



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

9:00 a.m., Tuesday, August 18, 2026

Kiva Forum-City Hall

3939 N. Drinkwater Boulevard

Scottsdale, Arizona 85251

**Approved Minutes**

- PRESENT:** Joseph Shershenovich  
Chris Montgomery  
Cathy McKeever  
Stephan Miller  
Alex Shelton  
Jim Kisselburg
- STAFF:** Kevin Burke  
Trey Nilles  
Holli Shannon
- GUESTS:** Jeffrey Ferns, Tarra Lazos Creative  
Alex Keen, Keen Independent Research  
Jennifer Gill, Director of Canal Convergence Scottsdale Arts

**1. Call to Order/Roll Call – 9:01AM**

Meeting of the Scottsdale Tourism Development Commission called to order at 9:01am and with noted presence of a quorum.

**2. Approval of Minutes**

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

**3. Canal Convergence Update**

Jennifer Gill, Director of Canal Convergence Scottsdale Arts gave an update on the 2025 & 2026 the Canal Convergence Event.

**4. Arizona Native Culinary Experience event funding request**

Jeffrey Ferns, Tarra Lazos Creative asked for a recommendation to City Council for bed tax expenditure up to \$28,000, to support a one-year event funding agreement with Tarra Lazos Creative for the Arizona Native Culinary Experience event.

COMMISSIONER MILLER MOVED TO APPROVE FUNDING UP TO \$28,000 AS PRESENTED.

COMMISSIONER KISSELBURG SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

**5. Event Program Funding Requests**

Staff gave recommendations on the following events:

- a. Event Venue Fee Funding Program – Scottsdale Cup - \$12,000

Event Venue Fee Funding Program Total - \$12,000

- b. Community Event Funding Program – Best of the West - \$10,000

Community Event Funding Total - \$10,000

COMMISSIONER MILLER MOVED TO APPROVE FUNDING AS PRESENTED. COMMISSIONER SHELTON SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

**6. Scottsdale Tourism & Economic Development Strategic Plans**

Alex Keen, Keen Independent Research, gave a presentation regarding the Scottsdale Tourism & Economic Development Strategic Plans.

**7. Staff Reports**

No discussion about the staff reports.

**8. Commissioners' Report**

Commissioner McKeever has been attending the Museum of the West movie nights.

**9. Public Comment**

No public comment.

**10. Identification of Future Agenda Items**

Future items include an update on the Scottsdale Tourism & Economic Development Strategic Plans and event funding.

**Adjournment – 10:10AM**

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

**Next scheduled meeting is September 15, 2026**

