2. WestWorld Strategic Plan

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**

No request for public comment

11. **Identification of Future Agenda Items**

Steve Geiogamah mentioned that we will be presenting the Experience Scottsdale quarterly report as well as the Polo Event funding request that was tabled today.

Adjournment – 10:36AM

With no further business to discuss, being moved by Commissioner Montgomery and seconded by Vice-Chair Mineer, the meeting adjourned at 10:36am. All in favor, no dissenting votes.

Next scheduled meeting is June 18, 2024

