



City of Scottsdale
Economic Development Committee
Regular Meeting – Minutes

3:00 p.m., Wednesday, January 14, 2026
One Civic Center Suite 300 City Manager's Conference Room
7447 E Indian School Rd Suite 300. Scottsdale, AZ 85251

Call to Order

The meeting was called to order at 3:00 PM by the Chair (Vice Mayor).

Present:

Vice Mayor Adam Kwasman, Chair
Councilwoman Jan Dubauskas
Councilwoman Solange Whitehead

Staff:

- Kevin Burke, Director, Economic Development
- Josh Utterback, Economic Development
- Amy Herring Administrative Assistant for Economic Development and Tourism
- Bill Hyland, Deputy City Attorney

Public Comment

None

1. Approval of November 18, 2025, Summarized Minutes of Regular Meeting

Action: Approval of Minutes

CHAIR KWASMAN MOVED TO APPROVE THE NOVEMBER 18, 2025, COUNCIL COMMITTEE ON ECONOMIC DEVELOPMENT REGULAR MEETING MINUTES. VICE MAYOR DUBAUSKAS SECONDED THE MOTION, WHICH CARRIED THREE (3) TO ZERO (0). CHAIR KWASMAN, VICE MAYOR

DUBAUSKAS, AND COUNCILWOMAN WHITEHEAD VOTED IN THE AFFIRMATIVE. THERE WERE NO DISSENTING VOTES.

2. Scottsdale Chamber of Commerce

Mark Stanton, President & CEO of the Scottsdale Area Chamber of Commerce, will provide an overview of their partnership with the City of Scottsdale.

Staff Contact: Kevin Burke, SR Director, Economic Development & Tourism – 480-312-2533

Key Highlights:

- **Chamber Role & History:**
 - ~1,000 member businesses across diverse sectors (manufacturing, tech, financial services, defense, retail, etc.).
 - Longstanding collaboration with the city; Chamber history exceeds 75 years, integral to Scottsdale’s civic and economic fabric.
 - Origin home for Scottsdale’s Convention & Visitors Bureau (now Experience Scottsdale) and continues close tourism ties.
- **Programs & Events (≈200–250 annually):**
 - Signature events: State of the City, History Hall of Fame, Sterling Awards, women-in-leadership series, golf tournament.
 - Workforce development emphasis via Chamber University (with Scottsdale Community College) and education forums (ASU, SCC, SUSU, GCU, BASIS, etc.).
 - Ongoing monthly Economic Development Subcommittee with City participation; recurring updates from Experience Scottsdale on research and tourism trends.
- **Policy & Legislative Engagement:**
 - The Chamber does not lobby the city, does not endorse candidates, and holds no PAC.
 - Regional advocacy through the East Valley Chamber of Commerce Alliance (EVCCA) at the state level, with a priority on local control, mirroring municipal needs.
- **Business Attraction & Retention Collaboration:**
 - Daily connectivity with City Economic Development (Kevin, Josh, team) for referrals, licensing guidance, and onboarding new businesses to the community.
 - Reciprocal engagement with GPEC and Arizona Commerce Authority (ACA); coordination during major events (e.g., WM Phoenix Open) to meet C-suite leaders/site selectors.
 - Retention focus: Chamber monitors potential business departures and shares intelligence; stressed disappointment at prior losses (e.g., Fender relocation to Phoenix) and expressed broad awareness of sensitive projects (e.g., Axon).
- **Regional Lens (“Scottsdale Area”):**
 - Active relations with Salt River Pima-Maricopa Indian Community (SRPMIC); engagement with tribal leadership and businesses across Pima Road corridor.
 - Affirmed shared “regional powerhouse” view with ACA/GPEC—coordinated messaging and attraction are key to continued success.

Discussion Points:

- **Challenges heading into 2026:**
 - Managing state-level actions impacting municipal local control (e.g., preemption or mandates) is a top concern.
 - Community divisions around controversial development items can have reputational impact; continued clear messaging that Scottsdale remains “open for business” is critical.
- **Opportunities (“Super Season”):**
 - Barrett-Jackson, WM Phoenix Open, Parada del Sol, and Spring Training are major “good-news” platforms to showcase Scottsdale, deepen relationships, and highlight tourism’s role as a bellwether for economic development.
 - Leverage Scottsdale’s strong brand, airport connectivity (including **JSX** model), and Experience Scottsdale research to drive qualified business leads.

Committee Feedback:

- Strong appreciation for Chamber partnership and responsiveness.
- Desire to further align on workforce, retention, and regional/international initiatives.
- Interest in more structured engagement with SRPMIC and Paradise Valley on mutual economic priorities.

3. Waste Management Phoenix Open Strategy

Presenters: Economic Development staff (Josh Utterback; remarks from Kevin Burke)

Suite Strategy (16th Hole):

- **Objective:** Business networking and site-selection engagement to recruit/expand businesses in Scottsdale.
- **Time & Format:**
 - **Tuesday:** Practice (GA free to walk course; suite access restricted).
 - **Wednesday:** Pro-Am.
 - **Thu–Sun:** Tournament play (Thursday–Saturday strongest for business volume; Sunday has smallest field but is the championship round).
- **Operations:**
 - Wristbands required; bag policy and logistics to be provided with invite packets.
 - Weather can be variable; suite has covered areas and heaters; recommend layers.
 - Catering: Breakfast 9:00–10:30 AM; food stations 11:00 AM–5:00 PM.
 - Attendance ebbs/flows by day; staff will also visit allied Scottsdale business suites around the 16th.

Audience Plan by Day (first-round invitations):

- **Tuesday:** Experience Scottsdale hosts with partners (tourism emphasis).
- **Wednesday:** Airpark/Airport businesses and partners; some airport staff present.
- **Thursday (Site Selectors Day):** Dedicated engagement with four site selectors (Chicago, Los Angeles, Columbus (OH), Quebec); plus partner roundtable panels and SkySong tour (ASU Economic Development assisting).
- **Friday:** Key employer focus (major employers list).
- **Saturday:** Additional airport staff visiting.
- **Sunday (International):** Canada Arizona Business Council (CABC) and Arizona Israel Technology Alliance (AITA) featured; economic development present.

Business Insights Program (Gift Clause Consideration):

- Invited businesses/partners opting into the suite experience will contribute time/content back to the city (interviews, testimonials, industry roundtables), generating assets for future education, proposals, marketing, and strategic planning. This creates tangible consideration aligned with Arizona's gift clause constraints.

Supplemental Ideas & Direction:

- Provide **site selector bios** and focus areas to electeds in advance; include an elected officials welcome letter (signed by the three committee members) and contact info inside the wristband/logistics packet.
- Coordinate additional behind-the-scenes public safety and IT tours (e.g., real-time operations, fire/medical staging)—popular with visiting guests; secure any necessary extra access passes.
- Maintain flexibility in elected attendance (multi-day schedules can be strenuous); prioritize peak engagement windows.

Marketing Asset:

- New 30-second Scottsdale business video (produced with vendor support) will rotate on the 16th hole video boards and across the course (approximately once per hour, 7:30 AM–5:30 PM), delivering high impressions throughout the week.

Related Super Season Outreach:

- **Barrett-Jackson:** Legislature invite for Thursday at 4:00 PM (all 90 state legislators invited; expecting 20–30 attendees).

4. Open Call to the Public (A.R.S. §38-431.02)

Citizens may address the members of the Economic Development Committee during Public Comment. This “Public Comment” time is reserved for written citizen comments submitted electronically regarding non-agendized items. However, Arizona State law prohibits the

Economic Development Committee from discussing or taking action on an item that is not on the agenda.

5. Identification of Future Agenda Items

Regional & International Partnerships

- Invite the Salt River Pima-Maricopa Indian Community (SRPMIC) leadership to present on joint priorities and opportunities.
- Engage MAG/Maricopa County (e.g., Tom Galvin) for regional economic coordination.
- Include state legislative partners (e.g., Government Relations, committee chairs, Danny Saide) for aligned initiatives.
- Explore a Scottsdale-led international business exchange approach (beyond cultural sister-cities), focusing on tech/manufacturing ties with Israel, Canada, and Mexico (coordinate with Mexican Consulate; highlight cross-border manufacturing/trade dynamics valuable to Arizona firms).
- Invite CABC and AITA representatives; identify analogous partner organizations for other priority markets.

Next Meeting Agenda (Requested)

- GPEC Presentation (mission, pipeline, current Scottsdale opportunities, municipal competition/cooperation).
- Marketing & Attraction Program Overview (CY2026 plan, target sectors, campaigns, content map, KPIs).

Adjournment 4:25 p.m.

CHAIR KWASMAN MOVED TO ADJOURN THE MEETING. COUNCILWOMAN WHITEHEAD SECONDED THE MOTION, WHICH CARRIED THREE (3) TO ZERO (0). CHAIR KWASMAN, VICE MAYOR DUBAUSKAS, AND COUNCILWOMAN WHITEHEAD VOTED IN THE AFFIRMATIVE. THERE WERE NO DISSENTING VOTES