



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

Marked Agenda

9:00 a.m., Tuesday, June 16, 2026
Kiva Forum-City Hall
3939 N. Drinkwater Boulevard
Scottsdale, Arizona 85251

1. Call to Order/Roll Call

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

CHAIRPERSON MONTGOMERY ANNOUNCED A CANCELATION OF THE MEETING DUE TO A LACK OF QUORUM.

2. Approval of Minutes

Commission discussion and action to approve May 19, 2026, regular meeting minutes.

3. Bentley Scottsdale Polo Event Funding Request

Presentation, Commission discussion, and possible recommendation to City Council for bed tax fund expenditure up to \$75,000 to Bentley Scottsdale Polo Championship to support the Bentley Scottsdale Polo Event.

Presenter: Jason Rose, Bentley Scottsdale Polo Championship
Staff Contact: Steve Geiogamah, Tourism Development Manager

4. Arizona National Breeder Finals Horse Show Event Funding Request

Presentation, Commission discussion, and possible recommendation to City Council for bed tax expenditure up to \$66,250 to support a one-year event funding agreement with Arabian Horse Association for the Arizona National Breeder Finals Horse Show.

Presenter: Melissa Schalles, Executive Director Arabian Horse Association
Staff Contact: Steve Geiogamah

5. Old Town Annual Marketing Plan

Presentation, Commission discussion, and possible recommendation to City Council regarding the FY2026-27 Annual Marketing Plan for Old Town Scottsdale.

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

6. Scottsdale Golf Economic Impact Analysis

Presentation, Commission discussion, and possible recommendation for bed tax expenditure up to \$12,250 for a Scottsdale Golf Economic Impact Analysis.
Presenter: Kevin Burke, Senior Director Economic Development & Tourism
Staff Contact: Steve Geiogamah

7. 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

8. 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.

9. 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.

10. 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

Next scheduled meeting is July 21, 2026

