



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

9:00 a.m., Tuesday, February 17, 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
Lance Marrin

STAFF: Steve Geiogamah
Kevin Burke
Trey Nilles
Holli Shannon

GUESTS: Rachel Pearson, Experience Scottsdale
Alex Penewell, Championships and Sports Administration
Lauren Gilligan, Championships and Sports Administration,
Ace England, Championships and Sport Administration

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. All members in attendance.

2. Approval of Minutes

VICE-CHAIR MONTGOMERY MOVED TO APPROVE JANUARY 20, 2026, REGULAR MEETING MINUTES AS PRESENTED. COMMISSIONER KISSELBURG SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).

3. FY 2026/27 Tourism Development Fund Budget & Event Funding

Trey Nilles, Budget Analyst Senior gave a presentation and asked for a recommendation regarding the FY2026/27 Tourism Development Fund Budget and Event Funding Programs. VICE-CHAIR MONTGOMERY MOVED TO HAVE STAFF RETURN IN MARCH FOR FURTHER DISCUSSION. COMMISSIONER SHELTON SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).

4. Experience Scottsdale Second Quarter Performance Measure Reports

Rachel Pearson, Vice President Community & Government Affairs, Experience Scottsdale presented the Experience Scottsdale second quarter performance measures.

5. West Coast Baseball Tournament

Alex Penewell, Associate Commissioner, Championships and Sports Administration, Lauren Gilligan, Assistant Commissioner, Championships and Sports Administration, and Ace England, Assistant Director, Championships and Sport Administration asked for a possible recommendation to City Council for bed tax expenditure up to \$75,000 to support a one-year event funding agreement with the West Coast Organization.

VICE-CHAIR MONTGOMERY MOVED TO APPROVE FUNDING UP TO \$75,000 AS PRESENTED. COMMISSIONER SHERSHENOVICH SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).

6. Matching Marketing Program

Kevin Burke, Senior Director Economic Development & Tourism, gave a presentation and asked for a recommendation for an allocation of \$150,000 from bed tax funds allocated toward city marketing for the Matching Marketing Program.

COMMISSIONER MARRIN MOVED TO APPROVED THE MATCHING MARKETING PROGRAM AS PRESENTED. COMMISSIONER KISSELBURG SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).

7. Event Program Funding Requests

Staff gave recommendations on the following events:

- a. Community Event Funding Program – Celebrity Wine & Spirits Festival - \$5,500
- b. Community Event Funding Program – Scottsdale Fair and Festival - \$13,500
- c. Community Event Funding Program – Parada del Sol Rodeo - \$27,500
- Community Event Funding Total – \$46,500**
- d. Event Venue Fee Funding – ECNL Girls Spring Tournament - \$12,000
- Event Venue Fee Funding - \$12,000**

VICE-CHAIR MONTGOMERY MOVED TO APPROVE FUNDING FOR ALL REQUESTS AS PRESENTED FOR A TOTAL EXPENDITURE OF \$58,500. COMMISSION MARRIN SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0). COMMISSIONER SHELTON RECUSED HIMSELF DUE TO CONFLICT OF INTEREST.

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 – February 27, SUNSET REVIEW AUDIT.



9. Commissioners' Report

COMMISSIONER MILLER ATTENDED WESTERN WEEK, PARADA DEL SOL PARADE AND THE GOLD PALLETTE ARTWALK. CHAIRPERSON MINEER ALSO ATTENDED THESE EVENTS. COMMISSIONER KISSELBURG COMMENDED THE TRAILS END FESTIVAL IN OLD TOWN.

10. Public Comment

No public comment.

11. Identification of Future Agenda Items

FUTURE ITEMS TO INCLUDE EXPEREINCE SCOTTSDALE'S WORK PLAN, EVENT FUNDING PROGRAM REVIEW AND THE TOURISM BUDGET.

Adjournment - 10:11AM

With no further business to discuss, being moved by Commissioner Miller and seconded by Commissioner Kisselburg, the meeting adjourned at 10:11 am. All in favor, no dissenting votes

Next scheduled meeting is March 17, 2026

