



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

9:00 a.m., Tuesday, December 20, 2022

Kiva Forum-City Hall

3939 N. Drinkwater Boulevard

Scottsdale, Arizona 85251

**Approved Minutes**

**PRESENT:** Sherry Henry, Chairperson  
Anna Mineer (via TEAMS)  
Jeanne Alspaugh  
Sally Shaffer  
Steve Jung  
Richard Newman, Vice Chair  
Chris Montgomery

**STAFF:** Steve Geiogamah  
Karen Churchard  
Holli Shannon  
Erin Barry  
Ana Lia Johnson  
Jackie Contaldo

**GUESTS:** Judy Stowers, The Iron Man Group  
Rachel Pearson, Experience Scottsdale

**1. Call to Order/Roll Call – 9:05AM**

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. Commissioner Alspaugh attended via TEAMS.

**2. Approval of Minutes**

COMMISSIONER SHAFFER MOVED TO APPROVE THE NOVEMBER 15, 2022; REGULAR MEETING MINUTES AS PRESENTED. COMMISSIONER JUNG SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0). COMMISSIONER ALSPAUGH VOTED VIA TEAMS CHAT.



**3. Rock n Roll Marathon Event Funding Request**

Judy Stowers, The Iron Man Group, gave a presentation requesting a bed tax expenditure up to \$40,000 to support a one-year event funding agreement.

VICE CHAIR NEWMAN MOVED TO RECOMMEND FUNDING IN THE AMOUNT OF \$40,000.

COMMISSIONER MONTGOMERY SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0). COMMISSIONER ALSPAUGH VOTED VIA TEAMS CHAT.

**4. Experience Scottsdale First Quarter Performance Report**

Rachel Pearson, Vice President of Community & Government Affairs, Experience Scottsdale, reported on the 1<sup>st</sup> quarter.

**5. Tourism Strategic Plan**

Karen Churchard, Tourism & Events Director, asked for approval of the completed tourism strategic plan.

COMMISSIONER SHAFFER MOVED TO APPROVE THE TOURISM STRATEGIC PLAN AS PRESENTED.

COMMISSIONER MINEER SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).

COMMISSIONER ALSPAUGH VOTED VIA TEAMS CHAT.

**6. Old Town Scottsdale Marketing Plan**

Jackie Contaldo, Old Town Marketing Manager, gave a presentation regarding the city's marketing and advertising efforts for Old Town Scottsdale.

**7. Staff Reports**

Mr. Geiogamah reviewed staff reports related to bed-tax collection, bed tax hotel classification, bed tax proforma. He also reminded the commission to complete their required Ethics Training & Personal Interest Disclosure Forms by January 17. Karen Churchard gave a brief update on the FY23/24 budget.

**8. Public Comment**

There was no public comment

**9. Identification of Future Agenda Items**

Mr. Geiogamah stated the future agenda items will include event funding for the Jazz Festival, the tourism budget, and a Super Bowl update.

**Adjournment**

With no further business to discuss, being moved by Vice-Chair Newman, the meeting adjourned at 9:54a.m. All in favor, no dissenting votes.

**Next scheduled meeting is January 17, 2023**

