



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

9:00 a.m., Tuesday, June 23, 2026

Kiva Forum-City Hall

3939 N. Drinkwater Boulevard

Scottsdale, Arizona 85251

Approved Minutes

PRESENT: Jim Kisselburg
Joseph Shershenovich
Chris Montgomery
Cathy McKeever

ABSENT: Stephan Miller
Alex Shelton

STAFF: Steve Geiogamah
Kevin Burke
Holli Shannon

GUESTS: Melissa Schalles, Arabian Horse Association
Jason Rose, Bentley Scottsdale Polo Championship

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 KISSELBURG MOVED TO APPROVE MAY 19, 2026, REGULAR MEETING MINUTES AS PRESENTED. COMMISSIONER MCKEEVER SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0).

3. Bentley Scottsdale Polo Event Funding Request

Jason Rose, Bentley Scottsdale Polo Championship, asked for a recommendation to City Council for bed tax fund expenditure up to \$75,000 to Bentley Scottsdale Polo Championship to support the Bentley Scottsdale Polo Event.

COMMISSIONER MCKEEVER MOVED TO APPROVED FUNDING UP TO \$75,000 AS PRESENTED. COMMISSIONER KISSELBURG SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0).

4. Arizona National Breeder Finals Horse Show Event Funding Request

Melissa Schalles, Executive Director Arabian Horse Association, asked for a recommendation to City Council for bed tax expenditure up to \$66,250 to support a one-year event funding agreement with Arabian Horse Association for the Arizona National Breeder Finals Horse Show.

COMMISSIONER KISSELBURG MOVED TO APPROVED FUNDING UP TO \$66,250 AS PRESENTED. VICE-CHAIR SHERSHENOVICH SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0).

5. Old Town Annual Marketing Plan

Kevin Burke, Senior Director Economic Development & Tourism, presented the FY2026-27 Annual Marketing Plan for Old Town Scottsdale.

6. Scottsdale Golf Economic Impact Analysis

Kevin Burke asked for a recommendation to allocate bed tax funds up to \$12,250 to support a Scottsdale Golf Economic Impact Analysis.

COMMISSIONER MCKEEVER MOVED TO APPROVED EXPENDITURE UP TO \$12,250 AS PRESENTED. COMMISSIONER KISSELBURG SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0).

7. 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

8. Commissioners' Report

Commissioner McKeever attended the Memorial Day event and the NRCHA event.

9. Public Comment

No public comment.

10. Identification of Future Agenda Items

Future items include an update on Canal Convergence, Artwalk, Parada Parade, and the Indigenous Culinary event.

Adjournment – 10:01AM

With no further business to discuss, being moved by Commissioner Kisselburg and seconded by Vice-Chair Shershenovich, the meeting adjourned at 10:01AM. All in favor, no dissenting votes

Next scheduled meeting is July 21, 2026

