



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

Marked Agenda

9:00 a.m., Tuesday, January 20, 2026

Kiva Forum-City Hall

3939 N. Drinkwater Boulevard

Scottsdale, Arizona 85251

1. Call to Order/Roll Call – 9:00AM

Anna Mineer, Chairperson

Lance Marrin - **ABSENT**

Joseph Shershenovich

Chris Montgomery, Vice-Chair

Jim Kisselburg

Alex Shelton

Stephan Miller

2. Election of Chair and Vice Chair

Discussion and vote to elect Chair and Vice Chair

Staff Contact: Steve Geiogamah, Tourism Development Manager

VICE-CHAIR MONTGOMERY MOVED TO RE-ELECT ANNA MINEER AS CHAIRPERSON. COMMISSIONER SHERSHENOVICH SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0). CHAIRPERSON MINEER ABSTAINED.

COMMISSIONER SHERSHENOVICH MOVED TO RE-ELECT CHRIS MONTGOMERY AS VICE-CHAIRPERSON. COMMISSIONER KISSELBURG SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0). VICE-CHAIR MONTGOMERY ABSTAINED.

3. Approval of Minutes

Commission discussion and action to approve December 16, 2025, regular meeting minutes.

VICE-CHAIR MONTGOMERY MOVED TO APPROVE THE DECEMBER 16, 2025, REGULAR MEETING MINUTES AS PRESENTED. COMMISSIONER MILLER SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

4. Tourism Development Commission Annual Report

Commission discussion and possible recommendations to approve the TDC annual report.

Staff Contact: Steve Geiogamah, Tourism Development Manager

COMMISSIONER SHERSHENOVICH MOVED TO APPROVE THE 2025 TOURISM DEVELOPMENT COMMISSION ANNUAL REPORT AS PRESENTED. VICE-CHAIR MONTGOMERY SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

5. Arizona Bike Week Funding Request

Presentation, commission discussion, and possible recommendation to City Council for bed tax expenditure up to \$75,000 to support a one-year event funding agreement with FX Promotions, Inc. for Arizona Bike Week event.

Presenters: Lisa Cyr, FX Promotions Inc.

Staff Contact: Steve Geiogamah

COMMISSIONER MILLER MOVED TO RECOMMEND FUNDING UP TO \$75,000 AS PRESENTED. COMMISSIONER KISSELBURG SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

6. Tourism Development Commission Ordinance Review

Commission discussion and possible recommendation to City Council to consider changes to the Tourism Development Commission Ordinance Section 2-286 Creation; Membership.

Staff Contact: Steve Geiogamah

VICE-CHAIR MONTGOMERY MOVED TO RECOMMEND THE PROPOSED CHANGES DISCUSSED IN THE MEETING. COMMISSIONER MILLER SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

7. Event Program Funding Requests

Commission discussion and recommendation on the following applications for event funding:

- a. Community Event Funding Program – Pony Express – up to \$10,000
- b. Community Event Funding Program – Amore Soiree - \$6,000
Community Event Funding Total – up to \$16,000
- c. Matching Event Advertising Fund – Persian New Year Festival - \$30,000
Matching Event Advertising Funding - \$30,000
- d. Event Venue Fee Funding - Global Champions Arabians Tour - \$12,000
Event Venue Fee Funding - \$12,000

Staff Contact: Steve Geiogamah

VICE-CHAIR MONTGOMERY MOVED TO RECOMMEND FUNDING ITEM 7A - \$4,500 AS CALCULATED ON THEIR APPLICATION AND ALL OTHERS AS PRESENTED. TOTAL RECOMMENDATION OF \$52,500. COMMISSIONER MILLER SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

8. Staff Reports

Staff presentation and Commission 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

Staff Contact: Steve Geiogamah

9. Commissioners' Report

Commissioners may give a summary of bed tax supported events, activities, and projects. Information only. The Commission cannot discuss or vote on items not on the agenda, including items brought up as Commissioners' Reports. If discussion required; by the Commission is required, the item should be placed on an upcoming meeting agenda to be consistent with Arizona Open Meeting Law.



10. Public Comment

Written comment cards are accepted for both agendized and non-agendized items and may be submitted to City Staff at any time. Citizens may complete one Request to Speak “Public Comment” card per meeting and submit it to City Staff. Public testimony is limited to three (3) minutes per speaker. Cards submitted after public testimony has begun will be provided to the Public Body at the conclusion of the testimony for that item. Arizona State law prohibits the Tourism Development Commission from discussing or acting on an item that is not on the prepared agenda.

FRANK GUZZO MADE A PUBLIC COMMENT REGARDING ITEM 7B.

11. Identification of Future Agenda Items

The public body may not discuss, deliberate, or take legal action on any matter in the “Identification of Future Agenda Items” unless the specific matter is properly noticed for legal action.

Adjournment – 9:39AM

Next scheduled meeting is February 17, 2026

