



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

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

Approved Minutes

PRESENT: Anna Mineer
Chris Montgomery
David Sobek
Jim Kisselburg

ABSENT: Lance Marrin

STAFF: Steve Geiogamah
Rachel Smetana
Holli Shannon
Will Brooks

GUESTS: Rachel Pearson, Vice President Community & Government Affairs,
Experience Scottsdale
Kyle Hedstrom, Arizona Major Events Host Committee
Jason Rose, Bentley Scottsdale Polo Championship

1. Call to Order/Roll Call – 9:01AM

Meeting of the Scottsdale Tourism Development Commission called to order at 9:01am and with noted presence of a quorum. Commissioner Marrin was absent.

2. Approval of 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

Rachel Pearson, Vice President Community & Government Affairs, Experience Scottsdale presented the Experience Scottsdale third quarter measure report.

4. NCAA 2026 Women’s Final Four Funding Request

Kyle Hedstrom, Arizona Major Events Host Committee, presented and asked for a 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.

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

Jason Rose, Bentley Scottsdale Polo Championship, presented and requested a 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.

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

Will Brooks, Management Associate to the City Manager, gave a presentation regarding the Old Town Sales Tax and Foot Traffic Analysis.

7. 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

8. Commissioners’ Report

No updates

9. Public Comment

No public comment.

10. Identification of Future Agenda Items

Future items will include a presentation from Longwoods and other event funding requests. The July meeting is canceled.

Adjournment - 9:52AM

With no further business to discuss, being moved by Commissioner Kisselburg and seconded by Commissioner Sobek, the meeting adjourned at 9:52 am. All in favor, no dissenting votes

Next scheduled meeting is August 19, 2025

