



City of Scottsdale
Tourism Development Commission
Regular Meeting

9:00 a.m., Tuesday, April 21, 2026
Kiva Forum-City Hall
3939 N. Drinkwater Boulevard
Scottsdale, Arizona 85251

Approved Minutes

- PRESENT:** Alex Shelton
Jim Kisselburg
Joseph Shershenovich
Stephan Miller
Chris Montgomery
Lance Marrin
Cathy McKeever
- STAFF:** Steve Geiogamah
Trey Nilles
Holli Shannon
- GUESTS:** Rachel Sacco, President & CEO, Experience Scottsdale
Kelli Blubaum, Experience Scottsdale
Michelle Myers, Experience Scottsdale
Laura McMurchie, Experience Scottsdale
Deanne Boynton Grupp, Experience Scottsdale

1. Call to Order/Roll Call – 9:02AM

Meeting of the Scottsdale Tourism Development Commission called to order at 9:02am and with noted presence of a quorum.

2. Approval of Minutes

COMMISSIONER KISSELBURG MOVED TO APPROVE MARCH 17, 2026, REGULAR MEETING MINUTES AS PRESENTED. COMMISSIONER MARRIN SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).

3. Experience Scottsdale Strategic Business Plan

Rachel Sacco, President & CEO, and Executive Staff of Experience Scottsdale presented their proposed FY 2026/27 Experience Scottsdale Strategic Business Plan and Contractual Performance Measurements.

VICE-CHAIR SHERSHEOVICH MOVED TO RECOMMEND THE EXPERIENCE SCOTTSDALE BUSINESS PLAN AS PRESENTED. COMMISSIONER MILLER SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).

4. FY 2026/27 City Event Funding Programs

Steve Geiogamah, Tourism Development Manager, presented updates and asked for recommendation regarding the FY 2026/27 Event Funding Programs:

1. Matching Event Funding Program
2. Community Event Funding Program
3. Event Venue Fee Program
4. Event Development Program

COMMISSIONER KISSELBURG MOVED TO RECOMMEND THE FY2627 EVENT FUNDING PROGRAMS AS PRESENTED. COMMISSIONER MCKEEVER SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).

5. 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

6. Commissioners' Report

Commissioner McKeever attended a mystery event at the art museum and the anniversary event at the stadium.

7. Public Comment

No public comment.

8. Identification of Future Agenda Items

Future items include WestWorld's strategic plan and event funding requests.

Adjournment – 10:14AM

With no further business to discuss, being moved by Commissioner Marrin and seconded by Commissioner Shelton, the meeting adjourned at 10:14AM am. All in favor, no dissenting votes

Next scheduled meeting is May 19, 2026

