



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

9:00 a.m., Tuesday, May 19, 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
Cathy McKeever

ABSENT: Lance Marrin

STAFF: Steve Geiogamah
Kevin Burke
Trey Nilles
Holli Shannon
Will Lofdahl
Carter Unger

GUESTS: Rachel Pearson, Experience Scottsdale

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.

2. Approval of Minutes

COMMISSIONER MILLER MOVED TO APPROVE APRIL 21, 2026, REGULAR MEETING MINUTES AS PRESENTED. COMMISSIONER KISSELBURG SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

3. WestWorld of Scottsdale Strategic Plan

Will Lofdahl, General Manager and Carter Unger, Sales Manager at WestWorld, presented the WestWorld's Strategic Plan.

4. Experience Scottsdale Third Quarter Performance Measure Report

Rachel Pearson, Vice President Community & Government Affairs, Experience Scottsdale shared the Experience Scottsdale third quarter performance measurements.

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

Vice-Chair Shershenovich mentioned the Carlisle Arizona Women's Golf Classic and the 11th US Amateur Four-Ball Championship. Commissioner McKeever attended Cattletrack, the Merchantile Market, and the Farmers Market.

7. Public Comment

No public comment.

8. Identification of Future Agenda Items

Future items include the Polo Event funding request and the Arabian Breeder Finals funding request. Longwoods will present research findings. Commission McKeever asked for follow-up from the stadium.

Adjournment – 9:46AM

With no further business to discuss, being moved by Commissioner McKeever and seconded by Vice-Chair Shershenovich, the meeting adjourned at 9:46AM. All in favor, no dissenting votes

Next scheduled meeting is June 16, 2026

