Approved October 20, 2026

City of Scottsdale
Tourism Development Commission
Regular Meeting

9:00 a.m., Tuesday, September 15, 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: Rachel Sacco, President & CEO, Experience Scottdale
Allan Naplan, Executive Producing Director
Dennis Robbins, Executive Director Charros
Mark Pabst, Scottsdale Gallery Association
Paul Eubanks, Scottsdale Gallery Association
Susie Timm, Knife & Fork Media
Jason Rose, Co-Founder and Co-Owner Scottsdale Art Week
Trey Brennen, Co-Founder and Co-Owner Scottsdale Art Week
Amy Gause, Director and Co-Owner Scottsdale Art Week

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**
   VICE-CHAIR SHERSHENOVICH MOVED TO APPROVE AUGUST 18, 2026, REGULAR MEETING

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

3. **Experience Scottsdale Fourth Quarter Performance Measure Report**
Rachel Sacco, President & CEO, Experience Scottdale presented the fourth quarter performance measures.

4. **Scottsdale Tourism & Economic Development Strategic Plans**
Kevin Burke, Senior Director Economic Development & Tourism gave an update regarding the Scottsdale Tourism & Economic Development Strategic Plans.

5. **Event Program Funding Requests**
Staff gave recommendations on the following events:
   a. Community Event Funding Program – Scottsdale Italian Festival - $8,500
   b. Community Event Funding Program – Million-Dollar Breakaway - $8,500
   c. Community Event Funding Program – Scottsdale Symphonic Orchestra - $8,500
   d. Community Event Funding Program – Desert Dog Police K9 Trials - $7,500
   e. Community Event Funding Program – Day of the Dog - $8,500 – not recommended
      Total Request $41,500
   f. Matching Event Advertising Program – Barrett Jackson Scottsdale Auction - $30,000
   g. Matching Event Advertising Program – Western Wiffleball Classic - $30,000
      Total Request $60,000
   h. Event Venue Fee Program - Arizona Fall Softball Invitational -$8,500
   i. Event Venue Fee Program - ECNL Boys Phoenix – Soccer - $5,210
      Total Request $13,710

   COMMISSIONER KISSELBURG MOVED TO APPROVE FUNDING FOR EIGHT EVENTS AS PRESENTED TOTALLING $106,710. VICE-CHAIR SHERSHENOVICH SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ONE (1). COMMISSIONER SHETLON ABSTAINED

6. **Scottsdale Ferrari Art Week Funding Request**
Jason Rose, Trey Brennen, and Amy Gause asked for a recommendation to City Council for bed tax expenditure up to $75,000 to support a one-year event funding agreement with Scottsdale Art Week, LLC for the Scottsdale Ferrari Art Walk
COMMISSIONER SHELTON MADE A MOTION TO APPROVE FUNDING UP TO $50,000. MOTION DIED FOR LACK OF A SECOND.
COMMISSIONER KISSELBURG MADE A MOTION TO APPROVE FUNDING UP TO $75,000 AS PRESENTED. COMMISSIONER MILLER SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ONE (1). COMMISSIONER SHELTON DISSENTED.

7. **Arizona Music Festival**
Allan Naplan requested a recommendation to City Council for bed tax expenditure up to $75,000 to support a one-year event funding agreement with Arizona Musicfest for the Arizona Music 2026-2027 Concert Series.

COMMISSIONER MILLER MADE A MOTION TO APPROVE FUNDING UP TO $75,000 AS PRESENTED. COMMISSIONER KISSELBURG SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

8. **Parada del Sol Parade & Trails End**

Dennis Robbins, Executive Director Charros asked for a recommendation to City Council for bed tax expenditure up to $228,750 to support a one-year event funding agreement with the Parada del Sol Historic Parade for the Parada del Sol Parada & Trails End event.
COMMISSIONER KISSELBURG MADE A MOTION TO APPROVE FUNDING UP TO $228,750 AS PRESENTED. COMMISSIONER MILLER SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

9. **Scottsdale Artwalk Event Funding Request**

Mark Pabst and Paul Eubanks requested a recommendation to City Council for bed tax expenditure up to $150,000 to support a one-year event funding agreement with Scottsdale Gallery Association for the Scottsdale Artwalk series
COMMISSIONER MILLER MADE A MOTION TO APPROVE FUNDING UP TO $150,000 AS PRESENTED. COMMISSIONER KISSELBURG SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

10. **Staff Reports**

No discussion about the staff reports.

11. **Commissioners' Report**

Commissioner McKeever attended a Celebrate 75 event.

12. **Public Comment**

No public comment

13. **Identification of Future Agenda Items**

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

Adjournment – 11:04AM

With no further business to discuss, being moved by Commissioner McKeever and seconded by Vice-Chair Shershenovich, the meeting adjourned at 11:04AM. All in favor, no dissenting votes

Next scheduled meeting is October 20, 2026