



City of Scottsdale
Tourism Development Commission
Special Meeting

Marked Agenda

9:00 a.m., Tuesday, June 23, 2026
Kiva Forum-City Hall
3939 N. Drinkwater Boulevard
Scottsdale, Arizona 85251

1. Call to Order/Roll Call – 9:00AM

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

2. Approval of Minutes

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

COMMISSIONER KISSELBURG MOVED TO APPROVE MAY 19, 2026, REGULAR MEETING MINUTES AS PRESENTED. COMMISSIONER MCKEEVER SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0).

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

COMMISSIONER MCKEEVER MOVED TO APPROVED FUNDING UP TO \$75,000 AS PRESENTED. COMMISSIONER KISSELBURG SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0).

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

COMMISSIONER KISSELBURG MOVED TO APPROVED FUNDING UP TO \$66,250 AS PRESENTED. VICE-CHAIR SHERSHENOVICH SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0).

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 to allocate bed tax funds up to \$12,250 to support a Scottsdale Golf Economic Impact Analysis.

Presenter: Kevin Burke, Senior Director Economic Development & Tourism

Staff Contact: Steve Geiogamah

COMMISSIONER MCKEEVER MOVED TO APPROVED EXPENDITURE UP TO \$12,250 AS PRESENTED. COMMISSIONER KISSELBURG SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0).

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 – 10:01AM

Next scheduled meeting is July 21, 2026

