



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

Marked Agenda

9:00 a.m., Tuesday, April 21, 2026
Kiva Forum-City Hall
3939 N. Drinkwater Boulevard
Scottsdale, Arizona 85251

1. Call to Order/Roll Call – 9:02AM

Chris Montgomery, Chairperson	Lance Marrin	Jim Kisselburg
Joseph Shershenovich, Vice-Chair	Alex Shelton	Stephan Miller
Cathy McKeever		

2. [Approval of Minutes](#)

Commission discussion and action to approve March 17, 2026, regular meeting minutes.

COMMISSIONER KISSELBURG MOVED TO APPROVE MARCH 17, 2026, REGULAR MEETING MINUTES AS PRESENTED. COMMISSIONER MARRIN SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).

3. [Experience Scottsdale Strategic Business Plan](#)

Presentation and Commission discussion and possible recommendations regarding the proposed FY 2026/27 Experience Scottsdale Strategic Business Plan and Contractual Performance Measurements.

Presenter: Rachel Sacco, President & CEO, Experience Scottsdale, Executive Staff
Experience Scottsdale

VICE-CHAIR SHERSHEOVICH MOVED TO RECOMMEND THE EXPERIENCE SCOTTSDALE BUSINESS PLAN AS PRESENTED. COMMISSIONER MILLER SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).

4. [FY 2026/27 City Event Funding Programs](#)

Commission update, discussion, and possible recommendation regarding the FY 2026/27 Event Funding Programs:

1. Matching Event Funding Program
2. Community Event Funding Program
3. Event Venue Fee Program
4. Event Development Program

Staff Contact: Steve Geigamah, Tourism Development Manager

COMMISSIONER KISSELBURG MOVED TO RECOMMEND THE FY2627 EVENT FUNDING PROGRAMS AS PRESENTED. COMMISSIONER MCKEEVER SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).

5. 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

6. 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 by the Commission is required, the item should be placed on an upcoming meeting agenda to be consistent with Arizona Open Meeting Law.

7. 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.

8. 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 – 10:14AM

Next scheduled meeting is May 19, 2026

