



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

9:00 a.m., Tuesday, November 18, 2025

Kiva Forum-City Hall

3939 N. Drinkwater Boulevard

Scottsdale, Arizona 85251

Approved Minutes

PRESENT: Anna Mineer
Jim Kisselburg
Joseph Shershenovich
Alex Shelton
Chris Montgomery
Lance Marrin

ABSENT: Stephan Miller

STAFF: Rachel Smetana
Trey Nilles
Holli Shannon
Will Lofdahl, General Manager, WestWorld
Carter Unger, Sales Manager, WestWorld

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. Commissioner Miller was absent.

2. Approval of Minutes

VICE-CHAIR MONTGOMERY MOVED TO APPROVE THE OCTOBER 21, 2025, REGULAR MEETING MINUTES AS PRESENTED. COMMISSIONER SHERSHENOVICH SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

3. WestWorld of Scottsdale

Will Lofdahl, General Manager and Carter Unger, Sales Manager of WestWorld gave a presentation regarding WestWorld's FY2025/26 events season and event scheduling process.

4. Event Program Funding Requests

Staff gave recommendations on the following events:

- a. Community Event Funding Program – AZ National Quarter Horse Show - \$10,000
- b. Community Event Funding Program Sun Circuit Quarter Horse Show – \$27,500

Community Event Funding Total - \$37,500

- c. MEAF Program – Arabian Horse Show - \$30,000

MEAF Funding Total - \$30,000

Staff Contact: Steve Geiogamah

VICE-CHAIR MONTGOMERY MOVED TO RECOMMEND FUNDING ACCORDING TO STAFF RECOMMENDATIONS TOTALING \$67,500 AS PRESENTED. MISSIONER KISSELBURG SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

5. Staff Reports

Steve Geiogamah ask if there were any questions regarding these items in the packet:

- a. Staff Bed-Tax Collection Report
- b. Staff Bed Tax Hotel Classification Report
- c. Tourism Development Fund Budget
- d. Program Updates – Post Event Reports

6. Commissioners' Report

Chairperson Mineer said she attended many events including Dia de los Muertos, Canal Convergence, Dreamy Draw, and the Arizona Indigenous Culinary event. Vice-Chair Montgomery volunteered at Every Women's Marathon. Commissioner Shershenovich attended Canal Convergence and Commissioner attended the USTA event. All events were highly praised.

7. Public Comment

No public comment.

8. Identification of Future Agenda Items

Future items will include Scottsdale Museum of the West marketing funding request and a review of the tourism development commission's ordinance.

Adjournment – 9:43AM

With no further business to discuss, being moved by Commissioner Marrin and seconded by Vice-Chair Montgomery, the meeting adjourned at 9:43 am. All in favor, no dissenting votes

Next scheduled meeting is December 16, 2025

