



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

**Marked Agenda**

**9:00 a.m., Tuesday, September 16, 2025  
Kiva Forum-City Hall  
3939 N. Drinkwater Boulevard  
Scottsdale, Arizona 85251**

**1. Call to Order/Roll Call – 9:00AM**

Anna Mineer, Chairperson

Chris Montgomery, Vice-Chair – **left at 9:55**

Stephan Miller

Lance Marrin

Jim Kisselburg

Joseph Shershenovich

Alex Shelton

**Alex Shelton and Stephan Miller were both appointed to the commission on 8/26/25 and were eligible to participate in the meeting on 9/16/25.**

**2. Approval of Minutes**

Commission discussion and action to approve August 19, 2025, regular meeting minutes.

**VICE-CHAIR MONTGOMERY MOVED TO APPROVE THE AUGUST 19, 2025, REGULAR MEETING MINUTES AS PRESENTED. COMMISSIONER KISSELBURG SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).**

**3. Experience Scottsdale Fourth 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. Arizona Music Festival**

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 Arizona Musicfest for the Arizona Music 2025-2026 Concert Series.

Presenter: Allan Naplan, Executive Producing Director

Staff Contact: Steve Geiogamah

**COMMISSIONER KISSELBURG MOVED TO RECOMMEND FUNDING UP TO \$75,000 AS PRESENTED. COMMISSIONER SHERSHENOVICH SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).**

5. [Scottsdale Ferrari Art Week Funding Request](#)

Presentation, Commission discussion, and possible recommendations to City Council for bed tax expenditure up to \$75,000 to support a one-year event funding agreement with Scottsdale Art Week, LLC.

Presenter: Jason Rose

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 SEVEN (7) TO ZERO (0).**

6. [Dreamy Draw Funding Request](#)

Presentation, Commission discussion, and possible recommendations to City Council for bed tax expenditure up to \$100,000 to support a one-year event funding agreement with Oh Wow LLC.

Presenter: RJ Largay, Oh Wow Company

Staff Contact: Steve Geiogamah

**COMMISSIONER SHELTON MOVED TO RECOMMEND FUNDING UP TO \$66,250. COMMISSIONER MILLER SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0). VICE-CHAIR MONTGOMERY LEFT THE MEETING AT 9:55AM.**

7. [Scottsdale Artwalk Gold Pallet Funding Request](#)

Presentation, Commission discussion, and possible recommendations to City Council for bed tax expenditure up to \$125,000 to support a one-year event funding agreement with Scottsdale Gallery Association.

Presenter: Mark Pabst, Vice President Scottsdale Gallery Association

Staff Contact: Steve Geiogamah

**COMMISSIONER SHELTON MOVED TO RECOMMEND FUNDING UP TO \$75,000. COMMISSIONER MMARRIN SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).**

8. [Event Program Funding Requests](#)

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

- a. Event Venue Fee Funding Program – Carvana Rush Cup Soccer - \$5,000
- b. Event Venue Fee Funding Program – ECNL Boys Phoenix Soccer Tournament - \$4,610
- c. Event Venue Fee Funding Program – RSL Holiday Classic Soccer- \$12,000
- d. Event Venue Fee Funding Program – RSL Ostrich Festival Soccer - \$12,000

**Event Venue Fee Funding Program Total - \$33,610**

- e. Community Event Funding Program – Symphonic Orchestra Concerts - \$9,500
- f. Community Event Funding Program – Scottsdale Italian Festival - \$6,000

**Community Event Funding Total - \$15,500**

- g. MEAF Program – Barrett Jackson Auto Auction - \$30,000

**MEAF Funding Total - \$30,000**

Staff Contact: Steve Geiogamah



**COMMISSIONER KISSELBURG MOVED TO RECOMMEND FUNDING ACCORDING TO STAFF RECOMMENDATIONS TOTALING \$78,110 AS PRESENTED. COMMISSIONER MARRIN SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) 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 required; 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 acting 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 – 10:38AM**

**Next scheduled meeting is October 21, 2025**

