



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

Marked Agenda

**9:00 a.m., Tuesday, February 17, 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	Joseph Shershenovich
Chris Montgomery, Vice-Chair	Jim Kisselburg	Alex Shelton
Stephan Miller		

2. [Approval of Minutes](#)

Commission discussion and action to approve January 20, 2026, regular meeting minutes.

VICE-CHAIR MONTGOMERY MOVED TO APPROVE JANUARY 20, 2026, REGULAR MEETING MINUTES AS PRESENTED. COMMISSIONER KISSELBURG SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).

3. [FY 2026/27 Tourism Development Fund Budget & Event Funding](#)

Presentation, commission discussion, and possible recommendation regarding the FY2026/27 Tourism Development Fund Budget and Event Funding Program

Presenter: Trey Nilles, Budget Analyst Senior

Staff Contact: Steve Geiogamah, Tourism Development Manager

VICE-CHAIR MONTGOMERY MOVED TO HAVE STAFF RETURN IN MARCH FOR FURTHER DISCUSSION. COMMISSIONER SHELTON SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).

4. [Experience Scottsdale Second Quarter Performance Measure Reports](#)

Report, update, and Commission discussion.

Presenter: Rachel Pearson, Vice President Community & Government Affairs, Experience Scottsdale

Staff Contact: Steve Geiogamah

5. **West Coast Baseball Tournament**

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 the West Coast Organization.

Presenters: Alex Penewell, Associate Commissioner, Championships and Sports Administration, Lauren Gilligan, Assistant Commissioner, Championships and Sports Administration, Ace England, Assistant Director, Championships and Sport Administration
Staff Contact: Steve Geiogamah

VICE-CHAIR MONTGOMERY MOVED TO APPROVE FUNDING UP TO \$75,000 AS PRESENTED. COMMISSIONER SHERSHENOVICH SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).

6. **Matching Marketing Program**

Presentation, commission discussion, and possible recommendation for an allocation of \$150,000 from bed tax funds allocated toward city marketing for the Matching Marketing Program.

Staff Contact: Kevin Burke, Senior Director Economic Development & Tourism

COMMISSIONER MARRIN MOVED TO APPROVED THE MATCHING MARKETING PROGRAM AS PRESENTED. COMMISSIONER KISSELBURG SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).

7. **Event Program Funding Requests**

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

- a. Community Event Funding Program – Celebrity Wine & Spirits Festival -\$5,500
- b. Community Event Funding Program – Scottsdale Fair and Festival - \$13,500
- c. Community Event Funding Program – Parada del Sol Rodeo - \$27,500
Community Event Funding Total – \$46,500
- d. Event Venue Fee Funding – ECNL Girls Spring Tournament - \$12,000
Event Venue Fee Funding - \$12,000

Staff Contact: Steve Geiogamah

VICE-CHAIR MONTGOMERY MOVED TO APPROVE FUNDING FOR ALL REQUESTS AS PRESENTED FOR A TOTAL EXPENDITURE OF \$58,500. COMMISSION MARRIN SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).COMMISSIONER SHELTON RECUSED HIMSELF DUE TO CONFLICT OF INTEREST.



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.

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 - 10:11AM

Next scheduled meeting is March 17, 2026

