

**SCOTTSDALE**

# **CITY COUNCIL MEETING**



## **\*\*\* AMENDED \*\*\* WORK STUDY SESSION NOTICE AND AGENDA**

**[REMOVED ITEM No. 2]**

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### **COUNCIL**

W.J. "Jim" Lane, Mayor

Suzanne Klapp

Virginia L. Korte

Kathleen S. Littlefield

Linda Milhaven

Guy Phillips

David N. Smith

**Tuesday, February 16, 2016**

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**4:00 P.M.**

**\*\*\* AMENDED MARKED AGENDA \*\*\***

### **CITY COUNCIL WORK STUDY SESSION**

City Hall Kiva Forum, 3939 N. Drinkwater Boulevard

**Call to Order – 4:05 P.M.**

**Roll Call – All present**

*One or more members of the Council may be unable to attend the Council meeting in person, and may participate telephonically, pursuant to A.R.S. §38-431(4).*

**Mayor's Report – None**

**Work Study Sessions:** Work study sessions provide a less formal setting for the Mayor and Council to discuss specific topics, at length, with each other and City staff. Work study sessions provide an opportunity for staff to receive direction from the Council and for the public to observe these discussions.

**Public Comment – French Thompson, representing the 5<sup>th</sup> Avenue Merchants Association, Old Town Merchants Association, and Scottsdale Gallery Association, said the City should support and protect downtown merchants. Sean Gillespie, representing Scottsdale League of the Arts, Scottsdale Culinary Festival, and Grand Prix Scottsdale, commented on the importance of special events. Bob Littlefield expressed support for having the Council approve special event applications. Ken Koziol asked the Council to balance regulation and the benefits of special events.**

To provide an opportunity for public input, yet continue to maximize the amount of time available for the Council to have focused discussions, a total of fifteen minutes will be set aside at the beginning of each work study session for public comment on the agenda items. If you have thoughts or suggestions on the work study session items you would like the Council to consider, you are encouraged to complete a Written Comment card and submit your written comments to the City Clerk. The Clerk will ensure the Council receives your comments at various times throughout the evening.



PERSONS WITH A DISABILITY MAY REQUEST A REASONABLE ACCOMMODATION BY CONTACTING THE CITY CLERK'S OFFICE AT (480-312-2412). REQUESTS SHOULD BE MADE 24 HOURS IN ADVANCE, OR AS EARLY AS POSSIBLE TO ALLOW TIME TO ARRANGE ACCOMMODATION. FOR TTY USERS, THE ARIZONA RELAY SERVICE (1-800-367-8939) MAY CONTACT THE CITY CLERK'S OFFICE (480-312-2412).

1. [Special Events Ordinance Update](#)

**Request:** Presentation, discussion and possible direction to staff regarding events in Scottsdale, the public outreach plan and report, proposed event ordinance language, repeal of outdated language, proposed fee changes related to events, and implementation of the ordinance, as well as scheduling ordinance adoption.

**Presenter(s):** Brent Stockwell, Assistant City Manager; Karen Churchard, Tourism and Events Director; Cheryl Sumners, Events Manager

**Staff Contact(s):** Brent Stockwell, Assistant City Manager, 480-312-7288, [bstockwell@scottsdaleaz.gov](mailto:bstockwell@scottsdaleaz.gov); Karen Churchard, Tourism and Events Director, 480-312-2890, [kchurchard@scottsdaleaz.gov](mailto:kchurchard@scottsdaleaz.gov)

**– Assistant City Manager Brent Stockwell, Tourism and Events Director Karen Churchard, and Events Manager Cheryl Sumners presentations.**

There was general direction to:

- Provide clarification on exemptions for events organized in whole or in part by the City.
- Add language prohibiting art-related events on Thursday nights in the area bordered by Osborn and Camelback roads and Goldwater Boulevard and Scottsdale Road.
- \*\*\* • Under “Impact Criteria” remove the sentence “The event does not unduly conflict with or negatively impact another event.” (#13)
- Remove the reference to competing events on the “Criteria for Events on City property” slide.
- Remove the reference prohibiting events that have a primary purpose of retail or food/beverage sales from Waterfront usage.
- Add language to address duration and frequency of events, exemptions, and provisions and seasonal fee structures that would encourage events throughout the year.

Councilmembers offered the following suggestions:

- \*\*\* • Under “Impact Criteria,” eliminate the economic impact criteria language. (#11)
- Provide event application and determination results to major associations, including merchant, business, and homeowner associations, for distribution to their respective memberships.
- Make event criteria objective and measurable and clarify interpretation processes.
- Keep the process simple and uncomplicated.

Staff to provide:

- Information on the Museum of the West contract related to production of events.
- Comparative event fees from other municipalities.
- Full packet of information related to determination of rates and fees, including event venue fees, review and permit fees, downtown street fees.

\*\*\*2. [Downtown Entertainment District](#)

(Removed)

**Mayor and Council Items – None**

**Adjournment – 8:50 P.M.**