



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

9:00 a.m., Tuesday, November 15, 2022

Kiva Forum-City Hall

3939 N. Drinkwater Boulevard

Scottsdale, Arizona 85251

Approved Minutes

- PRESENT:** Sherry Henry, Chairperson
Anna Mineer
Jeanne Alspaugh
Sally Shaffer
Steve Jung
- ABSENT:** Richard Newman, Vice Chair
Chris Montgomery
- STAFF:** Steve Geiogamah
Karen Churchard
Holli Shannon
Erin Barry
Ana Lia Johnson
- GUESTS:** Ryann Greenberg, San Francisco Giants

1. Call to Order/Roll Call - 9:01AM

Chair Henry called the meeting of the Scottsdale Tourism Development Commission to order at 9:01 a.m. and noted the presence of a quorum.

2. Approval of Minutes

COMMISSIONER ALSPAUGH MOVED TO APPROVE THE OCTOBER 18, 2022, REGULAR MEETING MINUTES AS PRESENTED. COMMISSIONER SHAFFER SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0).



3. Savannah Bananas Event Funding Request

Ryann Greenberg, San Francisco Giants, gave a presentation and requesting a recommendation to City Council for bed tax expenditure up to \$50,000 to support a one-year event funding agreement.

COMMISSIONER ALSPAUGH MOVED TO RECOMMEND FUNDING IN THE AMOUNT OF \$50,000. COMMISSIONER MINEER SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0).

4. Tourism Strategic Plan

Karen Churchard, Tourism & Events Director, gave an update on tourism strategic plan.

5. Super Bowl LVII Update & ESPN Main Street Event Funding

Karen Churchard gave a presentation and requested a funding recommendation of up to \$250,000 for the ESPN Main Street Event.

COMMISSIONER ALSPAUGH MOVED TO RECOMMEND FUNDING UP TO THE AMOUNT OF \$250,000. COMMISSIONER SHAFFER SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0).

6. Event Funding Recommendations

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

- a. Hashknife Pony Express – requested \$18,500

COMMISSIONER ALSPAUGH MOVED TO APPROVE FUNDING AS PRESENTED. COMMISSIONER JUNG SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0).

7. Staff Reports

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

8. Public Comment

There was no public comment

9. Identification of Future Agenda Items

Mr. Geiogamah stated the future agenda items will include Experience Scottsdale 1st quarter report, the tourism strategic plan, Old Town marketing update and a possible event funding request.

Adjournment

With no further business to discuss, being moved by Commissioner Alspaugh, the meeting adjourned at 9:49a.m. All in favor, no dissenting votes.

Next scheduled meeting is December 20, 2022

