



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

9:00 a.m., Tuesday, October 17, 2023

Kiva Forum-City Hall

3939 N. Drinkwater Boulevard

Scottsdale, Arizona 85251

Approved Minutes

PRESENT: Sherry Henry
Richard Newman
Anna Mineer
Jeanne Alspaugh

ABSENT: Sally Shaffer
Chris Montgomery
Jesse Thompson

STAFF: Steve Geiogamah
Karen Churchard
Holli Shannon
Ana Lia Johnson

GUESTS: Robert Ramirez, Lore Media & Arts
Jeffrey Ferns, Tarra Lazos Creative

1. Call to Order/Roll Call – 9:02AM

Chair Henry called the meeting of the Scottsdale Tourism Development Commission to order at 9:02am and noted the presence of a quorum.

2. Approval of Minutes

VICE-CHAIR NEWMAN MOVED TO APPROVE THE SEPTEMBER 19, 2023, REGULAR MEETING MINUTES AS PRESENTED. COMMISSIONER ALSPAUGH SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0).

3. Scottsdale Dia De Los Muertos Festivities

Robert Ramirez, Lore Media & Arts gave a presentation asking for a possible recommendation to City Council for bed tax expenditure up to \$60,000 to support cost associated with the Scottsdale Dia De Los Muertos art display.



COMMISSIONER ALSPAUGH MOVED TO RECOMMEND FUNDING FOR UP TO \$60,000 FOR THE DIA DE LOS MUERTOS EVENT. COMMISSIONER MINEER SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0).

4. Lloyd Kiva New Film Screening

Jeffrey Ferns, Tarra Lazos Creative, gave a presentation requesting a possible recommendation to City Council for bed tax expenditure up to \$35,000 to support cost associated with the Lloyd Kiva New film screening and event.

COMMISSIONER ALSPAUGH MOVED TO RECOMMEND FUNDING FOR UP TO \$35,000 FOR THE LLOYD KIVA FILM SCREENING EVENT. VICE-CHAIR NEWMAN SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0).

5. 2023 Scottsdazzle Update

Karen Churchard, Tourism & Events Director, gave an update regarding the 2023 Scottsdazzle event.

6. Event Funding Requests

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

- a. Venue Fee – Phoenix Cup Girl’s Weekend - \$12,000
- b. Venue Fee – Phoenix Cup Boy’s Weekend - \$12,000
- c. Community Event – Family Artfest - \$6,000
- d. Community Event – Greater Phoenix Jewish Film Festival - \$12,500
- e. MEAF – Arabian Horse Show - \$30,000
- f. MEAF – Barrett Jackson Auto Auction - \$30,000

COMMISSIONER MINEER MOVED TO APPROVE FUNDING FOR EVENTS AS PRESENTED. VICE-CHAIR NEWMAN SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0).

7. Staff Reports

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

8. Public Comment

DAVID SMITH MADE A PUBLIC COMMENT REGARDING THE 5% BED TAX FUNDING ALLOCATION FOR MARKETING/ADVERTISING.

9. Identification of Future Agenda Items

Mr. Geiogamah stated the future agenda items will include Experience Scottsdale’s 1st quarter performance measurement, Tourism Strategic Plan update and Fiesta Bowl update.

Adjournment – 10:07AM

With no further business to discuss, being moved by Commissioner Alspaugh and seconded by Vice-Chair Newman, the meeting adjourned at 10:07 a.m. All in favor, no dissenting votes.

Next scheduled meeting is November 21, 2023

