



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

**Marked Agenda**

9:00 a.m., Tuesday, December 16, 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

Joseph Shershenovich

Chris Montgomery, Vice-Chair-**ABSENT** Jim Kisselburg

Alex Shelton-**ABSENT**

Stephan Miller

**2. Approval of Minutes**

Commission discussion and action to approve November 18, 2025, regular meeting minutes.

**COMMISSIONER KISSELBURG MOVED TO APPROVE THE NOVEMBER 18, 2025, REGULAR MEETING MINUTES AS PRESENTED. COMMISSIONER SHERSHENOVICH SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0).**

**3. Western Spirit: Scottsdale’s Museum of the West Marketing Funding Request**

Commission discussion and possible recommendation to City Council for a bed tax fund expenditure of \$90,000 to support marketing and advertising of the March 2026 Grand Opening of the new Louis Sands IV Center Museum expansion and the Basha Western Art Collection

Presenter: Todd Bankofier, CEO and Executive Director

Staff Contact: Rachel Smetana

**COMMISSIONER MILLER MOVED TO APPROVE EXPENDITURE OF \$90,000 AS PRESENTED. COMMISSIONER SHERSHENOVICH SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0).**

**4. Tourism Development Commission Ordinance Review**

Commission discussion and possible recommendation to City Council to consider changes to the Tourism Development Commission Ordinance Section 2-286 Creation; Membership.

Staff Contact: Steve Geiogamah, Tourism Development Manager

**5. Event Program Funding Requests**

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

- a. Community Event Funding Program – Golf Carlisle Arizona Women's Golf Classic – \$8,500

**Community Event Funding Total - \$8,500**

Staff Contact: Steve Geiogamah

**COMMISSIONER SHERSHENOVICH MOVED TO RECOMMEND FUNDING ACCORDING TO STAFF RECOMMENDATIONS TOTALING \$8,500 AS PRESENTED. COMMISSIONER MILLER SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0).**

**6. Experience Scottsdale First 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

**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 required; 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 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.

**DAVID SMITH MADE A PUBLIC COMMENT REGARDING ITEM 3.**



## **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 - 9:40AM**

**Next scheduled meeting is January 20, 2026**

