



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

Marked Agenda

9:00 a.m., Tuesday, June 17, 2025
Kiva Forum-City Hall
3939 N. Drinkwater Boulevard
Scottsdale, Arizona 85251

1. Call to Order/Roll Call – 9:01AM

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

2. Approval of Minutes

Commission discussion and action to approve the May 20, 2025, regular meeting minutes.
COMMISSIONER KISSELBURG MOVED TO APPROVE THE MAY 20, 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 Third Quarter Performance Measure Report

Report, update, and Commission discussion.
Presenter: Rachel Pearson, Vice President Community & Government Affairs, Experience Scottsdale
Staff Contact: Rachel Smetana, Tourism & Events Director

4. NCAA 2026 Women’s Final Four Funding Request

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
COMMISSIONER KISSELBURG MOVED TO RECOMMEND FUNDING UP TO \$225,000 AS PRESENTED. COMMISSIONER SOBEK SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0).

5. Bentley Scottsdale Polo Event Funding Request

Presentation, Commission discussion, and possible recommendation to City Council for bed tax fund expenditure up to \$75,000 to Bentley Scottsdale Polo Championship to support the Bentley Scottsdale Polo Event.
Presenter: Jason Rose, Bentley Scottsdale Polo Championship
Staff Contact: Steve Geiogamah

COMMISSIONER KISSELBURG MOVED TO RECOMMEND FUNDING UP TO \$75,000 AS PRESENTED. VICE-CHAIR MONTGOMERY SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0).

6. Old Town Sales Tax and Foot Traffic Analysis

Presentation, Commission discussion, and possible recommendation regarding the Old Town Sales Tax and Foot Traffic Analysis.

Presenter: Will Brooks, Management Associate to the City Manager

Staff Contact: Steve Geiogamah

7. 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

8. 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.

9. 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.

10. 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 - 9:52AM

Next scheduled meeting is August 19, 2025

