



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

9:00 a.m., Tuesday, January 20, 2026

Kiva Forum-City Hall

3939 N. Drinkwater Boulevard

Scottsdale, Arizona 85251

**Approved Minutes**

**PRESENT:** Anna Mineer  
Jim Kisselburg  
Joseph Shershenovich  
Stephan Miller  
Alex Shelton  
Chris Montgomery

**ABSENT:** Lance Marrin

**STAFF:** Steve Geiogamah  
Rachel Smetana  
Trey Nilles  
Holli Shannon

**GUESTS:** Lisa Cyr, FX Promotions Inc.

**1. Call to Order/Roll Call – 9:00AM**

Meeting of the Scottsdale Tourism Development Commission called to order at 9:00am and with noted presence of a quorum. Commissioner Mineer was absent.

**2. Election of Chair and Vice Chair**

VICE-CHAIR MONTGOMERY MOVED TO RE-ELECT ANNA MINEER AS CHAIRPERSON.

COMMISSIONER SHERSHENOVICH SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0). CHAIRPERSON MINEER ABSTAINED.

COMMISSIONER SHERSHENOVICH MOVED TO RE-ELECT CHRIS MONTGOMERY AS VICE-CHAIRPERSON. COMMISSIONER KISSELBURG SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0). VICE-CHAIR MONTGOMERY ABSTAINED.

**3. Approval of Minutes**

VICE-CHAIR MONTGOMERY MOVED TO APPROVE THE DECEMBER 16, 2025, REGULAR MEETING MINUTES AS PRESENTED. COMMISSIONER MILLER SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

**4. Tourism Development Commission Annual Report**

COMMISSIONER SHERSHENOVICH MOVED TO APPROVE THE 2025 TOURISM DEVELOPMENT COMMISSION ANNUAL REPORT AS PRESENTED. VICE-CHAIR MONTGOMERY SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

**5. Arizona Bike Week Funding Request**

Lisa Cyr, FX Promotions Inc. asked for a recommendation to City Council for bed tax expenditure up to \$75,000 to support a one-year event funding agreement with FX Promotions, Inc. for Arizona Bike Week event.

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

**6. Tourism Development Commission Ordinance Review**

Commission made a recommendation to City Council to consider changes to the Tourism Development Commission Ordinance Section 2-286 Creation; Membership.

VICE-CHAIR MONTGOMERY MOVED TO RECOMMEND THE PROPOSED CHANGES DISCUSSED IN THE MEETING. COMMISSIONER MILLER SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

**7. Event Program Funding Requests**

Staff gave recommendations on the following events:

- a. Community Event Funding Program – Pony Express – up to \$10,000
- b. Community Event Funding Program – Amore Soiree - \$6,000  
**Community Event Funding Total – up to \$16,000**
- c. Matching Event Advertising Fund – Persian New Year Festival - \$30,000  
**Matching Event Advertising Funding - \$30,000**
- d. Event Venue Fee Funding - Global Champions Arabians Tour - \$12,000  
**Event Venue Fee Funding - \$12,000**

VICE-CHAIR MONTGOMERY MOVED TO RECOMMEND FUNDING ITEM 7A - \$4,500 AS CALCULATED ON THEIR APPLICATION AND ALL OTHERS AS PRESENTED. TOTAL RECOMMENDATION OF \$52,500. COMMISSIONER MILLER SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

**8. Staff Reports**

Steve Geiogamah gave a brief update 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



**9. Commissioners' Report**

Commissioners had no updates.

**10. Public Comment**

FRANK GUZZO MADE A PUBLIC COMMENT REGARDING ITEM 7B.

**11. Identification of Future Agenda Items**

Future items include the tourism budget, event programs for next fiscal year, and event funding requests.

**Adjournment – 9:39AM**

With no further business to discuss, being moved by Commissioner Miller and seconded by Commissioner Shershenovich, the meeting adjourned at 9:39 am. All in favor, no dissenting votes

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

