



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

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

Kiva Forum-City Hall

3939 N. Drinkwater Boulevard

Scottsdale, Arizona 85251

Approved Minutes

- PRESENT:** Anna Mineer
Jim Kisselburg
Joseph Shershenovich
Stephan Miller
Lance Marrin
- ABSENT:** Alex Shelton
Chris Montgomery
- STAFF:** Rachel Smetana
Trey Nilles
William Hylan
Holli Shannon
- GUESTS:** Rachel Pearson, Experience Scottsdale
Todd Bankofier, CEO and Executive Director, Museum of the West

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. Commissioners Shelton & Montgomery were absent.

2. Approval of Minutes

COMMISSIONER KISSELBURG MOVED TO APPROVE THE NOVEMBER 18, 2025, REGULAR MEETING MINUTES AS PRESENTED. COMMISSIONER SHERSHENOVICH SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0).

3. Western Spirit: Scottsdale’s Museum of the West Marketing Funding Request

Todd Bankofier, CEO and Executive Director of the Scottsdale’s Museum of the West, asked for a recommendation to City Council for a bed tax fund expenditure of \$90,000 to support marketing and advertising of the March 2026 Grand Opening of the new Louis Sands IV Center Museum expansion and the Basha Western Art Collection
COMMISSIONER MILLER MOVED TO APPROVE EXPENDITURE OF \$90,000 AS PRESENTED. COMMISSIONER SHERSHENOVICH SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0).

4. Tourism Development Commission Ordinance Review

Commission discussed possible changes to the Tourism Development Commission Ordinance Section 2-286 Creation; Membership. Staff will bring back a redline version at a future meeting for final recommendations.

5. Event Program Funding Requests

Staff gave recommendations on the following events:

- a. Community Event Funding Program – Golf Carlisle Arizona Women's Golf Classic – \$8,500

Community Event Funding Total - \$8,500

COMMISSIONER SHERSHENOVICH MOVED TO RECOMMEND FUNDING ACCORDING TO STAFF RECOMMENDATIONS TOTALING \$8,500 AS PRESENTED. COMMISSIONER MILLER SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0).

6. Experience Scottsdale First Quarter Performance Measure Report

Rachel Pearson, Vice President Community & Government Affairs, Experience Scottdale, updated the commission on first quarter performance measurements.

7. Staff Reports

Steve Geiogamah and Rachel Smetana gave an update and brief discussion 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

Chairperson Mineer and Commissioner Miller both attended the Scottsdazzle Tree lighting and were very happy with the event. Commissioner Shershenovich attended the Artwalk.

9. Public Comment

DAVID SMITH MADE A PUBLIC COMMENT REGARDING ITEM 3.



10. Identification of Future Agenda Items

Future items include the tourism budget, Scottsdazzle update, event programs for next fiscal year, ordinance update and tourism studies.

Adjournment - 9:40AM

With no further business to discuss, being moved by Commissioner Marrin and seconded by Commissioner Kisselburg, the meeting adjourned at 9:40 am. All in favor, no dissenting votes

Next scheduled meeting is January 20, 2026

