



**City of Scottsdale
Tourism Development Commission
Work Study Meeting**

Marked Agenda

9:00 a.m., Tuesday, April 25, 2023
Scottsdale Stadium-Banyan Room
7408 E Osborn Rd
Scottsdale, Az 85251

The Tourism Development Commission receives public testimony during regular or special public meetings. However, the Tourism Development Commission will not take public testimony during this "work study session." Work study sessions are less formal (i.e. no action is taken); rather the Tourism Development Commission hears reports from city staff or others presenting to the Commission. Work study sessions are open to the public.

1. Call to Order/Roll Call – 9:03AM

Sherry Henry, Chairperson

Jeanne Alspaugh

Anna Mineer

Richard Newman, Vice-Chairperson - 9:12AM

Chris Montgomery

Sally Shaffer

2. Introductions – Led by Chairperson Sherry Henry

3. Staff Reports & Presentations

9:15 – 10:15am

Historical Overview of Bed Tax Collections

9:15 – 9:30am

Staff Contact: Ana Lia Johnson, Budget Administrator

Historical Overview of Event Funding

9:30 – 9:45am

Staff Contact: Steve Geiogamah, Tourism Development Manager

Overview of City's Gift Clause

9:45 – 10:00am

Staff Contact: Bill Hysten, City Attorney

Overview of Tourism & Events Strategic Action Plan – Year 1

10:00 – 10:15am

Staff Contact: Karen Churchard, Tourism & Events Director

BREAK

10:15 – 10:30am



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.

4. Tourism Development Commission Discussion

10:30 – 11:30am

Facilitator: Katie Pushor, Inner Capital

Event Funding Programs – Existing & New – Criteria

Scottsdazzle, Western Week, June Days

Creating Destination Events – Wellness, Tour de Scottsdale

How to Facilitate Event Development – Indoor Signature Event

LUNCH

11:30am – 12:00pm

5. Outcomes & Decisions

12:00 – 1:00pm

Facilitator: Katie Pushor, Inner Capital

Select Criteria for Programs

Fund Amounts for Programs, New Event Development

Adjournment – 1:02PM

Next scheduled meeting is May 16, 2023

