



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

9:00 a.m., Tuesday, October 21, 2025

Kiva Forum-City Hall

3939 N. Drinkwater Boulevard

Scottsdale, Arizona 85251

Approved Minutes

- PRESENT:** Anna Mineer
Jim Kisselburg
Joseph Shershenovich
Stephan Miller
Alex Shelton
- ABSENT:** Chris Montgomery
Lance Marrin
- STAFF:** Rachel Smetana
Angelica Cipullo
Holli Shannon
- GUESTS:** Todd Bankofier, CEO Executive Director, Scottsdale Museum of the West
Melissa Schalles, Executive Director, Arabian Horse Association of Arizona

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. Vice-Chair Montgomery and Commissioner Marrin were absent.

2. Approval of Minutes

COMMISSIONER KISSELBURG MOVED TO APPROVE THE SEPTEMBER 16, 2025, REGULAR MEETING MINUTES AS PRESENTED. COMMISSIONER MILLER SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0).

3. Old Town Scottsdale Update

Angelica Cipullo, Marketing Program Manager, gave a presentation regarding Old Town Scottsdale marketing and project updates.

4. Western Spirit: Scottsdale’s Museum of the West

Todd Bankofier, CEO Executive Director gave a presentation regarding Western: Spirit Scottsdale’s Museum of the West and the Museums 2025 donor funded major building expansion, acquisition of the world renowned Basha Western Art Collection, and planned future exhibits.

5. Scottsdale Arabian Horse Show Tent Rental Funding Request

Melissa Schalles, Executive Director, Arabian Horse Association of Arizona, asked for a recommendation to City Council for bed tax expenditure up to \$69,000 to support an agreement with Arabian Horse Association for the cost of the tent rental at WestWorld. COMMISSIONER KISSELBURG MOVED TO APPROVE FUNDING UP TO \$69,000 AS PRESENTED. COMMISSIONER MILLER SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0).

6. Event Program Funding Requests

Staff gave recommendations on the following events:

- a. Event Venue Fee Funding Program – Vineyards in the Valley - \$5,699.57
Event Venue Fee Funding Program Total - \$5,699.57
- b. Community Event Funding Program – Greater Phoenix Jewish Film Festival - \$12,500
- c. Community Event Funding Program – Thunderbird Art Festival - \$10,000
- d. Community Event Funding Program – Arizona Concours d'Elegance - \$8,500
Community Event Funding Total - \$31,000

COMMISSIONER KISSELBURG MOVED TO RECOMMEND FUNDING ACCORDING TO STAFF RECOMMENDATIONS TOTALING \$36,699.57 AS PRESENTED. COMMISSIONER MILLER SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0).

7. Staff Reports

Rachel Smetana 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

8. Commissioners’ Report

Commissioner Shershenovich mentioned a recent trip to Taliesin West and the Scottsdale Museum of the West.

9. Public Comment

No public comment.

10. Identification of Future Agenda Items

Future items will include an update of the tourism development budget. Commissioner Shelton requested an update from WestWorld.



Adjournment – 9:49AM

With no further business to discuss, being moved by Commissioner Shershenovich and seconded by Commissioner Shelton, the meeting adjourned at 9:49 am. All in favor, no dissenting votes

Next scheduled meeting is November 18, 2025

