



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

9:00 a.m., Tuesday, September 16, 2025

Kiva Forum-City Hall

3939 N. Drinkwater Boulevard

Scottsdale, Arizona 85251

Approved Minutes

- PRESENT:** Anna Mineer
Chris Montgomery
Jim Kisselburg
Lance Marrin
Joseph Shershenovich
Stephan Miller
Alex Shelton
- STAFF:** Steve Geiogamah
Rachel Smetana
Holli Shannon
Trey Nilles
- GUESTS:** Rachel Pearson, Experience Scottsdale
Jason Rose, Rose Law Group
Allan Naplan, AZ Musicfest
RJ Largay, Oh Wow Company
Mark Pabst, Vice President Scottsdale Gallery Association
Susie Timm, Knife & Fork Media Group
Gerd Wuestemann, Scottsdale Arts
Trey Brennen, Scottsdale Art Week
Amy Gause, Scottsdale Art Week
Brett Wilson, Cities West Media

1. Call to Order/Roll Call – 9:00AM

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. Vice-Chair Montgomery left the meeting early, at 9:55am.

2. Approval of 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

Rachel Pearson, Vice President Community & Government Affairs, gave an update on the Experience Scottsdale fourth quarter report.

4. Arizona Music Festival

Allan Naplan, Executive Producing Director, presented and requested a 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. 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

Trey Brennen, Amy Gause, Brett Wilson and Jason Rose presented and requested a recommendation to City Council for bed tax expenditure up to \$75,000 to support a one-year event funding agreement with Scottsdale Art Week, LLC. 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

RJ Largay, Oh Wow Company and Gerd Wuestemann, Scottsdale Arts, presented and requested a recommendation to City Council for bed tax expenditure up to \$100,000 to support a one-year event funding agreement with Oh Wow LLC. 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

Mark Pabst, Vice President Scottsdale Gallery Association and Susie Timm, Knife & Fork Media Group, presented and requested a recommendation to City Council for bed tax expenditure up to \$125,000 to support a one-year event funding agreement with Scottsdale Gallery Association. 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

Steve Geiogamah gave recommendations on the following events:

- 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

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

10. Commissioners' Report

Chairperson Mineer gave a brief update on her visit to the West's Most Western Rodeo event.

11. Public Comment

No public comment

12. Identification of Future Agenda Items

Future items will include more event funding requests and the tourism budget.

Adjournment – 10:38AM

With no further business to discuss, being moved by Commissioner Kisselburg and seconded by Commissioner Marrin, the meeting adjourned at 10:38 am. All in favor, no dissenting votes

Next scheduled meeting is October 21, 2025

