



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

***Marked Amended Agenda**

***Remove item 4**

9:00 a.m., Tuesday, May 20, 2025
Kiva Forum-City Hall
3939 N. Drinkwater Boulevard
Scottsdale, Arizona 85251

1. Call to Order/Roll Call - 9:00AM

Anna Mineer, Chairperson Lance Marrin David Sobek - **ABSENT**
Chris Montgomery, Vice-Chair Jesse Thompson - **ABSENT**
Jim Kisselburg

2. Approval of Minutes

Commission discussion and action to approve the April 15, 2025, regular meeting minutes.
COMMISSIONER KISSELBURG MOVED TO APPROVE THE APRIL 15, 2025, REGULAR MEETING MINUTES AS PRESENTED. VICE-CHAIR MONTGOMERY SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0).

3. Experience Scottsdale Strategic Business Plan

Presentation and Commission discussion and possible recommendations regarding the proposed FY 2025/26 Experience Scottsdale Strategic Business Plan and Contractual Performance Measurements.

Presenter: Rachel Sacco, President & CEO, Experience Scottsdale, Executive Staff
Experience Scottsdale

Staff Contact: Rachel Smetana, Tourism & Events Director

COMMISSIONER MARRIN MOVED TO APPROVE THE EXPERIENCE SCOTTSDALE STRATEGIC BUSINESS PLAN AS PRESENTED. VICE-CHAIR MONTGOMERY SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0).

4. * NCAA 2026 Women's Final Four Funding Request – Item removed

Commission discussion, and possible recommendation to City Council for bed tax fund expenditure up to \$225,000 to be paid to the Arizona Major Events Host Committee to support the NCAA 2026 Women's Final Four Tournament.

Presenter: Kyle Hedstrom, Arizona Major Events Host Committee
Staff Contact: Steve Geiogamah, Tourism Development Manager

THIS ITEM WAS REMOVED BEFORE THE MEETING

5. [Scottsdale 4th of July Celebration Funding Request](#)

Presentation, Commission discussion, and possible recommendation to City Council for bed tax fund expenditure up to \$39,000 to M Culinary to support the Scottsdale Fourth of July Celebration.

Presenter: Brandon Maxwell, M Culinary Concepts, Kerry Dunne, R Entertainment

Staff Contact: Steve Geiogamah

VICE-CHAIR MONTGOMERY MOVED TO RECOMMEND FUNDING OF \$39,000 AS REQUESTED. COMMISSIONER KISSELBURG SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0).

6. [Arizona Native Culinary Experience event funding request](#)

Presentation, Commission discussion, and possible recommendations to City Council for bed tax expenditure up to \$21,000, to support a one-year event funding agreement with Tarra Lazos Creative for the Arizona Native Culinary Experience event.

Presenter: Jeffrey Ferns, Tarra Lazos Creative

Staff Contact: Rachel Smetana, Tourism & Events Director

COMMISSIONER KISSELBURG MOVED TO RECOMMEND FUNDING OF \$21,000 AS REQUESTED. COMMISSIONER MARRIN SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0).

7. [Canal Convergence Update](#)

Presentation and commission discussion regarding the Canal Convergence Event. Presenter: Jennifer Gill, Deputy Director for Canal Convergence Scottsdale Arts

Staff Contact: Rachel Smetana

THIS ITEM WAS TABLED TO A LATER DATE

8. [Event Program Funding Requests](#)

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

1. Community Event Funding Program – NRCHA Kimes Ranch Derby - \$11,000

Total Request \$11,000

Staff Contact: Steve Geiogamah

VICE-CHAIR MONTGOMERY MOVED TO RECOMMEND FUNDING OF AS REQUESTED. COMMISSIONER KISSELBURG SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0).

9. [Staff Reports](#)

Staff presentation and Commission discussion of the following:

- a. Staff Bed-Tax Collection Report
- b. Staff Bed Tax Hotel Classification Report
- c. Tourism Development Fund Budget
- d. Program Updates – Post Event Reports

Staff Contact: Steve Geiogamah



10. Commissioners' Report

Commissioners may give a summary of bed tax supported events, activities, and projects. Information only. The Commission cannot discuss or vote on items not on the agenda, including items brought up as Commissioners' Reports. If discussion or action by the Commission is required, the item should be placed on an upcoming meeting agenda to be consistent with Arizona Open Meeting Law.

11. Public Comment

Written comment cards are 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 the Tourism Development Commission from discussing or taking action on an item that is not on the prepared agenda.

12. 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 – 10:21AM

Next scheduled meeting is June 17, 2025

