



City of Scottsdale
Tourism Development Commission
Regular Meeting
Marked Agenda

9:00 a.m., Tuesday, September 15, 2026

Kiva Forum-City Hall
3939 N. Drinkwater Boulevard
Scottsdale, Arizona 85251

1. Call to Order/Roll Call - 9:01AM

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

2. Approval of Minutes

Commission discussion and action to approve August 18, 2026, regular meeting minutes.

VICE-CHAIR SHERSHENOVICH MOVED TO APPROVE AUGUST 18, 2026, REGULAR MEETING MINUTES AS PRESENTED. COMMISSIONER MILLER SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

3. Experience Scottsdale Fourth Quarter Performance Measure Report

Report, update, and Commission discussion.

Presenter: Rachel Sacco, President & CEO, Experience Scottsdale

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

4. Scottsdale Tourism & Economic Development Strategic Plans

Presentation, Commission discussion and possible recommendations regarding the Scottsdale Tourism & Economic Development Strategic Plans.

Presenter: Jennifer Tuchband, General Manager Keen Independent Research

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

5. Event Program Funding Requests

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

- a. Community Event Funding Program – Scottsdale Italian Festival - \$8,500
- b. Community Event Funding Program – Million-Dollar Breakaway - \$8,500
- c. Community Event Funding Program – Scottsdale Symphonic Orchestra - \$8,500
- d. Community Event Funding Program – Desert Dog Police K9 Trials - \$7,500

- e. Community Event Funding Program – Day of the Dog - \$8,500

Total Request \$41,500

- f. Matching Event Advertising Program – Barrett Jackson Scottsdale Auction - \$30,000
- g. Matching Event Advertising Program – Western Wiffleball Classic - \$30,000

Total Request \$60,000

- h. Event Venue Fee Program - Arizona Fall Softball Invitational -\$8,500
- i. Event Venue Fee Program - ECNL Boys Phoenix – Soccer - \$5,210

Total Request \$13,710

Staff Contact: Steve Geiogamah, Tourism Manager

COMMISSIONER KISSELBURG MOVED TO APPROVE FUNDING FOR EIGHT EVENTS AS PRESENTED TOTALLING \$106,710. VICE-CHAIR SHERSHENOVICH SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ONE (1). COMMISSIONER SHETLON ABSTAINED

6. Scottsdale Ferrari Art 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 Scottsdale Art Week, LLC for the Scottsdale Ferrari Art Walk

Presenter: Jason Rose

Staff Contact: Steve Geiogamah

COMMISSIONER SHELTON MADE A MOTION TO APPROVE FUNDING UP TO \$50,000. MOTION DIED FOR LACK OF A SECOND.

COMMISSIONER KISSELBURG MADE A MOTION TO APPROVE FUNDING UP TO \$75,000 AS PRESENTED. COMMISSIONER MILLER SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ONE (1). COMMISSIONER SHELTON DISSENTED.

7. Arizona Music Festival

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 Arizona Musicfest for the Arizona Music 2026-2027 Concert Series.

Presenter: Allan Naplan, Executive Producing Director

Staff Contact: Steve Geiogamah

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

8. Parada del Sol Parade & Trails End

Presentation, Commission discussion, and possible recommendations to City Council for bed tax expenditure up to \$228,750 to support a one-year event funding agreement with the Parada del Sol Historic Parade for the Parada del Sol Parade & Trails End event.

Presenter: Dennis Robbins, Executive Director Charros

Staff Contact: Steve Geiogamah



COMMISSIONER KISSELBURG MADE A MOTION TO APPROVE FUNDING UP TO \$228,750 AS PRESENTED. COMMISSIONER MILLER SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

9. Scottsdale Artwalk Event Funding Request

Presentation, Commission discussion, and possible recommendations to City Council for bed tax expenditure up to \$150,000 to support a one-year event funding agreement with Scottsdale Gallery Association for the Scottsdale Artwalk series

Presenter: Mark Pabst, Paul Eubanks Scottsdale Gallery Association

Staff Contact: Steve Geiogamah

COMMISSIONER MILLER MADE A MOTION TO APPROVE FUNDING UP TO \$150,000 AS PRESENTED. COMMISSIONER KISSELBURG SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

10. 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

11. 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.

12. 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.

13. 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 – 11:04AM



Next scheduled meeting is October 20, 2026

