



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

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

2. Approval of Minutes

Commission discussion and action to approve September 15, 2026, regular meeting minutes.

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

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 Geigamah, Tourism Development Manager

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

Next scheduled meeting is November 17, 2026

