# City of Scottsdale
# Tourism Development Commission
# Regular Meeting
# Marked Agenda

**9:00 a.m., Tuesday, October 20, 2026**
**Kiva Forum-City Hall**
**3939 N. Drinkwater Boulevard**
**Scottsdale, Arizona 85251**

1. **Call to Order/Roll Call – 9:01AM**

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| Chris Montgomery, Chairperson | Stephan Miller | Terri Worthington |
| Joseph Shershenovich, Vice-Chair | Alex Shelton **- ABSENT** | |
| Cathy McKeever | Jim Kisselburg | |

2. **Approval of Minutes**
Commission discussion and action to approve September 15, 2026, regular meeting minutes.
**COMMISSIONER MILLER MOVED TO APPROVE SEPTEMEBER 15, 2026, REGULAR MEETING MINUTES AS PRESENTED. VICE-CHAIR SHERSHENOVICH SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).**

3. **Scottsdale Tourism Strategic Plan**
Presentation, Commission discussion and possible recommendation regarding the DRAFT Tourism & Events Strategic Plan.
Presenter: Alex Keen, Managing Principal, Keen Independent Research
Staff Contact: Kevin Burke, Senior Director Economic Development & Tourism
**COMMISSIONER MCKEEVER MOVED TO RECOMMEND THE TOURISM STRATEGIC PLAN AS PRESENTED. COMMISSIONER MILLER SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).**

4. **Event Program Funding Requests**
Commission discussion and recommendation on the following applications for event funding:
   a. Event Venue Fee Funding Program – Desert Super Cup - $12,000
   b. Event Venue Fee Funding Program – The Open - $12,000
   c. Event Venue Fee Funding Program – Scottsdale Lacrosse - $3,025
   d. Event Venue Fee Funding Program – RSL Holiday Classic - $12,000

   **Total Request $39,025**

   e. Community Event Funding Program – Arizona National Quarter Horse - $10,000
   f. Community Event Funding Program – Rosé Disco - $3,500
   g. Community Event Funding Program – AZ Concours d'Elegance - $8,500
   h. Community Event Funding Program – Waterfront Fine Art Festival - $10,000

i. Community Event Funding Program – Scottsdale Book Festival - $4,500
j. Community Event Funding Program – Pony Express - $8,500

**Total Request $45,000**

Staff Contact: Steve Geiogamah, Tourism Development Manager

**COMMISSIONER MILLER MOVED TO APPROVE FUNDING FOR TEN EVENTS AS PRESENTED TOTALLING $80,025. COMMISSIONER KISSELBURG SECONDED. THE MOTION CARRIED BYA VOTE OF SIX (6) TO ZERO (0).**

**5. Staff Reports**

Staff presentation and Commission discussion of the following:

a. Staff Bed Tax Hotel Classification Report
b. Tourism Development Fund Budget
c. 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 – 9:41 AM**

**Next scheduled meeting is November 17, 2026**