



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

9:00 a.m., Tuesday, August 19, 2025

Kiva Forum-City Hall

3939 N. Drinkwater Boulevard

Scottsdale, Arizona 85251

Approved Minutes

PRESENT: Anna Mineer
Chris Montgomery
Jim Kisselburg
Joseph Shershenovich

ABSENT: Lance Marrin

STAFF: Steve Geiogamah
Rachel Smetana
Trey Nilles
Holli Shannon

GUESTS: Kelsey Waite, Longwoods International
Jennifer Gill, Deputy Director for Canal Convergence Scottsdale Arts
Robert Ramirez, Principal – Producer, LORE Southwest Media and Arts
Megan Jones, Sr Vice President Marketing and Content Barrett Jackson

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

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

Kelsey Waite, Longwoods International, presented the 2024 Longwoods International Travel USA & Return to Sample Reports.

4. Canal Convergence Update

Jennifer Gill, Deputy Director for Canal Convergence Scottsdale Arts, presented an update on the 2024 Canal Convergence Event and preview of the 2025 event.

5. Scottsdale Dia De Los Muertos Festivities

Robert Ramirez, Principal – Producer, LORE Southwest Media and Arts asked for a 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.

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

Megan Jones, Sr Vice President Marketing and Content Barrett Jackson, ask for a 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:

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

Steve Geiogamah gave recommendations on the following events:

- 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



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

Steve Geiogamah gave a brief update 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

9. Commissioners' Report

Chairperson Mineer gave a brief update on her visit to the McCormick Still Railroad Park event.

10. Public Comment

No public comment

11. Identification of Future Agenda Items

Future items will include a presentation Experience Scottsdale's 4th quarter report and other event funding requests.

Adjournment – 10:23AM

With no further business to discuss, being moved by ViceChair Montgomery and seconded by Commissioner Kisselburg, the meeting adjourned at 10:32 am. All in favor, no dissenting votes

Next scheduled meeting is September 16, 2025

