



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

Marked Agenda

9:00 a.m., Tuesday, August 19, 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**

Joseph Shershenovich

Chris Montgomery, Vice-Chair

Jim Kisselburg

2. Approval of Minutes

Commission discussion and action to approve June 17, 2025, regular meeting minutes.

VICE-CHAIR MONTGOMERY MOVED TO APPROVE THE JUNE 17, 2025, REGULAR MEETING MINUTES AS PRESENTED. COMMISSIONER KISSELBURG SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0).

3. Longwoods 2024 Travel USA and Return to Sample Reports

Presentation, Commission discussion and possible recommendation regarding the 2024 Longwoods International Travel USA & Return to Sample Reports.

Presenter: Kelsey Waite, Longwoods International

Staff Contact: Steve Geiogamah, Tourism Development Manager

4. 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, Tourism & Events Director

5. Scottsdale Dia De Los Muertos Festivities

Presentation, commission discussion, and possible recommendation to City Council for bed tax expenditure up to \$150,000 to Lore Southwest Media and Arts to support the Scottsdale Dia De Los Muertos and Art Installation Experience and Event.

Presenter: Robert Ramirez, Principal – Producer, LORE Southwest Media and Arts

Staff Contact: Rachel Smetana

COMMISSIONER KISSELBURG MOVED TO RECOMMEND FUNDING UP TO \$150,000 AS PRESENTED. COMMISSIONER SHERSHENOVICH SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0).

6. 2025 Scottsdale Fall Auction Event Funding Request

Presentation, Commission discussion, and possible recommendation to City Council for bed tax expenditure up to \$75,000 to support a one-year event funding agreement with Barrett Jackson Auction Company.

Presenter: Megan Jones, Sr Vice President Marketing and Content Barrett Jackson

Staff Contact: Steve Geiogamah

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

7. Event Program Funding Requests

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

- a. Event Venue Fee Funding Program – USA Ultimate 2025 SW Regional- \$12,000
- b. Event Venue Fee Funding Program – The Derby - \$12,000
- c. Event Venue Fee Funding Program – Scottsdale Cup - \$12,000
- d. Event Venue Fee Funding Program – USTA League National Championships- \$12,000
- e. Event Venue Fee Funding Program – Desert Super Cup - \$12,000
- f. Event Venue Fee Funding Program – The Open - \$12,000
- g. Event Venue Fee Funding Program – Triple Crown Spring Championship - \$12,000
- h. Event Venue Fee Funding Program – Girls Phoenix Cup - \$12,000
- i. Event Venue Fee Funding Program – Boys Phoenix Cup - \$12,000
- Event Venue Fee Funding Program Total Request- \$108,000**
- j. Community Event Funding Program – Az Fall Championship - \$15,000
- k. Community Event Funding Program – Shape Up US - \$5,500
- l. Community Event Funding Program – Day of the Dog Festival - \$14,500
- m. Community Event Funding Program – Million Dollar Breakaway - \$8,500
- n. Community Event Funding Program – Arabian Breeders Final - \$30,000
- o. Community Event Funding Program – The West’s Most Western Rodeo - \$16,000
- Community Event Funding Total - \$89,500**
- p. Matching Event Funding Program – UFL - \$30,000

Matching Event Funding Program Total - \$30,000

Staff Contact: Steve Geiogamah

COMMISSIONER KISSELBURG MOVED TO RECOMMEND FUNDING ACCORDING TO STAFF RECOMMENDATIONS TOTALING \$200,500 AS PRESENTED. COMMISSIONER SHERSHENOVICH SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0).

8. 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



9. 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.

10. 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.

11. 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 – 10:23AM

Next scheduled meeting is September 16, 2025

