



**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

Approved Minutes

PRESENT: Anna Mineer
Chris Montgomery
Lance Marrin
Jim Kisselburg

ABSENT: Jesse Thompson
David Sobek

STAFF: Steve Geiogamah
Rachel Smetana
Holli Shannon
Trey Nilles

GUESTS: Rachel Sacco, President & CEO, Experience Scottsdale
Michelle Myers
Laura McMurchie
Deanne Boynton Grupp
Kelli Blubaum
Michael Chiulli, M Culinary
Kerry Dunne, R-Entertainment
Jeffrey Ferns, Tarra Lazos Creative

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

Meeting of the Scottsdale Tourism Development Commission called to order at 9:00am and with noted presence of a quorum. Commissioners Thompson & Sobek were absent.

2. Approval of 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

Rachel Sacco, President & CEO, Experience Scottsdale along with her Executive Staff presented the proposed FY 2025/26 Experience Scottsdale Strategic Business Plan and Contractual Performance Measurements.

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

THIS ITEM WAS REMOVED BEFORE THE MEETING

5. Scottsdale 4th of July Celebration Funding Request

Michael Chiulli, M Culinary Concepts & Kerry Dunne, R Entertainment requested a recommendation to City Council for bed tax fund expenditure up to \$39,000 to M Culinary to support the Scottsdale Fourth of July Celebration.

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

Jeffrey Ferns, Tarra Lazos Creative gave a presentation and requested a recommendation 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.

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

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

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

Steve Geiogamah gave a brief presentation 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

10. Commissioners' Report

No updates

11. Public Comment

No public comment.

12. Identification of Future Agenda Items

Future items will include the Women's NCAA Final Four funding request, Canal Convergence update, Old Town traffic analysis report and other event funding requests.

Adjournment – 10:21AM

With no further business to discuss, being moved by Commissioner Minner and seconded by Commissioner Kisselburg, the meeting adjourned at 10:21 am. All in favor, no dissenting votes

Next scheduled meeting is June 17, 2025

