



City of Scottsdale
Tourism Development Commission
Regular Meeting

Marked Agenda

9:00 a.m., Tuesday, February 20, 2024
Kiva Forum-City Hall
3939 N. Drinkwater Boulevard
Scottsdale, Arizona 85251

1. Call to Order/Roll Call – 9:03AM

Jeanne Alspaugh

Lance Marrin

Anna Mineer

Chris Montgomery

Jesse Thompson

2. Approval of Minutes

Commission discussion and action to approve the January 29, 2024, special meeting 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

Discussion and vote to elect Chair and Vice Chair

Staff Contact: Steve Geiogamah, Tourism Development Manager

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

Commission discussion and possible recommendation to approve the TDC annual report.

Staff Contact: Steve Geiogamah, Tourism Development Manager

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**
Commission discussion, and possible recommendation to City Council for bed tax expenditure up to \$65,000 to support a one-year event funding agreement with International Jazz Day AZ Foundation.
Staff Contact: Steve Geigamah, Tourism Development Manager
COMMISSIONER MONTGOMERY MOVED TO RECOMMEND FUNDING FOR 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**
Presentation, commission discussion, and possible recommendation regarding the updated FY 2024/25 Tourism Development Fund Operating Budget request.
Staff Contact: Karen Churchard, Tourism & Events Director
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**
Staff presentation, Commission discussion and possible 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.
Presenter: Bill Murphy, Assistant City Manager
Staff Contact: Karen Churchard, Tourism & Events Director
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**
Staff presentation, Commission discussion and possible 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.
Presenter: Bill Murphy, Assistant City Manager
Staff Contact: Karen Churchard, Tourism & Events Director
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

Report, update, and Commission discussion.

Presenter: Rachel Pearson, VP of Community & Government Affairs, Experience Scottsdale

Staff Contact: Steve Geigamah, Tourism Development Manager

10. Fall In Love Marketing Campaign Results

Staff presentation and Commission discussion regarding the Tourism & Events Fall in Love Marketing Campaign results.

Presenter: Karen Churchard, Tourism & Events Director

Staff: Karen Churchard, Tourism & Events Director

11. Event Funding Requests

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

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

Staff Contact: Steve Geigamah, Tourism Development Manager

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

Staff presentation and Commission discussion of the following:

- a. Staff Bed-Tax Collection Report
- b. Staff Bed Tax Hotel Classification Report
- c. Bed Tax Proforma
- d. Program Updates – Post Event Reports

Staff Contact: Steve Geigamah, Tourism Development Manager

13. **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.

14. **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 – 9:58AM

Next scheduled meeting is March 19, 2024

