

SCOTTSDALE CITY COUNCIL  
WORK STUDY SESSION MINUTES  
TUESDAY, FEBRUARY 12, 2019



CITY HALL KIVA  
3939 N. DRINKWATER BOULEVARD  
SCOTTSDALE, AZ 85251

### CALL TO ORDER

Mayor W.J. "Jim" Lane called to order a Work Study Session of the Scottsdale City Council at 4:00 P.M. on Tuesday, February 12, 2019, in the City Hall Kiva.

### ROLL CALL

Present: Mayor W.J. "Jim" Lane  
Vice Mayor Linda Milhaven  
Councilmembers Suzanne Klapp, Virginia Korte, Kathleen S. Littlefield,  
Guy Phillips, and Solange Whitehead

Also Present: City Manager Jim Thompson, City Attorney Bruce Washburn,  
City Treasurer Jeff Nichols, City Auditor Sharron Walker, and  
City Clerk Carolyn Jagger

**Mayor's Report** – None

### PUBLIC COMMENT

- Alisa McMahon commented on the Environmental Quality Advisory Board's purpose, powers, and duties.
- Vernon Bagley, Steve Kaplan, Pete Palmer, and Joe Brett spoke in support of a Veterans Commission.
- Mayor Lane recognized State Representative and Scottsdale resident Jay Lawrence, who briefly spoke about the importance of our Country's veterans.

#### 1. **Appointed Public Bodies**

**Request:** Presentation, discussion, and possible direction to staff regarding the City's appointed public bodies, including the purpose, powers and duties, number, organizational structure, and alignment with City goals and Council priorities, as well as the roles and interactions with the Mayor and Council, City staff, and the public.

**Presenter(s):** Megan Lynn, Management Assistant

**Staff Contact(s):** Jim Thompson, City Manager, 480-312-2811, [jthompson@scottsdaleaz.gov](mailto:jthompson@scottsdaleaz.gov)

**NOTE:** MINUTES OF CITY COUNCIL MEETINGS AND WORK STUDY SESSIONS ARE PREPARED IN ACCORDANCE WITH THE PROVISIONS OF ARIZONA REVISED STATUTES. THESE MINUTES ARE INTENDED TO BE AN ACCURATE REFLECTION OF ACTION TAKEN AND DIRECTION GIVEN BY THE CITY COUNCIL AND ARE NOT VERBATIM TRANSCRIPTS. DIGITAL RECORDINGS AND CLOSED CAPTION TRANSCRIPTS OF SCOTTSDALE CITY COUNCIL MEETINGS ARE AVAILABLE ONLINE AND ARE ON FILE IN THE CITY CLERK'S OFFICE.

Management Assistant Megan Lynn gave a PowerPoint presentation (attached) on the City's appointed public bodies.

Councilman Phillips gave a PowerPoint presentation (attached) on establishing a Veterans Commission.

Councilmembers provided direction to bring back for Council consideration at a future meeting:

- An ordinance establishing a Veterans Commission to advise the Council on matters related to veterans, advocate and promote veteran services, obtain grants, and make recommendations to the Council for allocation to veteran groups and/or other organizations.
- An analysis and recommendations on the purpose, powers, and duties proposed by the Environmental Quality Advisory Board.
- An ordinance extending term limits for board and commission members to reflect that once six consecutive years of service on the same board or commission is reached, there shall be a one-year break in service before a member is eligible for reappointment to the same board or commission for one additional three-year term.
- An ordinance adding a provision to City Code (similar to the absentee provision) that any board or commission member having more than a 25% annual recusal rate, based on total meetings, may be removed from that board or commission.
- Review expanding the McDowell Sonoran Preserve Commission's membership to 11 members as part of the Auditor's sunset review of the McDowell Sonoran Preserve Commission currently scheduled for October 2020.

Councilmembers provided the following suggestions:

- Evaluate the administrative costs associated with staffing and materials for all boards and commissions.
- Schedule semi-annual presentations from boards and commissions to update the Council on the board's activities.
- Ask staff liaisons to provide email updates on a regular basis to the Council related to board and commission activities.
- Schedule joint meetings between Council and boards and commissions to discuss issues and activities and provide feedback.
- Evaluate the purpose, powers, and duties of all boards and commissions. It was noted that purpose, powers, and duties were reviewed during Audit Committee sunset reviews.
- Provide Councilmembers with a board and commission membership roster.
- Provide a tutorial for searching the website for information and documents.
- Provide enhanced training for newly-appointed board and commission members on duties, responsibilities, process, and how their role fits within the City.

## 2. **WestWorld Business Plan**

**Request:** Presentation, discussion, and possible direction to staff regarding implementation of recommendations from the WestWorld Business Plan report.

**Presenter(s):** Jim Thompson, City Manager

**Staff Contact(s):** Jim Thompson, City Manager, 480-312-2811, [jthompson@scottsdaleaz.gov](mailto:jthompson@scottsdaleaz.gov)

City Manager Jim Thompson gave a PowerPoint presentation (attached) on the WestWorld Business Plan.

Councilmembers suggested highlighting the entrance into WestWorld and utilize the view of the McDowell Mountains.

**MAYOR AND COUNCIL ITEM** – None

**ADJOURNMENT**

The Work Study Session adjourned at 7:04 P.M.

**SUBMITTED BY:**



Carolyn Jagger  
City Clerk

Officially approved by the City Council on March 5, 2019

**CERTIFICATE**

I hereby certify that the foregoing Minutes are a true and correct copy of the Minutes of the Work Study of the City Council of Scottsdale, Arizona held on the 12<sup>th</sup> day of February 2019.

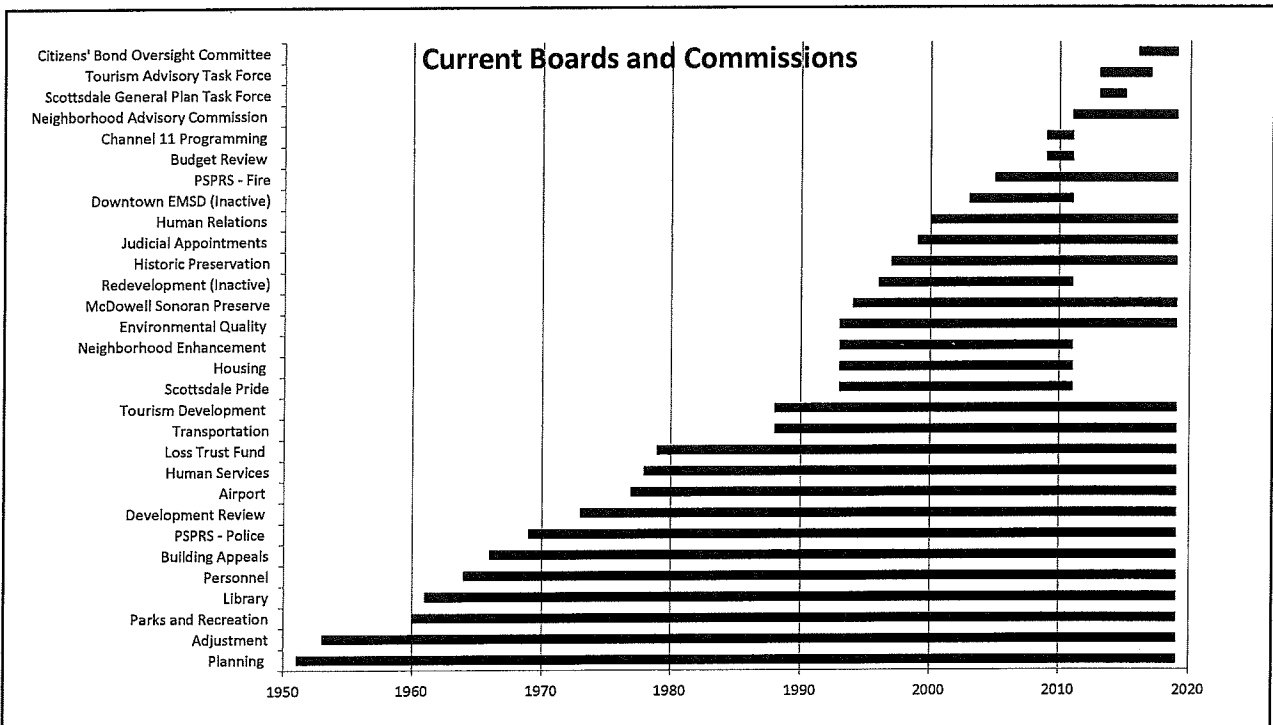
I further certify that the meeting was duly called and held, and that a quorum was present.

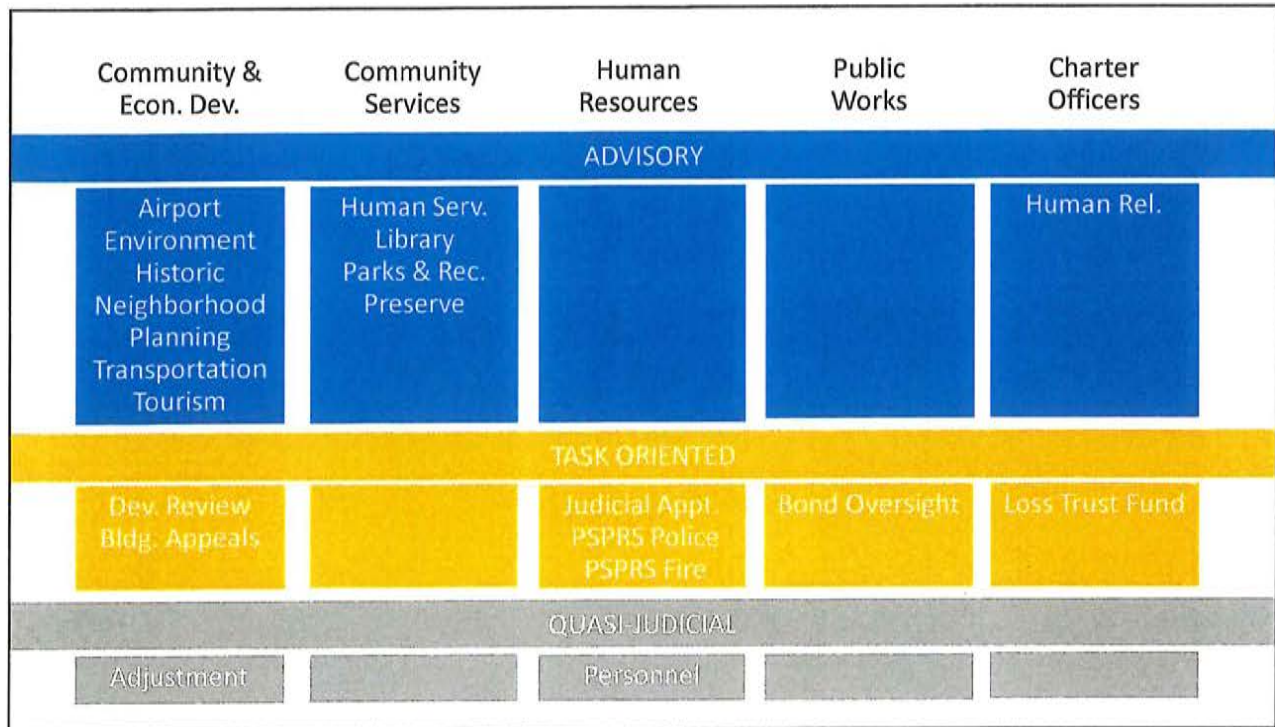
**DATED** this 5<sup>th</sup> day of March 2019.

  
Carolyn Jagger, City Clerk

# Appointed Public Bodies

City Council Study Session  
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## Feedback Themes

- **Consistency** - Public bodies have differing purpose, powers and duties and inconsistency in projects and tasks.
- **Clarity** - An appropriately flexible workplan could allow boards and commissions to gain City Council feedback and direction.
- **Communication** - We can improve both how we provide orientation for board and commission members and training for staff liaisons.

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## **Additional Feedback**

- **Direction required by the Environmental Quality Advisory Board on specific purpose, powers and duties and information/public feedback**
- **Veterans' Commission**

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## **Leveraging Boards and Commissions**

- **Administrative items arose from board and commission members and staff**
- **Flexibility around forming subcommittees**
- **The City Manager's office is also working on strategies to gain broader input from board and commission members**

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## **Tonight's City Council Discussion**

**Should anything be changed to:**

- 1. Any purpose, powers and duties?**
- 2. The number, organization and alignment of boards?**
- 3. The roles and interactions with the Mayor and Council, city staff and the public?**



## Item 1

Councilman Phillips  
Presentation

# Scottsdale Veterans Commission



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## Scottsdale Veterans Commission

### **Draft Mission Statement:**

Advise and make recommendations to the City Council on matters related to veterans in Scottsdale, past and present. Promote and engage in veteran observances and provide a source of information for veteran services and local issues.

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## Current Boards and Commissions

- The City of Scottsdale has taken every opportunity to establish community participation programs in which citizens can become involved and taken an active role in their government.
- Scottsdale, currently has 20 boards and commissions that advise the City Council on a variety of important city issues and endeavors.



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## Boards and Commissions - Goals

### Environmental Quality Advisory Board

- The Environmental Quality Advisory Board advises the City Council on issues related to local environmental quality.

### Veterans Commission

- The Veterans Commission could likewise advise the City Council on issues related to local veterans.

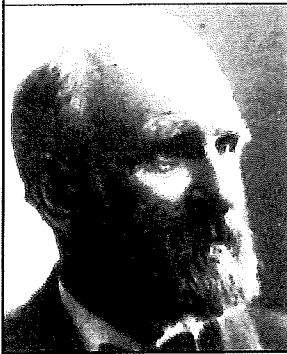


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## Boards and Commissions - Goals

### Historic Preservation Commission

- The Historic Preservation Commission is focused on increasing public awareness of Scottsdale's heritage.



### Veterans Commission

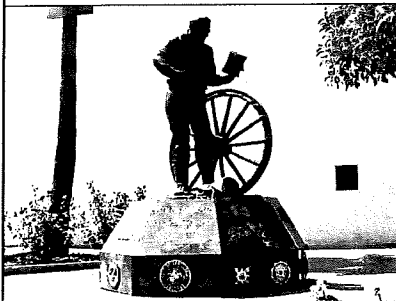
- The Veterans Commission could also focus on increasing public awareness of Scottsdale's veterans and their contributions to Scottsdale. Of course, Winfield Scott comes to mind, as a good example.

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## Boards and Commissions - Goals

### Human Relations Commission

- The Human Relations Commission advocates and promotes all dimensions of diversity and recommended special events.



### Veterans Commission

- Similarly, the Veterans Commission could advocate and promote all dimensions of veteran services and recommend and promote special events, like the annual Veteran's Day Tribute at the Chaplain Statue and potential celebration at the Thunderbird Field II Veterans Memorial.

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## Boards and Commissions - Goals

### Human Services Commission

- The Human Services Commission provides recommendations to the City Council on funding allocations for local groups and grants.



### Veterans Commission

- The Veterans Commission could obtain grants to allocate to certain veteran groups and/or organizations to recommend to the City Council for funding consideration.

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## Boards and Commissions - Goals

### Neighborhood Advisory Commission

- The Neighborhood Advisory Commission advises and makes recommendations to the City Council on policies, plans, strategies and programs for preservation and improvements of Scottsdale neighborhoods.



### Veterans Commission

- The Veterans Commission could make recommendations to the City Council regarding plans, strategies and programs to promote and recognize local veteran groups and organizations. Similar to the NAC, the Veterans Commission could give an annual award to an outstanding veteran or organization that has helped improve our community.

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## **Scottsdale Veterans Commission**

**Time to create a commission that brings together a wide range of talented and respected individuals for the benefit of the community!**



## **WestWorld Business Plan**

City Council Work Study Session  
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### **Process**

- **Crossroads Consulting conducted the study in 2018**
- **They conducted interviews, surveys and meetings**
- **Toured WestWorld facilities**
- **Profiled select market attributes**
- **Analyzed industry trends and historical data**
- **Compiled and analyzed comparable facility data**
- **Summarized key recommendations**

### **Inter-disciplinary Review Team**

- **City Treasurer**
- **Community Services**
- **Economic Development**
- **Experience Scottsdale**
- **Public Works**
- **Tourism & Events**
- **WestWorld**

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### **Recommendations**

1. **As part of this year's budget process, staff has proposed a rate increase on stall rentals and on RV hook-ups. The rate increase will remain below top competitors.**

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## **Recommendations**

- 2. Staff will propose a WestWorld Event Development Fund using Tourism Development Funds to provide an appropriate level of funding to encourage creation, development and attraction of new events.**

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## **Recommendations**

- 3. If the Event Development Fund is approved, staff will propose a program for Council approval to use the Event Development Fund for WestWorld to produce or co-produce events during available dates.**

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## **Recommendations**

- 4. Events, shows and competitions will be prioritized. If needed, lower priority events could be incentivized to move to alternative available dates over time.**

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## **Recommendations**

- 5. Staff will propose an ordinance change allowing the City Manager to approve multi-year contracts, subject to certain terms and conditions, rather than the current 1-year limitation.**

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## **Recommendations**

- 6. Staff will develop a Sponsorship Signage Program for approval by the City and the Bureau that is consistent with the sign ordinance and provides a revenue stream from non-exclusive advertising.**

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## **Recommendations**

- 7. At the next available opportunity, to increase revenue streams to the city, staff will issue a new Request for Proposals for:**
  - food and beverage service,**
  - sales and marketing, and**
  - parking**

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## **Recommendations**

- 8. Staff will propose a program for community recreational use during low use periods.**