
This document was created from the closed caption transcript of the July 1, 2025 City Council Regular Meeting has not been checked for completeness or accuracy of content.

A copy of the agenda for this meeting, including a summary of the action taken on each agenda item, can be accessed through the City Clerk Archived Documents Search at:

<https://eservices.scottsdaleaz.gov/cityclerk/DocumentSearch>

An unedited digital video recording of the meeting, which can be used in conjunction with the transcript, is available online at:

<https://ww2.scottsdaleaz.gov/scottsdale-video-network/Council-video-archives/2025-archives>

For ease of reference, included throughout the transcript are bracketed “time stamps” [Time: 00:00:00] that correspond to digital video recording time.

For more information about this transcript, please contact the City Clerk’s Office at 480-312-2411.

CALL TO ORDER

[Time: 00:00:03]

Mayor Borowsky: I would like to call the July 1, 2025 City Council Regular Meeting to order. City Clerk, Ben Lane, will you please conduct our roll call.

ROLL CALL

[Time: 00:00:11]

City Clerk Ben Lane: Thank you, Mayor. Mayor Lisa Borowsky.

Mayor Borowsky: Present.

Ben Lane: Vice Mayor Jan Dubauskas.

Vice Mayor Dubauskas: Here.

Ben Lane: Councilmembers Barry Graham.

**CITY OF SCOTTSDALE
JULY 1, 2025 REGULAR MEETING MINUTES
CLOSED CAPTION TRANSCRIPT**

PAGE 2 OF 44

Councilman Graham: Here.

Ben Lane: Adam Kwasman.

Councilman Kwasman: Present.

Ben Lane: Kathy Littlefield.

Councilwoman Littlefield: Here.

Ben Lane: Maryann McAllen.

Councilwoman McAllen: Present.

Ben Lane: And Solange Whitehead.

Councilwoman Whitehead: Here.

Ben Lane: City Manager Greg Caton.

City Manager Greg Caton: Here.

Ben Lane: Interim City Attorney Luis Santaella.

Interim City Attorney Luis Santaella: Present.

Ben Lane: Acting City Treasurer Scott Selin.

Acting City Treasurer Scott Selin: Present.

Ben Lane: Acting City Auditor Lai Cluff.

Acting City Auditor Lai Cluff: Here.

Ben Lane: And the Clerk is Present. Thank you, Mayor.

Mayor Borowsky: Thank you and this evening we have Scottsdale Police Sergeant Burrness Ingram and Police Officer Ray Burn as well as Firefighter Megan Burrella. If anyone requires their assistance, please let a member of the staff know.

PLEDGE OF ALLEGIANCE

[Time: 00:01:06]

For the Pledge of Allegiance, I would like to ask Councilwoman Littlefield to lead us in the same.

Councilwoman Littlefield: I pledge allegiance to the flag of the United States of America, and to the Republic for which it stands: One nation under God, indivisible, with liberty and justice for all.

Mayor Borowsky: Thank you. For tonight's invocation, I will turn it over to Vice Mayor Jan Dubauskas.

INVOCATION

[Time: 00:01:33]

Vice Mayor Dubauskas: Thank you Madam Mayor. Tonight, it's my pleasure to introduce us to Mr. Gates. He's a Scottsdale resident and my girls' first grade teacher. He's also a pastor, and he can frequently be seen running around Copper Ridge dressed as The Grinch, as Yoda. He has fun with the kids and it's my honor to ask him to provide us with the invocation tonight. Mr. Gates?

Pastor Gates: What can you say if you turn on that time limit clock for me? Thank you, Jan. Would you pray with me? Almighty God, this Friday on the 4th of July, we will celebrate the birth of our nation and the American experiment of government. We pray for our leaders and local governments like this one across our country, and in our state governments and in our national government.

We also pray for our service men and women across our world, first responders and the firefighters and law enforcement personnel would put themselves often in harm's way to protect us. As Abraham Lincoln so eloquently stated, this American experiment was government of the people, and by the people and for the people.

Here tonight at this City Council meeting, we enact this principle in one of its most basic and honorable forms. As elected leaders by the people gathered to share ideas and discuss the future of the place where we live and work and enjoy life together. Almighty God, we gather tonight seeking your guidance and wisdom as a City Council meeting begins. I am grateful for all who gather here tonight to serve our community and ask for your blessings upon our city leaders, our great city, and its residents. We ask for your guidance and wisdom as a Council works to go and engages in the important items before this body. May their discussions be filled with understanding and respect, clarity of thought, unity of purpose, and a spirit of common purpose for the benefit of all. May they work together with wisdom and compassion and be always mindful of the needs of the people of our community. Guide them to engage in meaningful discussion as they make decisions that affect all the residents of our city and the future of this great city. I pray that all here tonight would be inspired to show a spirit of kindness, respect, and collaboration. Mind all here tonight that they have been entrusted with a will solemn purpose. They have been chosen as servant leaders of this community and this city.

May the discussions and the deliberation and the words shared reflect the high calling given to them as they demonstrate the highest ideals of what it means to be a servant leader, chosen by the people, to be wise as leaders and as a body, striving to build an even brighter future for our city. It's in your name that I pray, amen.

Vice Mayor Dubauskas: Thank you, Mr. Gates.

MAYOR'S REPORT

[Time: 00:05:54]

Mayor Borowsky: Thank you very much. This evening for the Mayor's Report, I would like to recognize a member of our community. It came to our attention a few days a couple of weeks ago now that there was a member of our audience that frequently comes to our Council meetings was on his own, a good Samaritan for our community when he came across an older gentleman, 80 so plus years old who had exited his car and fallen on to the pavement and Jeff Barnes exercised significant kindness and went to him to attend to him and called for medical help so that he got the help he needed. So, for your service, Jeff, I would like to recognize you as with this Certificate of Appreciation for helping out a fellow member of your community. So you would like to come get the certificate?

EXECUTIVE SESSION

All right. As always, we may, during tonight's meeting find a need to make a motion to recess into Executive Session in order to obtain legal advice on any applicable item on the agenda. If authorized by the Council, the Executive Session will be held immediately and will not be open to the public. The public meeting would resume following the Executive Session.

PUBLIC COMMENT

I would like to open up the first public comment. Public comment is reserved for Scottsdale citizens, business owners and/or property owners to comment on non-agendized Council items in the Council's jurisdiction. No official action can be taken on these items and speakers are limited to three minutes each to address the Council. If you wish to speak on a non-agendized or agendized topic, please see the City Clerk.

This evening, we have some speakers on non-agendized items, starting with Madeline Dolgin, followed by Dan Ishac, Steve Sutton and Lyla Yango. Thank you very much.

[Time: 00:08:16]

Madeline Dolgin: Good evening, Mayor and Council, my name is Madeline Dolgin, my address is 15509 North Scottsdale Road. I have been a Scottsdale resident much of my life and currently work at ASU as a Sustainable Procurement Coordinator.

I'm here today speaking as a concerned citizen; my views are my own and not reflective of ASU as a whole. I grew up enjoying our desert landscape, playing at Cactus Park, hiking trails and biking the Greenbelt.

After attending college out of state, I returned to Arizona, met my husband, also a Scottsdale native and we recently moved back to Scottsdale to raise our 18-month-old son. We want him to enjoy the same marks and experiences we loved but that's getting harder. The temperatures are rising; air quality is declining. His current favorite word this summer is "hot." I want my son to grow up in a healthy, sustainability environment. Studies show that time in nature supports child development, physical mobility, imagination and emotional resilience.

The community Sustainability Plan builds on goals outlined in the General Plan, which speaks mostly to broad aspirations like striving for zero waste and protecting natural areas but lacks measurable targets and that's not to say we haven't made great improvements, but I think there's more to do. The Sustainability Plan provided metrics, timelines and a review cycle. It turns ideas into action. Without tracking goals like strive for zero waste become just nice ideas. In the section of the Sustainability Plan on beyond waste, it set a 90% landfill reduction target. That's concrete.

Vice Mayor Graham, you voted to repeal the plan has said our lane doesn't include imposing restrictions, our residents are smart and don't need us to tell them the right thing to do. But leadership isn't just about trusting good intentions as much as I would like to do that. It's about setting up guardrails that protect the greater good. At A.S.U., you have seen well-intended programs fail without this kind of accountability. Setting up compost bins and without tracking them, they often get contaminated and end up landfilled. People usually want to do right thing but they do need guidance and sometimes guardrails.

What keeps me up at night isn't just my toddler, it's the fear that he will grow up indoors or face health risks from pollution. Climate change isn't just a future threat. It's a public health issue we already face. I hear more and more friends in their 20s and 30s struggling with infertility which research shows may be associated endotoxins. While I didn't help to draft the plan, I do know that SEAC and other leaders poured their heart in the plans. It was well researched and thorough, helping to guide meaningful actions. If this plan wasn't right for Scottsdale, then what is? I'd like to know what Council envisions as a better path forward and how you plan to measure progress and hope that we can engage in dialogue on that moving forward. Thank you.

Mayor Borowsky: Thank you very much. Councilman Graham.

[Time: 00:11:48]

Councilman Graham: Madeline, thank you for coming to present. You just mentioned my name. I wanted to thank you for coming to speak to us and the Council. Thank you, Mayor.

Mayor Borowsky: Thank you, Daniel Isaac.

Dan Ishac: I will need the overhead. I will need the overhead, please. Mayor, thank you for the time to speak. Dan Ishac, address on record. The last meeting I mentioned how Barry Graham was trying to stifle free speech on Nextdoor by reporting comments that actually didn't violate any Nextdoor guidelines and they haven't been removed. I would have thought this would have been somewhat embarrassing for Barry, but, no, he actually continues to do it and has doubled down. Not only is he reporting more and more comments from a variety of people, but he's enlisted some of his supporter to report them as well.

I will point to these bottom two comments with the underline words. Dangerous comment versus dangerous activity. May be defamation, potentially defamatory and then my favorite, disrupts community harmony. Exact verbatim between one and his followers. If he was trying to collude, I would think he would be more discreet.

At the last meeting, Jason Alexander brought up that Barry has repeatedly denied any relationship with Rod Pritchett. And in reality, we know that he was at Barry's wedding and Barry's campaign paid him. That is not no relation. That's actually a close relation. It's also been mentioned in the press and variety of other sources how Rod Pritchett is one of the people behind the Scottsdale Edge, and also Scottsdale Voter. Rod himself accidentally revealed himself during Barry's ethics hearing, which he lost, by the way, as Scottsdale Voter. If you are not familiar with Scottdale Voter, should go to his Facebook page which is filled with daily hostile, vitriolic posts. He repeatedly attacks people that don't support Barry. He distorts their photos and calls them names that a third grader would use.

This post actually shows me standing in front of a pride flag. We call that gay baiting. Don't know who the artist is. It shows my husband wearing a sombrero, because apparently to the artist, they don't know the difference between one Latin country and another. My husband actually happens to be Chilean. They don't wear sombreros. And then the comment below is a reference to clutching the pearls, another gay baiting comment.

[Time: 00:14:57]

But the piece de resistance, Rod Pritchett a.k.a. Scottsdale Voter, calling me a pedophile. So, Barry, you are concerned with disrupting community harmony. You say nothing about your hired gun saying such despicable things. Why is that, Barry? Even if you don't have a relationship? Adam and Kathy, do you want to be associated with this? I'm not asking Jan, because she has the same techniques. Thank you.

Mayor Borowsky: Thank you. Councilman Graham.

Councilman Graham: Thank you, Mr. Ishac, there's so much baseless, unproven speculation, that...

Dan Ishac: Tell me what is baseless and unproven.

Councilman Graham: I didn't interrupt you.

Dan Ishac: No, but you attack me regularly.

Councilman Graham: Once again, I didn't interrupt you. Baseless, unproven speculation. Thank you for coming.

Dan Ishac: You use this comment after any person points out your bad behavior.

Mayor Borowsky: We are seeing this more and more often. I will cut off back and forth moving forward with these types of encounters and I think there's while everyone has the ability and the right to get up and make comments, the back and forth is not for this body. Thank you so much. Steve Sutton.

[Time: 00:16:25]

Steve Sutton: Mayor Borowsky, before I begin. I would like to raise two technical issues. I either speak softly or slowly or too loud and fast. The other technical issues, it's very important to me that the Council is paying attention to what I'm saying and the only way I can really know that they are doing is if they are looking at me and not down at their phones. So, I would ask the Councilmembers for the short time up here, to give me their full attention.

Steve Sutton, address on record. Good evening, Honorable Lisa Borowsky, Mayor of Scottsdale and Councilmembers. I believe that Councilmember Barry Graham tried to secretly use the Scottsdale Police Department as his own private police force. Barry Graham is also attempting on social media to intimidate people who disagree with him. I recently replied to Barry Graham's social media post about Scottsdale Fashion Square, the first reply begins, Scottsdale Fashion Square ten years ago was in the top five for revenue per square foot. Scottsdale Fashion Square was also much better mall ten years ago. Unfortunately, new ownership, management decided to make changes that destroyed some of the unique, historical and cultural features and aesthetics of the mall that have been there for decades. I then wrote an incomplete list of the bad changes and this concluding statement, the memories of thousands of Scottsdalians and visitors from around the world have been destroyed. This historic cultural aesthetics of the mall have been ruined by greed and sentiments of Scottsdalians. Now that applies to plan some individuals have for building of a parking garage in front of historic Old Town Old Adobe Mission. What a sad state of affairs this city has devolved to.

Excuse me, Councilman Graham, would you please give me your attention. Perhaps Scottsdalians will find a new solutions and will replace which hand betrayed. It's not that it's not a fun place to go today, it was much better before. I have spoken to quite a few businesses just before they left the mall, due to ridiculous increases in leases. Greed drove out some of the best merchants and altered the ambience of the mall in a bad way.

Some things need to be preserved as they are or people get angry at having the places in their happy memories destroyed. Angry people often create the unpleasant sequences for the people who made them angry. Shortly after writing that last sentence, I edited to end with the unpleasant consequence of voting leaders out of office and any support for management.

Councilman Barry Graham responded by reporting only the first version of that second reply to the Scottsdale Police saying in light of recent events that occurred in Minnesota, these comments were especially frightening. He also said he had complaints that I was aggressively collecting signatures and frequently contacted the Council. At the last Council meeting, he said most of what you said is untrue unproven speculation that I wouldn't agree with. I wanted to keep that incident private. And I said this is your police report. It is not speculation. Councilman Graham replied, I wanted to keep that is incident private. You made a comment on my social media about unpleasant consequences that would happen to me and I informed a member of the police. I never made a specific threat that unpleasant consequences would happen to Councilman Barry Graham. It's not believable that he didn't know that reporting a threat could not be kept private. Councilman Barry Graham attempted to manipulate the Scottsdale Police of behaving as his private secret police.

Councilman Barry Graham, you have several apologies to make, starting with an apology to the entire Scottsdale Police Department. Thank you for your time.

Mayor Borowsky: Thank you, Mr. Sutton. Councilman Graham.

Councilman Graham: Thank you, Mr. Sutton. I appreciate you coming to speak to us tonight. When a member of the public, from my perspective, threatens unpleasant consequences against me, I have young children at home. That was threatening speech. You made a comment that well, that was just one version of the comment. That was what it was written. That's how I felt. You made a comment that I was trying to keep it private. What I meant by that, I know that police reports were not private, I'm not broadcasting it, let's keep it between us. You are the one that promoted it. Thank you, sir.

Steve Sutton: I will address that tomorrow.

Mayor Borowsky: Thank you, Mr. Sutton. Lyla Yango.

[Time: 00:21:49]

Lyla Yango: Hello, I'm Lyla Yango. My address is on East El Timbre Drive. I'm here to urge Scottsdale to take more action to protect nature and people. Why? Because the local governments need to step up in the face of the national and state governments not taking enough action and even pulling back on action. For example, the federal budget bill that just passed the Senate will raise energy costs for houses by eliminating clean energy tax credits. And at the state level, nothing has been done to address the Colorado River water crisis. Even if Scottsdale is taking measures at the moment, Scottsdale needs to take more action. We need to step up.

And this is because right now, if you go outside, it's a bit hot, and that's because climate change is making it even hotter right now. So what I'm asking, urging Scottsdale to do, is to take even more action. I heard that you are planning on passing a shade and tree plan, and that's good news, but this could, this could have already been done if the Sustainability Plan had not been repealed. So, I'm also asking that you reimplement a Sustainability Plan, with clear targets that are measurable and you follow up on

these goals. Thank you.

Mayor Borowsky: Thank you very much. That concludes the public comment on non-agendized items.

MINUTES

[Time: 00:23:49]

Turning now, we will approve the Meeting Minutes, if there's no objection or corrections, I will entertain a motion to approve the following Meeting Minutes, the Launch Retreat Meeting Minutes of May 13, 2025, Special Meeting Minutes of May 20, 2025, Executive Session Minutes of May 20, 2025, and Regular Meeting Minutes of May 20, 2025.

Councilwoman Whitehead: So moved.

Vice Mayor Dubauskas: Second.

Mayor Borowsky: Thank you. All those in favor, please indicate your vote.

Councilman Kwasman: Aye.

CONSENT AGENDA

[Time: 00:24:33]

Mayor Borowsky: Moving on to the Consent Agenda. We have Consent Agenda items 1 through 9, unless any members of the Council have any questions or wish to speak about any of the consent agenda items, we can entertain a motion to approve items 1 through 9. We have Vice Mayor Dubauskas.

Vice Mayor Dubauskas: I would like to pull agenda number two for a presentation.

Mayor Borowsky: Okay. Is there anyone to speak to that here today? We can we'll get you to after we do these, though. Councilwoman Littlefield?

Councilwoman Littlefield: Thank you, Mayor. That was what I wanted to pull also, and there is someone here to speak on it. Thank you.

Mayor Borowsky: Thank you. Any other seeing no other questions, I will entertain a motion. We will pull number 2, Consent Agenda item number two and I will entertain a motion to approve items 1 and or excuse me, 3 through 9.

Councilwoman McAllen: So moved.

Vice Mayor Dubauskas: Second.

Mayor Borowsky: All those in favor, please indicate your vote.

Councilman Kwasman: Aye.

Mayor Borowsky: All right. I will go ahead and take the presentation from Consent Agenda item number 2.

CONSENT AGENDA – ITEM 2

[Time: 00:25:59]

Senior Planner Meredith Tessier: Thank you. Good evening, Mayor Borowsky and Councilmembers, Meredith Tessier with the Planning Department. The case before you today can you hear me okay? Okay. 6-ZN-2024, Palm Lane Residences. The subject site is located at the northwest corner of North 74th Street and East Palm Lane as highlighted in yellow. And the surrounding uses, as you can see, is a place of worship to the north, some residential development to the east and south, as well as a residential health care facility to the west.

So today, the applicant is requesting to rezone the site from single family residential R-1-7, to R-3. So, before you is the applicant's site plan which is comprised of 22 detached dwelling units, which includes also an amenities space, kind of down here on the central south portion of the site, as well as an enclosed pool area, which is comprised of some turf and area for, like, open space. Vehicular access to the site is provided with driveways along both Palm Street, Palm Lane and North 74th Street, and the applicant is also enhancing pedestrian circulation along the perimeter of the site as well as internal to the site. And as part of the stipulation, they will underground the powerlines along the northern property line.

Here we have the applicant's landscape plan, where they are providing a 35-foot landscape buffer setback along both of the street frontages and that that includes existing and mature trees and you can see the landscaping is spread throughout the internal of the site and along the amenity area. And there's the turf area and pool. So that will be a community amenity space for the residents that reside there.

So, I will conclude my presentation with the key items of consideration, that includes that the project conforms with the General Plan of 2035, as well as the southern Scottsdale character area plan. It's a redevelopment property within southern Scottsdale. The applicant is not going to be requesting any amended development standards as part of this case. Again, they are going to be removing that power line along the northern property line. They are going to be providing that 35-foot wide landscape buffer along both street frontages. Citizen input was received, both support and opposition, and then lastly, Planning Commission heard this case at the May 28th hearing and voted 6-0. So that concludes my presentation.

The applicant has prepared a full presentation they will walk you through further detail.

Mayor Borowsky: Thank you, Meredith. We have the applicant.

[Time: 00:29:10]

Applicant Representative Lauren Proper Potter with Huellmantel & Affiliates: Thanks, Meredith for getting the microphone to the right height for me. Good evening, Mayor, members of the Council. For the report, my name is Lauren Proper Potter, PO Box in Tempe, Arizona, 85280 and I'm here on behalf of Palm Lane Residences. I will keep the presentation sort of brief and just hit on some of the highlights. I do have a full presentation as Meredith stated. So happy to walk through any of the, like, nitty-gritty details if you want to get into those things.

I think what I would like to focus on this evening is the nature of the project and some of the things that we have done in response to neighborhood feedback that really made this a great project. So the request tonight would accommodate a 22-unit for sale detached development. So each property is going to be condo plated, individual lots. They each have yards as well, as Meredith stated, we are very proud to be here tonight with unanimous approval, recommended by the Planning Commission. A little bit of the site today, and then here's what we are proposing this would be the site that we have got here.

So, the initial proposal was quite a bit more dense, quite a bit more intense. The initial request was for r-5 zoning, the most intense residential zoning. It was also three stories with roof decks added so kind of sort of almost effectively four-stories in height. We got some pretty strong feedback from the neighborhood that they did not feel like that was in the character of the area, and the team went back to the drawing board. They reduced the density by almost half when they came back with this updated request that you see before you tonight. And so they reduced it from about 48 dwelling units. Now we have 22. The building heights went down pretty significantly. Those went down from almost that four-story height if you are counting that roof deck area to two stories here. We are actually proposing just under 25 feet here for the maximum height allowed would be 30 in this district. 30 feet is also allowed in the surrounding single family. And there's also, as you can see here, we're consistent with what's in the immediate area on this kind of island that we're on. There's a four-story multifamily complex that's just to the west of us and then we're adjacent to two additional two-story structures here. And here's just to give you a sense of the scale of those things. So, it's a pretty appropriate fit here. We feel like this provides a good buffer from those uses down into the single-family area.

And so, again, these were just some of the changes. So, decrease in zoning. Decrease in density, height. We significantly enhanced the landscape buffers. There were some questions about whether there was sufficient guest parking previously. I'm happy to report we're overparked on this project. Every single unit has its own dedicated two-story garage. We also provide 13 guest parking spaces as well.

So, one of the things that we did, I just sent an exhibit to Meredith yesterday in response to an email that was received. I just saw it from a neighbor would is in support, but had kind of had some ideas. And

a couple of those were to increase the wall height adjacent to the pool that's along the palm lane and then also discussing some amenity area for children. So, we like to think that we want to integrate into the community. 8-foot walls kind of close projects off, especially 8-foot solid block wall. What we are proposing is to keep the six-foot block wall, but we would add two additional mature shade trees on the side of the wall that's closest to the neighborhood. Again, we're buffered. We have a 35-foot landscape buffer there. We have Palm Lane and then Michelle, who is watching online, she's one of the neighbors that lives directly across the street on Palm Lane. She came to Planning Commission in support. We worked really hard with here through some of the changes from the initial proposal, wasn't really well received, to this proposal that she's now in support of. We're always happy to be here when we can work out some of the challenges with the neighbors and come to a project that everyone feels good about.

As it relates to space for residents, you might have small children, there is an amenity, a grassy area next to the pool. We certainly hope all children are supervised at all times, especially around pools. But we're really lucky that we're super close to Eldorado Park. We are less than a quarter mile. While I was sitting for the other part of the hearing, I mapped it out. It's a five-minute walk. So, it's less than a quarter mile. Eldorado Park has amazing amenities. There's an aquatics center, baseball diamond and two separate parks. We think to the extent that children need to burn off a little bit more energy than they can in the private yards that they have or in this amenity area, it's a short walk to the park there. So, we're lucky to be able to take advantage of that amenity that the city offers its residents.

I think with, that I will conclude. I suspect there might be some questions for me. I'm happy to answer those. Again, I do have more presentation. I know it can get kind of boring. I will stop here but I'm happy to get more into it if anyone would like. Thank you.

Mayor Borowsky: Thank you, Lauren. Councilwoman Whitehead.

[Time: 00:34:40]

Councilwoman Whitehead: Well, since no one else seems to want to speak, I will you know, I have been to at least two community meetings with this project. So, I've had the benefit of and, of course, I know Michelle and I know the resident. I have spoken directly with the resident who most recently emailed in support with those requests. So, like many projects that make it to the City Council, this project has come a long way, baby. We've really done a lot. The applicant has done a lot based on the input that you have received from our residents. So, I'm not sure if some of my colleagues have specific questions.

I was going to simply put in the record that the two mature trees is would satisfy would be better than 8-foot wall, and I would like that to be taken care of at the DRB hearing. So that was an issue. I just you know, again, we a couple of things that were concerning when that the two meetings that I attended, parking, well when you cut the unit count almost in half, you also have far more parking, adding, the guest parking. Height this is a beautiful neighborhood. Very historic. Built in the 1950s and '60s. So keeping with the height. Many of the design elements that have been added also match that mid-century modern kind of look. The short-term rentals, this is a neighborhood that's been ravaged by

short-term rentals. So that clause. And then as I said, just a couple weeks ago, we have in my time on Council, we've really tried to get away from the large apartment complex and fill in the missing middle housing and those are that's what we are seeing here. For sale products that are townhome with yards, with garages and that's so that that fits that too.

I'm actually very pleased with this project. I think it sets a nice high bar and I'm so pleased that the residents support it, because, again, we you know, I've been involved when it wasn't so much supported. So I'm, I'm oh, it looks like there's some other speakers so I will stop here before I motion to approve the project. Thank you.

Lauren Proper Potter: Thank you, Councilmember.

Mayor Borowsky: Councilman Graham.

[Time: 00:37:06]

Councilman Graham: Thank you, Mayor. Lauren, good presentation. Yes, this project has come a long way. I have a few questions for you. I'm trying to get myself situated here. I like a lot about this project. I like that you are putting in detached for sale houses with attached garages. I like that. Those are good amenities. I'm glad the power line is going away. Can you tell us where the power line is being buried?

Lauren Proper Potter: I can, although I might have to explain it. So top of the screen, that is our northern property line. That is where those power lines are, and actually, I'm this is exciting. We just got word earlier this week from APS, SRP, that the demolition to get rid of those power poles is approved. So, with your approval this evening, with the approval at our upcoming DRB meeting, we are ready to get rid of those lines ASAP.

Councilman Graham: How many poles is that going to be? Three or four.

Lauren Proper Potter: Four poles.

Councilman Graham: Four poles, very good. Okay. I am I'm going to be following I think I'm your do you know when this is coming to DRB if this passes today?

Lauren Proper Potter: I think you are my liaison. July 17th. So, we will have another crack at this together.

Councilman Graham: I will not be at that one. I will be at the 10th. I will throw a jump ball to my colleagues, and you will get whoever takes it.

Lauren Proper Potter: Can't wait. Thank you, Councilmember.

Councilman Graham: Just roll the dice. See who you get. I will follow up on the design. This is something

that should lift up the area. It should bring up the average. Could you get you to agree to that.

Lauren Proper Potter: Absolutely, Councilmember, you have my number and I have yours.

Councilman Graham: The trees that Councilwoman Whitehead mentioned, will those be 36-inch box trees?

Lauren Proper Potter: Councilman Graham yes, they are going to be 36 box Acacia that we are filling out that double row of trees we've got there.

Councilman Graham: So, you are talking about two or three. Can you show where we got that testimony from Mr. Arvantis, the neighbor. Where are those box trees? He was talking about an 8-foot wall.

Lauren Proper Potter: Absolutely to whoever controls the overhead, could I get access to that really quick. I think it might just be easier to point. I have the black and white landscape plan. Of course it's upside down. Okay. So, if it's possible..

Councilman Graham: You have to speak into the mic there for the people who are streaming at home and watching on TV.

Lauren Proper Potter: Yes, of course. Councilmember. Those trees are located right here. These are the sweet Acacias and then these additional three trees here. Those are two different species, and they are all 36-inch box and they will be installed as mature trees. And this was the 6-foot block wall is here. Here's the enhanced landscape buffer and the 35-foot and then you get palm lane there.

[Time: 00:40:57]

Councilman Graham: We have Commissioner Jeff Brand in the building, he will be on DRB. I hope he will look at the, he's waving his right hand. He's a landscaping architect. He will look at the cohesion. I'm getting everything on record.

Lauren Proper Potter: We'll talk beforehand.

Councilman Graham: For the record, can they operate STRs in here.

Lauren Proper Potter: They cannot and I didn't cover that, but so because these will be condo plated, we get more control over this. And so we have a note, the plat will be ready to go imminently. We might have already filed it. There is a note on the plat. You might remember the case we did this on a few years ago but we add a note on the plat. It's not your standard note. It just says hey, we will be recording CC & Rs, those CC & Rs will regulate common area maintenance, fees and rental terms and then they will be limited to no less than 30 days. That's a provision that is going to be we can't put it on the plat but that will be in the CC & Rs.

Councilman Graham: I guess where I'm going with this, I'm generally disinclined to approve more density, but when a developer comes to us and they bring overwhelming benefits to our community, raising standards, burying power lines, expensive landscaping, you know, restricting or reducing short-term rentals, I like also the parking requirements. There's 44 plus 4. You are doing 61 parking spots. Can you put on record you are confident there's not an overflow on to Palm Lane for all of their guests.

Lauren Proper Potter: Councilman Graham. I can't promise if someone has a birthday party that they won't park on Palm Lane, just like the single-family resident.

Councilman Graham: Well, abuse of it.

Lauren Proper Potter: We are not relying on parking on Palm Lane. For the record, we are providing 57 parking spaces. That's what I have on my fact sheet. Everyone once in a while I do the math right on that. So I think it's a little bit less than what you got but to keep it kosher on the record, 57 and 46 would be required.

[Time: 00:43:23]

Councilman Graham: If I was a developer, I would be looking at Palm Lane as sort of an exhaust or an outflow of of an overflow of parking but I think that you guys are going to be pretty solid with parking containment. And then one staff question, city staff question about this project, if it can just be sort of walked through for the general public. This does not require a General Plan amendment. Can you explain why? I think I just called up Adam Yaron.

Meredith Tessier: Mayor Borowsky and Councilman Graham, yes, Adam will be down shortly to answer that question.

Councilman Graham: Okay.

Planning and Development Area Manager Adam Yaron: Councilman Graham, and Mayor Borowsky, members of Council. This is suburban neighborhoods. Within that density range and what the applicant is proposing, there's no change in land use category. So, with suburban neighborhoods and a density less than eight dwelling units per acre this conforms with the community's general plan.

Councilman Graham: That's another factor for me. I'm really disinclined for zoning requests to amend the General Plan, and I'm pleased that this doesn't pass that threshold. So, for now, those are my questions. Ms. Potter and thank you Adam and city staff. Thank you, Mayor.

Mayor Borowsky: Thank you. Vice Mayor Dubauskas.

Vice Mayor Dubauskas: Thank you, Madam Mayor. What are these residences estimated to sell for?

Lauren Proper Potter: So, there's four different unit types, Vice Mayor Dubauskas, ranging from 2,100 to 2,700 and some change square feet. So, there will be a range for sure. The target price point is \$4 to \$500 a square foot which is similar to what the single family residences are selling for in the neighborhood. So if you are doing math in your head I saw you there we're looking at high nines or possibly in the million dollars plus range.

Vice Mayor Dubauskas: Wow, okay. I wanted to reiterate for those who are thinking about projects like this, what I what I find attractive about it, the for-sale aspect. I like how much you guys have worked with the community and really taken a look at this particular piece of property, and tried to figure out what's the best fit for the community and that particular property. And then taking a look at how we can make it better, burying the power lines, the roads are nicely done, the landscape is nicely done, and then the general uplift of the community.

I'm also disinclined to be in favor of more density, but with the size of the homes here and with the way that it's laid out nicely, I think that it's a good compromise. Also, I appreciate that you haven't pushed the limits. So you could have gone higher. You could have gone more dense and so I appreciate that you have been very thoughtful about that. But mostly, the the overall sense of this project is just it's very thoughtfully done. So, I really appreciate that.

Lauren Proper Potter Thank you, Vice Mayor.

Mayor Borowsky: Thank you. Councilwoman McAllen.

[Time: 00:46:53]

Councilwoman McAllen: Thank you, Mayor and thank you, Lauren. I appreciate you taking the time to give us the additional presentation and to answer my phone calls. I had many of the similar questions. I grew up not far from this area. This is a beautiful addition to the neighborhood. And with that, I move that we pass this, which is Ordinance number 4675.

Mayor Borowsky: I will second. And I would like to speak to the second. Good job. This is the type of product I think we need in our residential upcoming residential projects. So very well done. Thank you.

Lauren Proper Potter: Thank you, Mayor. Really appreciate that.

Mayor Borowsky: Councilwoman Littlefield has a question.

Councilwoman Littlefield: I would like to thank you for listening to the concerns the nearby residents and responding to them materially and making the changes they requested as much as you can. I also grew up in this area as a kid. And so south Scottsdale is very important to keep up a good quality of lifestyle and a good look and feel and texture and I think you have done that very well. So, thank you very much.

Lauren Proper Potter: Thank you, Councilmember.

Mayor Borowsky: I don't see any other questions or comments. With that, all of those in favor of the motion which is on the table, Consent Agenda number two, please indicate your approval.

Councilman Kwasman: Aye.

Mayor Borowsky: That motion passes and that concludes our Consent Agenda.

REGULAR AGENDA – ITEM 10

[Time: 00:48:45]

Moving on to the Regular Agenda. Item number 10. City Council will consider this item let's see, item 10 is a request of the City Council to consider and adopt the financial resolutions authorizing use of the tourism development fund for fiscal year 2025 and '26s that meet the criteria of the following tourism event funding programs. Number one, resolution number 1320 authorizing the event venue fee funding program with myself executing individual agreements with each producer. Number two, Resolution 13421, authorizing the community event funding program with myself executing individual agreements with each event producer. Number three, resolution number 13422, authorizing the matching event advertising funding program, the use of tourism development funds allocated toward noncontract destination marketing events, and with myself executing individual agreements with each event producer. And finally, Resolution 13423, authorizing the event development funding program, subject to Council approval of such agreements and authorizing staff to use the event development guidelines to evaluate whether an event qualifies for funding.

And tonight, we have Steve Geiogamah, the Steve Geiogamah Tourism Development Manager for our presentation.

[Time: 00:50:14]

Tourism Development Manager Steve Geiogamah: Mayor Borowsky and Vice Mayor and City Council. I'm here to present to you our city funding proposal programs for fiscal year and to talk about the background, the process we go through, and have some proposed changes for Council's consideration here this evening.

To begin with, before I get into the background for our event funding programs, for Ordinance 4534 and financial policy 10, 9% of the city's bed tax dollars are allocated to tourism events, or can be allocated. So, some background, on annual basis, the Tourism Development Commission responsible for making recommendations for bed tax dollars and also developing programs to spend those dollars reviews annually the programs. We do that over two public meetings. We spend extensive time on that. That's to ensure that goals are met, that the process is effective and the return on investment is met and fair equitable value is also achieved by these programs.

So, these are some of the our general event requirements. There are two objectives. But these are aligned with our general requirements. They align with our tourism drivers, arts culinary, golf, sports, western, they meet attendance, and the majority of the event is held in Scottsdale. They support the Scottsdale brand and image and it's open to the public, no private events.

So, these are here the four event funding programs I will briefly review, the event venue funding and the community, the matching event funding program and the event development program. These are all unanimously recommended by the TDC at the April 15th meeting this year. As I mentioned a little bit earlier, they are funded through bed tax dollars related to the 9% and payments are made post-event on contractual fulfillment.

This chart here shows the event funding program from last fiscal year. We funded 43 events for these programs and give you perspective. Of where the applications are coming in from and went spent roughly \$1.1 million and that was from \$2.6 million that was available in the 9%, this year we're anticipating \$2.09 as we're mentioning for the current fiscal year.

So, getting into the programs, these are some of the outlines of the venue fee program. This is first one. This is one of our newer events, the programs that's been around ten years, it is as it sounds. It's for participant driven events. Youth sports, basketball, baseball, whatever it might be. We provide funds to re-imburse the tournament director or program if you will related to expenditures that are made for city fields. It's been a popular program. It's growing up, to \$12,000 is available for reimbursement. Like I said, we put this in over ten years ago and it seems to be doing fairly well. We are getting a lot of participation in this program.

[Time: 00:53:19]

So, some of the updates that we're looking at, and related to program changes, the first one is a calculation. I will go into a little more of an explanation. So last fiscal year, we were at 636 rooms was required to get \$12,000 for fully reimbursed tournament. That's going up to 657. It's a calculation. We take the average daily rate to offset any seasonality, and we do a basic math calculation of how many rooms will it to make that \$12,000 to make sure we have fair or substantial value. It's 657 rooms.

And the next one is our community event funding program, as it states it's a locally significant events. It's one of our older programs. It's been around for some time. It attracts visitors, of course, to the event. It adds to our cache of assets. We evaluate it on seasonality and longevity. There it allows us to allocate potentially what the funding amount could be for that particular event and it helps the commission when they do the evaluation and say I think you are following staff recommendation. Up to \$30,000 is available for production fees and advertising.

Some of the program updates we're looking at for this year. We are reducing the seasonality period which is one of the criteria. Relatively small amount available in. We are going to July, September, as opposed to May through December last year. And the reason being our research is starting to show that our seasonality is kind of going away. We're kind of more balanced throughout the year, through our

research that we are doing as well. So, we reduced it this year.

The matching event funding program. It's for advertising outside of Maricopa County for events up to \$30,000 is available. And it is as it sounds. It's a match. So if you spend \$60,000 in marketing, direct dollars, we'll match you \$30,000. And if it's \$30,000, we'll match it \$15,000. We have roughly two or three events who participate in this program, Barrett-Jackson, the Arabian Horse Show are two participants. There are no program recommendations in this particular program for this fiscal year coming up.

So, I will stop right there on the three I went through. I will spend a moment on the process. So, the three I just went through, event venue fee program, community and matching event. Once those applications go through the TDC for vetting and make a recommendation for the funding amount. Those contracts go directly to the Mayor for signature. The reason being is that about ten years ago we wanted to expedite the process, make it more streamlined, make it available year round, so that was more user friendly and we found this has worked effectively over the past decade related to moving those forward. They are also very well vetted, the criteria I went over, the ones matching and based on room nights and one is based on financial analysis as done in the community and so we feel comfortable with that and it's worked well.

The next one I will go over is the development funding program. I will tell you the parameters involved in that. Those contracts after TDC recommendation go to City Council. It boosts Scottsdale visibility and enhances our hotel stays. It's \$30,000 to \$75,000 for marketing and production and one key element here, we will emphasize this year, the next bullet point there, if an event participates on the last one for three years they have the option to move to one of the three I just went through. And once they move down after three years, we won't allow them to come back into this event development funding program. The idea behind that is they are sustainable. We provided funding over three years. Any activation or enhancement they make should be handled by the producer.

[Time: 00:57:20]

Some of our general proposed changes that the commission wanted to put in place. Added a charitable component. We can't contractually make that enforceable, but we can make sure so that the TDC just wants to ask that question. We in terms of eligible events we added expos because they are similar to trade shows.

The action requested by Council tonight as reviewed by the Mayor, adopt Resolution 13420, related to the event revenue fee funding adopt Resolution, 13421, related to the community event funding program. And Resolution 13422 matching event advertising funding program and last one, 13423, authorizing the event development funding program. That concludes my presentation.

Mayor Borowsky: Thank you very much, Steve. We have a request to speak for public comment and that is Steve Sutton on this item.

[Time: 00:58:16]

Steve Sutton: Honorable Mayor Borowsky, I think you all know who I am and where I live. This is going to be quick. A lot has been said over the last few years about listening to residents and about residents first. I hope that with this resolution, and all resolutions, that you have before you, that you are truly, before making decisions, listening to your residents and putting them first. Thank you.

Mayor Borowsky: Thank you. I don't see any questions or comments from the Council. There we go. Vice Mayor Dubauskas.

Vice Mayor Dubauskas: Thank you, Madam Mayor. If we could go back to the initial presentation, the \$1.1 million, that was spent in the...

Steve Geiogamah: The chart?

Vice Mayor Dubauskas: So, that was spent in '24, '25. And you are anticipating a 2.9 for 25/26, is that what you said?

Steve Geiogamah: That is our estimate for bed tax collections. The city portion related to the 9%.

Vice Mayor Dubauskas: Okay. How are we calculating the ROI back to the city?

Steve Geiogamah: Generally, through our process, we receive a post event report which is identified in your pact with the agreement. We will make sure that they meet the deliverables, contract deliverables and generally we position a lot of our deliverables, some hotel stays but we ensure the return on investment is related to the marketing value we get back. Out of this number, I looked at it this afternoon, we went and looked at the marketing spend for these events, it was over \$3 million that they were spending to market their event, as well as the destination. So that's one aspect of a return on investment.

Vice Mayor Dubauskas: And what do you estimate would happen if we didn't provide this funding?

Steve Geiogamah: For these programs? Well, that probably will eliminate that marketing value I just mentioned. Enters are a key component related to the overall destination. We receive quite a bit of research information that people are coming here for events, participant-driven events are increasing, our large tourism events are bringing in people, visitors who spend not only for the hotel room but economic impact. So, there could be some loss associated with that, by not investing in events.

Vice Mayor Dubauskas: Well, if we didn't provide so much funding perhaps the events would occur, right?

Steve Geiogamah: But we have the opportunity to partner with them. We have the opportunity to partner, develop contracts that identify marketing deliverables that are valuable to the city and what we

want to achieve related to our brand and what Experience Scottsdale does. We would lose that through a contract related to these programs. That's a potential aspect.

Vice Mayor Dubauskas: So, you noted in the community events slide, that these are programs attracting visitors already in Scottsdale. So, you are drawing locals out of your houses?

[Time: 01:02:16]

Steve Geiogamah: Well, you know, I would hope they would enjoy that activity and that event. Generally, our community that's been around for some time. The idea is that it's locally significant, like Parada, or if there is a visitor here, they want to attend that event. Our Western Week has grown quite a bit. We receive emails about people enjoy that event. They travel in. They may be a long-term visitor and it may be here just that weekend. It's a balance residents and visitors.

Vice Mayor Dubauskas: Okay and then you were making a distinction between some program funding is approved by Council and some is not filtered through Council on an individual program basis. Let's talk about the ones that don't come to Council individually, what are those again?

Steve Geiogamah: Yes, as I mentioned the reason we did that, well over ten years ago was to streamline the process. We also per the application and approval, there is quite a bit of vetting that goes into these programs but it provides that recommendation and we streamline it to go directly to the Mayor or the signature.

Vice Mayor Dubauskas: And how much goes with those three programs? How much are we talking about that does not go through Council's review?

Steve Geiogamah: I 'm doing math here. Basically, it looks to if I'm off to a little over \$300,000. \$330,000 related to those three event programs.

Vice Mayor Dubauskas: And you expect that to jump up to 2.9 next year?

Steve Geiogamah: It's the spend in these four programs.

Vice Mayor Dubauskas: But you said earlier, that is for next year, you're expecting 2.9.

Steve Geiogamah: That's what's available. I'm sorry if it's confusing.

Vice Mayor Dubauskas: What are we estimated to spend for those three programs for '25/26.

Steve Geiogamah: I would say it's fairly consistent. I would anticipate probably about the same amount, the range in terms of what events are eligible for are not changing. We may see some fluctuation in different programs. It just depends how many events want to apply for funding. Some are more popular than others as you can see.

Vice Mayor Dubauskas: Sure. Sure. I think I would be more comfortable if Council was reviewing some more of these events. \$300,000 a year is a lot of money to not go by Council. Okay. Thank you.

Mayor Borowsky: I have a follow-up question about that discussion. The bed tax ordinance, when it was passed, I think it was 2010, it requires the city to spend a certain portion of our the funds that we receive on events, doesn't it?

Steve Geiogamah: Correct. Per the ordinance Number 4531 and Financial Policy 10.

Mayor Borowsky: So, we can't just not support the events because that's what we're supposed to be doing with the bed tax. That the city is allocated. Okay. Thank you. And I see a couple of other questions. Councilwoman Whitehead.

[Time: 01:05:30]

Councilwoman Whitehead: I was going to stress that too, that tourism tax dollars are voter approved and from bed tax dollars. I think often our residents confuse whether or not how much authority we have on those dollars. We don't. And if those dollars are coming from our residents, they are not.

So, I wanted to ask you, Mr. Geiogamah, to give some examples of get first three-year funding that have kind of been continued and greatly successful.

Steve Geiogamah: Off the top of my head, the Polo event that takes place in October. That participated program for three years and was sustainable and grew over time. That's one example. Off the top of my head, I'm trying to think of some others. I believe the sun circuit horse event, they are another example of the ones that have gone through three year and been successful and participate in other programs.

Councilwoman Whitehead: I have a couple of comments with regard to some that my colleagues have already made. We have the Tourism Development Commission because on that commission we have, unlike some of our commissions, we have very specific rules on which residents can participate on that commission and they participate in the tourism field. So I will say I'm uncomfortable taking any of the funding away from that commission and bringing it up to the City Council, because while I think we can always review and provide input, I don't think we're the tourism experts.

When I moved here 30 years ago, the type of tourism we had in the city was very limited. It was narrow. We had big events. The question is do we want to try to expand the types of events, the months of the year we have these events, and the demographics that we're attracting to our city. That's really what's the the question that we're posing today. By having these funds that bring in whether it's the chess, the professional chess tournaments or I think the Persian festival we've had, we've really broadened volleyball tournaments. We expanded who comes and how many room nights that results and I think the success of the programs like this one, and just generally our tourism policies have created this abundance of dollars. So the two point whatever, nine million dollars, that's not because we are spending more, it's because we're so successful we can actually expand who we fund and bring in more

events. And I think the Polo event is a great example because what a smashing success. It seemed like an odd idea when it came. These small dollars amounts really helped make that happen.

So, I'm very supportive. Perhaps because I'm on the Council longer, even seen the incredible success. So I will motion to approve item number 10, Resolution number 134207 authorizing the event venue fee funding program, Resolution number 13421 authorizing the community event funding program, and Resolution number 13422 authorizing the matching event advertising funding program, and Resolution number 13423 authorizing the event development funding program.

Councilwoman McAllen: I will second that.

Mayor Borowsky: Would you like to speak to your second, Councilwoman?

[Time: 01:09:38]

Councilwoman McAllen: Yes, thank you, Mayor. Steve, thank you for the presentation. I was thinking of some of the events that have grown over in my 60 years of living here in Scottsdale. Some of the smaller events like the rain event has been funded, I think two years in a row. It's going on its third event. They started with that at WestWorld and they came to the Tourism Commission asking for help. And so these professionals that serve on this commission are industry experts and they are helping these groups who have an event, they have an idea, and it's like they come and they engulf them with suggestions. They help them. They critique maybe sometimes when things aren't maybe planned as well as they could be. So I know the experts on this commission work very hard to support the smaller events so that they can become bigger.

And the Polo event, just this year, when you fund it again, when I went to that meet, it's now a two-day event, and the third largest event in Scottsdale. That is a big thing, and it's all because it started at the Tourism Commission small and went big. So I'm elated to second this. Thank you so much for your work.

Mayor Borowsky: Councilman Graham.

Councilman Graham: Thank you, Mayor. Mr. Geiogamah, a good presentation. I think the Vice Mayor brought up some really good question. The Vice Mayor brought up some really good questions and I don't think she was even close to talking about not using the funds for the 9% tourism development funds. I'm not suggesting that you said that, but that's kind of what I heard a little bit of that about up here. You know, what I understand is that we are talking about the bed taxes, the 9% of bad taxes go to this pot of money, and it's for tourism-related events and event development.

Steve Geiogamah: I'm sorry, sir. That's the 9%, correct.

Councilman Graham: Right. Funds may be allocated for events from the nonmarketing portion of unused funds within the tourism development fund, correct?

Steve Geiogamah: I'm sorry, say that again.

Councilman Graham: Funds may be used funds may allocated for events from the nonmarketing portion of unused funds within the tourism development fund.

Steve Geiogamah: That is correct.

Councilman Graham: Okay. Can you say a little more about that before I go to the next question?

Steve Geiogamah: Is that related to Resolution 13420.

Councilman Graham: Yeah.

Steve Geiogamah: And the little term in their noncontract.

Councilman Graham: Yeah.

Steve Geiogamah: The noncontract is Experience Scottsdale. We put that in there to further define the difference.

Councilman Graham: Oh, so that's not part of the 9% this.

Steve Geiogamah: No, the 9% is related to the city funds.

Councilman Graham: Yeah. I understand that, but this says per financial policy, number 10, 9% of total revenue derived from the bed tax is for tourism-related events and event development.

[Time: 01:12:44]

Steve Geiogamah: I think policy 10 relates to the city bed tax, after the split takes place. I don't know if anybody from...

Councilman Graham: That's the funds we're talking about. Mr. Caton, you seem to be reaching for your button. Am I pressing your buttons?

City Manager Greg Caton: Madam Mayor and Councilman Graham, it might be helpful to the audience, just to articulate 100% of the bed tax and how it's allocated. So, we have 50% and I will look to do this in combination with my colleague here. 50% is for destination marketing.

Councilman Graham: Right.

Greg Caton: 45% of that goes to Experience Scottsdale, and we keep 5% to do destination marketing within our internal function. So that's 50%. The other 50% has some flexibility. 25% goes I think it's 25%

goes to kind of general operations. It helps to support some police department functions and --

Steve Geiogamah: Correct and you are correct. We go to the general fund.

Greg Caton: And then a 12% and a 9% and a 4%. The 9% is what you are referencing. The 4% is some administration, I believe.

Steve Geiogamah: And the research.

Greg Caton: And the research. And then we have some administrative costs that are also allocated within that area. So, there is some flexibility to the 50%. We call it the city portion. That's referred to, then the other 50 is for destination marketing, if you will.

[Time: 01:14:14]

Councilman Graham: That's very illustrating. Mr. Geiogamah, which bucket are we talking about for this agenda item?

Steve Geiogamah: It's coming from the city portion.

Councilman Graham: Thank you. Yeah, we're talking about the city portion and that's what I heard Vice Mayor posing questions about, because we have hundreds of thousands of dollars every year that the Council is not approving.

Steve Geiogamah: That would be in the \$300,000 that goes to the Mayor for signature.

Councilman Graham: So, I understand when some of my colleagues say that we have tourism experts approving that, but I would argue up here, we're not really experts in any anything, and we are approving everything. So, what would make what would it make this, you know, pot of money from tourism different than that pot of money. And Mr. Geiogamah, I'm sorry to cut that off. It's not really directed to you, it's really more just telling charter officers that I mean, I would like to see all of this even just come to consent to City Council. I think that makes a lot of sense because everything that the experts vote on anyway comes to us already. The on top of that, when you have unelected commissioners that are deciding hundreds of thousands of dollars, there's no there's no electoral check to that. There's no checks and balances. There's no resident accountability. If I'm a resident that finds a lot of displeasure in what the Tourism Development Commission is approving, I pretty much can't do anything about it, except indirectly go after people I think might have approved him or him or her on the Tourism Development Commission. I think it could be something to talk about in the future.

Mr. Geiogamah, one of the thing this may actually surprise you, but I actually wish we were spending more money. It may surprise you to hear me say that. And let me explain. How much money for the section of funds that we are talking about came in this year. We spend \$1.1 million, how much came in?

Steve Geiogamah: Well, that would be if we can specifically identify the 1.1, we have some increases in the bed tax collections: That continues some of...

Councilman Graham: I will cut you off because we have Acting City Treasurer Scott. If you could identify yourself for the audience.

Budget Director Scott Selin: Scott Selin, the Budget director. We project about \$2.6 million of the 9% would be about \$2.6 million in fiscal year '24/25, the fiscal year that just ended.

Councilman Graham: So, we are spending a little more than half. I mean, it's just we're not spending enough. So are there any maybe Scott this is Selin, this is for you. Are there any restrictions? I know these let me back up. Are these considered restricted funds? Legally restricted?

Scott Selin: Madam Mayor, Councilman Graham, yes, they would be restricted. I'm just reading the financial policies that would dictate how we can utilize those funds. 9% for tourism-related events and event development.

Councilman Graham: Okay. Is there any restriction for in the money just goes and sits in a fund, in a pot, is there any restriction for how long it can sit there?

[Time: 01:17:31]

Scott Selin: Madam Mayor, Councilmember Graham, I don't believe so, but I will look into that and get an answer for you.

Councilman Graham: I would be curious to know. What is the balance of that fund as of the end of last fiscal year, just an approximation, or maybe you don't have that number. That's as of yesterday. So...

Scott Selin: I might need to research that number and get back to you. We were projecting for the entire tourism non-destination marketing fund an ending balance of well, I guess that's not really what you are asking. So, allow me to look into that and get back to you.

Councilman Graham: It just seems like we are not spending it and I'm wondering, concerned if yeah and Vice Mayor Dubauskas asks why. I mean, I think maybe the answer is you are getting a deficits of applications.

Steve Geiogamah: The amount that is allocated here, are for these four funding programs from that estimate that we talked about. Actually, that particular allocation, the 2.9 in this particular case, we spend those dollars. Some events don't go through these programs. For example, Canal Convergence comes out of an allocation of this portion of funds. Scottsdazzle is another one. That doesn't go through this funding. So those are funding programs, some aspects of Western Week go into that and take out of the majority of that estimated amount on a total fiscal year. We were just covering these four programs in terms of identification of the allocation. I think it's fair to say we spend the majority of these funds.

Councilman Graham: We are picking on this one because we are talking on this one. Scott just said the Acting City Treasurer said it will bring in \$2.6 million and we are budgeting to spend \$1.1 million, that's what I heard. That's a lot of excess. It's kind of creating a slush fund.

Steve Geiogamah: Well, I think we use that excess as I mentioned for the events that I just went through that don't go through these programs.

Councilman Graham: Right.

Steve Geiogamah: Generally, on a fiscal year, those funds are being spent --

Councilman Graham: So, you're saying there's a surplus we are applying to other locations.

Steve Geiogamah: Correct. An example of one that doesn't go through City Council the program, there was a tent approved by the Arabian Horse Show. We allocated funds that came out of that fund.

Councilman Graham: So, we can kind of ratchet down, you know, sort of the strident disbelief about how this is voter approved because we are taking it we already are taking it and repurposing it. What I don't want to see is basically a big pot of money growing every year. Our visitors are paying that. Our residents are paying I want that to be put to use for them and I want events to be here and happen. I don't want a big fund didn't mean to use slush fund but a want a fund to grow in perpetuity.

And maybe Mr. Selin, maybe you can follow-up on that. And Mr. Geiogamah, I appreciate your responses to my questions. Let me take a quick look at my let me reemphasize. I would maybe consider at some point hundreds of thousands of dollars not going through Council, maybe we can at least throw on those consent.

Mayor Borowsky: Thank you. The city attorney had an indication to speak.

[Time: 01:20:47]

Interim City Attorney Luis Santaella: Thank you Mayor, members of Council. One thing I want to point out is there is an underlying ordinance that controls these expenditures. And presumably our financial policies are based on this underlying ordinance. And the 50% that we have been talking about tonight, what the ordinance literally says, it's Section 447 of our tax code says it shall be divided among tourism related event support, tourism research, tourism-related capital projects and other eligible uses as determined by city ordinances and state law. Obviously, the other eligible uses would include the public safety contribution.

Councilman Graham: Point of privilege. Luis, can you speak a little louder.

Luis Santaella: My apologies. So, the 50%, Mayor and member of the Council is controlled by ordinance Section 4.47. And presumably our financial policies are based on this and the ordinance itself doesn't

provide specific percentages of how the 50% should be spent. But it does say it has to be divided amongst tourism-related support, tourism capital projects and other eligible uses determined by city ordinances and state law. Some of those eligible resources are uses, excuse me, would be what we're using to pay for some public safety services. So, your financial policies that say 9% need to be spent on events, I think I heard that earlier, those could be changed because the underlying ordinance that controls doesn't specify particular percentages. I just bring this up because I think it's relevant to this conversation.

Mayor Borowsky: Thank you. Councilwoman Whitehead.

[Time: 01:22:41]

Councilwoman Whitehead: So, I just have a quick question for the City Manager, based on the comments of the vice Mayor and Councilman Graham. There seems to be a discomfort obviously with a DRB case if a Councilmember can bring that case up to the Council, I imagine that's the same, but I don't have a confirmation. If our Tourism Board approves an event, can that be reviewed by the Council. Maybe this is a question, I'm not sure for the City Manager or Luis, the City Attorney.

Luis Santaella: Mayor, members of the Council, absolutely, what I believe what staff is trying to do is to delicate certain authority to themselves and certain ministerial authority to the Mayor. There's no reason that these individual events couldn't go to the City Council and be approved. I'm assuming that they do it this way, to make it more expeditious.

Councilwoman Whitehead: Right, so we could keep that efficiency, but still have that check. It really has been incredibly successful and just broadening the types of events is, the types of the demographics and the months that we have events. So I'm really supportive of it, but I do like that there's a check if any member of the Council is uncomfortable with a decision that we could bring it up. I am done. Thank you, Mayor.

Mayor Borowsky: Thank you. Vice Mayor Dubauskas.

Vice Mayor Dubauskas: Thank you, Madam Mayor. Yeah, I think if it's on as Councilman Graham mentioned, I agree with you. I'm supportive. These events, what I really like is this event development for three years, to get someone up and running and going and help them with that. I think that's really smart to limit the the amount of time on there. I'd like to see a little bit more focus on specific ROIs and maybe tell us some of our success stories when you are doing tease presentations so that we can see we invested \$30,000, and this is what we got out of our money. I think the residents would like to know that we are getting good value for our dollars.

But also, I think we like to know what we are funding and what not and I think it's good to put it on the Consent Agenda. We do that today with some of these events and we don't hold them up. So, I would like to see it. I'm always nervous when we talk about large dollars amounts. I think we should have more exposure, more eyeballs on it is always good. There's nothing to be afraid of for the people to see how

much we are spending on things.

Mayor Borowsky: I don't see any additional requests to speak. We have a motion and a second. All those in favor, please indicate your vote.

Ben Lane: Councilman Kwasman, we're voting on the tourism item.

Councilman Kwasman: I'm an aye.

Mayor Borowsky: Thank you. This would be the time the second public comment time for non-agendized items, but I don't see that we have any of those. So swell go ahead and move on to item number 11, which is receipt of citizen petitions. We don't have any of those either, do we? Okay.

MAYOR AND COUNCIL ITEMS

[Time: 01:26:05]

I think lastly, we have item number 12, which is under Mayor and Council items, and we will turn to our boards, commissions, and committees, 2024 Annual Report presentations. Tonight, we have the annual presentations, discussions and possible direction regarding key accomplishments and major actions taken from our Building Advisory Board of Appeals, Development Review Board, and Neighborhood Advisory Commission. And who will be speaking on behalf of these items?

Ben Lane: Mayor, I will introducing the items.

Mayor Borowsky: Thanks.

Ben Lane: Honorable Mayor and City Councilmembers, starting with today's Council meeting, the chairs or vice chairs of manufacture our boards and commissions will present an overview of their annual report including as the Mayor mentioned accomplishments, challenges and future projects to the Mayor and Council. After the brief presentation, the Council can ask questions or provide feedback. The Council received this as a consent agenda item. Based on some input, the City Clerk's office worked with the City Manager's office on the new process that's being implemented tonight to allow boards and commissions to have more direct interaction with the Council.

We are planning for up to three to four boards and commission presentations per Council meeting. With these presentations continuing into the fall. We will not be including boards that deal with personnel issues such as the Judicial Appointments Advisory Board and the Public Safety Retirement Board or bodies that are somewhat independent of the city such as the industrial development authority. Additionally, the Budget Review Commission, the BRC will not present this year as the annual reports represent activity from 2024, and the BRC was created in 2025.

After the presentations are completed, the annual report for all boards and commissions will be added

as a consent agenda item for Council consideration and possible acceptance. As this is the first time with this new process, any comments from the Council would be greatly appreciated for future planning purposes.

I want to thank the Mayor and Council and the boards and commissions for their feedback. And I want to thank City Manager, Greg Caton and Deputy City Clerk Rommel Cordova for working with the boards and commissions and staff liaisons to prepare for these meetings. I'm very appreciative of the board and commission members and staff liaisons who worked on these presentations and to present.

BUILDING ADVISORY BOARD OF APPEALS

We have three presentations, first up is the building advisory board of appeals. We have our chair, their Chair Julian Anderson and Staff Representative Michael Clack to present to the Council.

Mayor Borowsky: Welcome. Good evening. Thanks for being here. Is your button pushed? There we go.

[Time: 01:29:40]

Staff Representative Michael Clack: Thank you, Mayor and Councilmembers. My name is Michael Clack. I'm the building official for the city of Scottsdale. And I'm the liaison for the Building Advisory Board of Appeals and with me today is the chair of that board, Mr. Julian Anderson.

If you don't mind, I'd like to briefly just go over what the board is made up of, and what the responsibilities of the board are. And the next slide we have the board purpose and makeup. The purpose of the Building Advisory Board of Appeals is to hear and decide appeals of orders, decisions, and determinations made by the building official. That would be me. And relative to the application and the interpretation of construction codes, adopted by the city of Scottsdale. The board also makes recommendation on the adoption and the amendments to those codes to the City Council. The Building Advisory Board of Appeals consists of seven public members appointed at large by the City Council. Members appointed to the Building Advisory Board of Appeals must be qualified by experience and training to pass on matters pertaining to building construction.

Speaking very briefly on the next slide, key accomplishments and major actions taken, we have three from this past report, discussion and amendments to the rules of the board. A vote was taken and it was approved unanimously. There was discussion regarding the amendment to the 2021 international residential code requiring lowering access to air conditioning filters located in ceiling. The motion to approve and concept failed but it is a continuing discussion that goes on with the board.

There was also a presentation of the shade and tree plan for the city presented by Justin Azevedo with the Design Laboratory. No action was taken.

Regarding upcoming opportunities, challenges or outcomes, we continue to monitor legislation at the state and federal level that may impact city building codes. There's ongoing review of current city of

Scottsdale-specific code amendments and we are also continuing to take a look at plan review time frames, recruiting, and training experienced staff.

With that, if you don't mind, I would like to turn it over to Mr. Anderson would is the Chair of the board for any comments he may have.

Mayor Borowsky: Thank you.

[Time: 01:32:30]

Julian Anderson: Madam Mayor, Councilmembers, thank you to Michael Clack. He gave a good report on our activities. We are a very technical board. We don't get into a lot of controversy. And so I don't have anything to add. But happy to answer any questions. Thank you.

Mayor Borowsky: Thank you. Thank you both for being here and for your service. Councilman Graham.

Councilman Graham: Nothing much to add. Thank you for your service. I started my service on Building Advisory Board of Appeals. It was a great term. I don't know if they miss me or not. Thank you, Mayor.

Mayor Borowsky: Thank you. Councilwoman Whitehead.

Councilwoman Whitehead: I think I like this new format. Short but sweet. There was a great presentation. There were things that I didn't know you were doing. So, thank you both.

Mayor Borowsky: Thank you. Councilwoman Whitehead. Oh. I was thinking McAllen. Would you like to say anything, Councilwoman McAllen.

Councilwoman McAllen: Thank you so much for your presentation, and for your diligence on following up on state legislation. I know that we've been affected, all the cities have been affected on state legislation, and being vigilant is really important. So, we thank you for that.

Mayor Borowsky: I think that's all we have for you. Thank you very much.

Michael Clack: Thank you.

DEVELOPMENT REVIEW BOARD

Clerk Lane: Mayor, next up we have the Development Review Board and presenting tonight is Vice Chair Jeff Brand and Staff Representative Brad Carr.

Mayor Borowsky: Terrific. Thank you. Welcome.

[Time: 01:33:52]

Staff Representative Brad Carr: Thank you and good evening, honorable Mayor and members of the Council. Brad Carr with the Planning Department. I am the board of DRB liaison. It is my distinct privilege this evening to be joined by Jeff Brand to my right. He's a partner with the international firm of Nelson Partners and happens to be the Vice Chair of our board of Development Review Board. So it is our pleasure to be here this evening to describe the Development Review Board and give you some background and answer any questions you may have. Next slide, please.

So as stated on the screen here, the purpose of the Development Review Board is to maintain the quality development and that high quality of standards for Scottsdale for the architectural design and layout proposed development plans within the city. That includes commercial development, preliminary plats for residential subdivisions and includes the site planning, the building design and the relationship of the proposed development with the surrounding community.

The Development Review Board is comprised of seven members, two of those members are rotating members and one is a City Councilmember and Planning Commission member. They rotate on a three month basis. The other five members are appointed by the City Council for three-year terms. And those revolving terms through that three-year period this particular Development Review Board and commission is unique in that it seeks to add members the community that are in the development community whether that be architects like Mr. Brand, landscape architects, engineers, real estate agents, other people within the development community are what are on the board and make composition of the board. So, with that background, I will go ahead and hand it over to Mr. Brand for some of our key accomplishments.

Jeff Brand: Thank you, Brad, and thanks for the honor to sit before the Council. It's the first time meeting the Mayor, Vice Mayor and Councilmembers. On a personal note, as someone practicing architecture here in Scottsdale for 25 years, it's an honor to be on the board and help to shape quality development within the city. We all know that when these buildings get built, they are here for a long time. So we are you know, Brad outlined the general purpose of the board, but I think on a personal level, it's to ensure that the views of the Council and of the city and the citizens that we're upholding the quality that we all expect here in Scottsdale and through the approval of the guidelines and ordinances that govern development here.

The key accomplishments I think this is an outline some of the major projects that have gone through the DRB action and approval with ASM, Mack, Banner, again, the the Old Town Scottsdale urban design and architectural guidelines update. So, this is something that I'm not sure how familiar with all of the guidelines that everyone is here on the Council level but there's different use type guidelines. There's different character area guidelines and then overall zoning ordinance that we use to govern all of these projects. And this is from time to time as projects and as building techniques and other things change, there's always there may be a need to update the guidelines for what we do as well as the headwaters. Let's see the residential healthcare facility.

So, these are major projects, questions we can answer those. I think Brad has got a slide on the next one, which are upcoming projects. The Fairmont Princess, there's a from what we see on the agenda, that there's some major work going on, the Parque is the project that I will be recusing on because it's a project that I'm leading and our firm. The Erickson Senior Living project and then I think a point of discussion that we want to make sure we are in alignment with is the multifamily residential development design guidelines.

So, if I've heard something regularly on DRB, maybe that's discussed the most, it's number one the color white. I'm not sure if everyone watches the DRB hearings but constantly we are talking about the color white and its presence in the city but also the look, the impact, the feel and how multifamily residential should be done and developed within the city. So that's all I have for right now. I would love to answer any questions or have any dialogue or conversation.

Mayor Borowsky: I see a couple of questions. Councilman Graham.

[Time: 01:38:57]

Councilman Graham: I didn't say this last time, but Mr. Carr, thank you for being here and being a good liaison and Mr. Clack, I didn't say this to you earlier, but thank you for being a liaison to these commissioners these volunteers, really, the community volunteers that we appoint and entrust to liaison between you, the city staff and the City Council.

Some things I wonder, DRB is incredibly invaluable when you think about who we are as a city and what we look like as a city. You have an enormous impact on that question. I just wonder sometimes is DRB let me back up. We have a Planning Commissioner on DRB that rotates and then we have a Councilmember that rotates on DRB. Is that written in the stars? Is that statutory or is that just the way it's set up, Mr. Carr?

Brad Carr: Yes, honorable Mayor, Councilman Graham, it's within our zoning ordinance, I believe, as well as the bylaws for the board, that they have those two rotating positions.

Councilman Graham: So, Council could change that if they wanted. Sometimes I wonder about that because when you know, somebody like Mr. Brand's expertise is on, there if you had more of those types, would that would the city be better served? And I'm just kind of asking these questions rhetorically. We have Councilmembers going up there for a rotation. And that's nice and we learn a lot, and we you know, we're accountable to the people, but none of us are architects on the City Council. And so I just wonder about that sometimes.

And the same for the Planning Commissioner rotation because you could have two more spots of experts that could be contributing to the aesthetics of your community. It's something I wonder about sometimes because I think the DRB board is up there as far as importance for who we are as a city. So, thank you, Mayor.

Mayor Borowsky: Thank you. Vice Mayor Dubauskas.

[Time: 01:41:11]

Vice Mayor Dubauskas: Thank you, Madam Mayor. Jeff, you and I had a conversation about the opportunity for DRB to come before Council and hear more about what we're thinking, what we're hoping what we're expecting. So, I hope my colleagues will take that opportunity to share with you so that you can share with the rest of DRB because he genuinely wants to know what we want, which is wonderful. Thank you for that.

My experience on DRB was very enlightening because I think that what we see when we drive around Scottsdale, we sort of think happens in a vacuum, as residents we sort of think it happens as a vacuum, but it really starts and is a big part of DRB, and so your opportunity to look at a project, and say, is this right for Scottsdale first? Is this right for this section of Scottsdale, second. And then third, is this the very best that we can get for this piece of for this section of Scottsdale? I think that's what we would ask, is to really always have that laser focus on is this the best? And if it's not, be willing to say no. Be willing to say it's this isn't okay. And we do have the design guidelines that say it has to fit in the area.

And so, I think that we had a really great experience with B.B. Living where they came back and said, you're right. This was something we have done everywhere else. You're right it doesn't look right in this area, and we are happy to invest more. They happened to be headquartered in Scottsdale, and they were caught off guard that they didn't do their best for Scottsdale. They put pavers in and upgrades a lot. That's what I would ask. I think do you that as much as possible and you lend your expertise and really take it personally and take it to heart.

And so, I think the opportunity is also a challenge to be this guard dog and a watchdog for Scottsdale of how do we make it as beautiful as possible. How do we make it as high quality as possible. I think that can be really challenging at times and I have seen you work and you feel the burden of it. And you feel like you carry the burden of it a lot of times I notice. And so is there a way to I know you get up there and you prepare for the meetings and you think about it in advance. What is the best way for us to maybe communicate a little bit more in advance? I know we condition break open meeting law, but how can we kind of talk through projects maybe a little bit more to push just a little bit better? What do you guys recommend?

Jeff Brand: I mean, I will respond just in general to your first comment about making best. As an architect who is in charge of the design of an entire studio, like, that's my role in my firm, of 50 people, is to oversee the design quality of the firm. I have a lot of design opinions personally, things that I think are great and the best. That is there are other people that disagree with that. And so, the threshold that we really have to toe is understanding what is really subjective and highly opinionated from an architectural standpoint, versus what is maybe universal or what the city of Scottsdale views as quality. I think alignment, this forum of open discussion and establishing alignment between Council and DRB is important. What we have to rely on and what we use as reliance is the guidelines. So, the guidelines for multifamily and residential and guidelines for certain character areas. This is what we fall back on.

So, I mean Brad may back me up on this from a procedural standpoint, could you talk more about it, but from how we operate on the board, that's what we look at. It's not I have to really personally sort of check myself aside and say, I shouldn't be personally saying I don't think this is good. I also have to make sure I'm in alignment with guidelines of the city. And it's not just my personal opinion, but honestly, my personal opinion comes out.

Vice Mayor Dubauskas: Maybe it should.

Jeff Brand: But as far as us understanding the role, we want to make sure if and if our guidelines are not in the right position then we need to adjust the guidelines.

Brad Carr: Yeah, honorable Mayor and Vice Mayor, I think Jeff is right on. There are times when personal opinion can get in there and I think that as staff, we look to ensure that the design guidelines are always being met because that kind of distills down to the bases of what we want to have here in Scottsdale. The basic idea of this is the baseline of where we are at, and then it adds on a little bit more about here's some things that really distinguish Scottsdale from other communities and they have been vetted through processes to identify and establish those guidelines with what the community's goals for design here are in Scottsdale. So it's always a pleasure to have Jeff and his colleagues on the DRB give their personal preference, give that extra icing on the cake, when it comes to discussing projects, but as staff, we are really relying upon those guidelines to provide the basis for how we review and analyze a project and making sure that it meets the quality standards of Scottsdale.

Jeff Brand: I would also add that I think what Councilman Graham was talking about is having multiple opinions is always a good forum for balanced design discussions. So singular opinions, I think my opinion is great all the time, 100% of the time, but that's not necessarily a balanced way of conducting a design review. So, the more voices and the more opinions that you can have, and specifically the more opinions who have a history of what successful and great projects are within the city of Scottsdale. And my history, a lot of the work I have done has been within the city. So, I have sat in front of a lot of City Council hearings and a lot of DRB process and just seen what the community values and what the the type of projects that they put on posters and that they go patronize. I think having as many voices as possible to contribute to that discussion is incredibly important.

[Time: 01:48:13]

Brad Carr: And I will add a little bit to that, that voice is what makes the DRB what it is. It's a public board and it gives the community the ability to come in and voice that opinion. And there has been a little bit of attempts at the state level to remove that voice and hopefully we can work through that a little bit. But I think that's what really distinguishes the board and gives the ability for the public to come out and give their opinion and work through the people that you have appointed, like Jeff and others, to help make that that opinion continue to move forward and create a great community for Scottsdale.

Vice Mayor Dubauskas: Do you perceive the design guidelines to have room for improvement?

Brad Carr: I think, you know, Jeff mentioned that.

Vice Mayor Dubauskas: Do you feel like the design guidelines have room for improvement?

Jeff Brand: Oh, I think that they do. I think that this forum, actually I'm not sure how continued communication, but understanding what Council's expectation for specifically with multifamily because it seems like it's the most contemplated use type that we have out there. What what your what everyone's view of success, and what is everyone's view of quality. Like I have said, that is a highly subjective thing and a lot of communities and opinions. We would love to have clarity about what everyone views as ideal developments and make sure that the guidelines, and we can recheck the guidelines. I think there's probably some room for improvement. I think certainly guidelines always need to be remis as construction typologies and how we build buildings is evolving over time.

There's new energy codes. There's new building codes, guidelines, everything that we are doing. Technologies of materials are all changing. I will say one thing in particular, there's a lot of talk about deep recess, shaded openings on facades, that harkens back to a building style before quality glazing was developed and now we have really efficient high efficiency glazing. And there are some things that are maybe a little bit outdated, but they go back to the archetype of what is expected from southwest architecture. There's a lot to talk about those guidelines. I would welcome more conversation to updating those guidelines through as part of the DRB and possibly analyzing in combination with maybe the planning commission as well and get to get as many voices in the process as possible.

Vice Mayor Dubauskas: And you will be, you're on Parque?

Jeff Brand: Yes.

Vice Mayor Dubauskas: Oh, it going to be beautiful. We have high expectations, Jeff.

Jeff Brand: Thank you.

Mayor Borowsky: Councilwoman Whitehead.

[Time: 01:51:00]

Councilwoman Whitehead: Great presentation. I actually want to speak in agreement with what Councilman Graham mentioned. When we serve on the DRB, Jeff, your voice is really needed by all the other members. I wonder if there's a way to whether or not Council person is on or off, but to maybe tighten the requirements to serve on the DRB, if that's something that Council wants to do, because landscape architects, architects, but it's pretty broad, and, again, having served as we all have on the DRB, I think what we really need are members that know the development standards, at proved development standard the approved development standards and have experience developing. I think that's something I would like to see tightened up. Again, it's really good for Council to I I think we all enjoy when we do serve on the DRB and I'm fine with keeping that, but maybe just strengthening so

that we get, as Councilman Graham said more Jeffs.

Mayor Borowsky: Councilman Littlefield.

[Time: 01:52:19]

Councilwoman Littlefield: Thank you, Mayor. I just want to say thank you, Jeff, very much, for all you do on that board. I've watched you for several years, and you do a fantastic job. I think the DRB Board is a unique board to Scottsdale. I don't think most cities have a board that looks at the color, the design, the texture, the feel, how it fits in the neighborhood, like the DRB does. And I think it really makes a difference overall over all of Scottsdale, when you have a board that looks like that, and causes changes to be made so that the pieces of our city fit together better. I don't know how else to say it.

I always feel a little bit weird when I serve on the DR board, because I failed art in eighth grade. My teacher said, what are you doing here? You are wasting your time. Oh, yeah. So, my dog always followed me to school on that day at 8:00 in the morning and I always had to take her home during art. Music was a different story, but art was not my best thing. I have learned so much from serving on the DR board and sometimes just coming down, sitting and watching it, because I learn the things that matter, and the things that are under consideration. It helps me up here. And I feel like you serve the city by making our city more of a unified whole with different aspects of it, that blend. And I think that makes a big difference between us and other cities that don't have that kind of input from different segments of the cities as they get put together. So, I would like to thank you for that very much.

I think all of the boards and commissions that we have, including the DR board are volunteers. They spend their time, their talents expertise, their education and their viewpoints for free to the city for our use as we will, and I think that's really an amazing part of our boards and commissions structure. And I think it's an amazing part of the DR. I want to thank you and all the DR members for the time you spend on helping to keep our city beautiful and unique. Thank you.

Mayor Borowsky: I think I will close by asking a few questions. You talked about the multifamily guidelines, design guidelines. How many multifamily projects are you seeing come before you lately? It seems like they have really decreased.

Jeff Brand: They have. I'm not sure of the exact count. I can tell you just as someone who does this type of work in the industry, that there is a pause right now in a lot of those projects due to the capital funding and markets. What was going to say and add getting members on the DRB that not only under but have an opinion on the design and understand cost impacts and understand construction typologies and understand what you are saying and what your opinion means to the person who is proposing to build this and making sure your suggestions and how your understanding you are understanding how they are actually going to do this project so that your feedback is real and it respects it and it has it's borne out of a respect for their investment in the building and their investment in the city if you understand what they are doing. So, I think adding those opinions would be great.

But as far as the multifamily number. We seen Cosanti Commons recently came through and B.B. Living and and Palm Lane will be coming through and I believe that the Parque project has both rental and condo in it. So yeah, I can't give you a number.

[Time: 01:56:41]

Mayor Borowsky: I wasn't asking for a number. It would surprise me if we are seeing a lot of new projects come through. I mean, I know they are not coming through here. So, they are not they are not asking for zoning increases. So, I think we will see a slowdown. An interesting question. My answer is, I have no idea what the multifamily guidelines look. What does that look like? To me it looks like this and to Councilwoman Whitehead it may look like that and to you it probably looks entirely different. So, I have I have a little challenge, not your expertise in and I would say as I was campaigning, I will know it when I see it, high quality, right? And how helpful is that to anybody, right? Not at all.

But I think that's why we rely on professionals and the lay of the land on the DRB is such that it is, it's a composition of people who do know what it is before they see it, and they're involved in the process. And that's super helpful. A couple of things that I think are important is press you know, philosophy that includes and you just alluded to this. You beat me to the punch. Pressing the envelope for the highest quality possible, which includes compatibility and appearance and fit within the community, aging well, right, that it's a project that's gonna look really good still, it's going to age well. Without putting such imposing such restrictions and criteria that makes it very, very difficult or maybe impossible for the applicant to do the project. So you alluded to that and I completely agree the balancing test of the imposition of the requirements on the applicant and their ability to do the project.

So, I think we're in a good place at least for the time being. We have applicants coming through that really do want to do great work and I think that's the you know, the result of the market conditions right now, the top apply. So that's great news. One thing I did think of, is, you know, people for example, yourself, as the vice chair, that you are encouraging other members of your community, you know, design whatever the case might be, community, to consider running for the DRB and then also supporting these people through communication to us, I think that would be very, very helpful.

And on the same token if someone is not a good fit, I know that's probably a hard position for you to be in, but that's also important to know, even though albeit uncomfortable. You know. Just thinking out loud.

And in terms of enhancing the DRB guidelines or changing them, enhancing them ideally, we also, I would rely on commission members such as yourself to come to us with those suggestions. I think that's a wonderful use of this board's time and energy. So those are a couple of thoughts from me, and I applaud you for your great work and strong dialogue here. Thank you. Do you have anything else, Brad?

Brad Carr: I do not. Thank you.

Mayor Borowsky: Thank you very much.

NEIGHBORHOOD ADVISORY COMMISSION

[Time: 02:00:19]

Ben Lane: Mayor our last presentation is from the Neighborhood Advisory Commission and its Chair Larry Hewitt and Staff Representative Taylor Reynolds.

Mayor Borowsky: Welcome. Thank you for being here tonight.

Staff Representative Taylor Reynolds: Yes, thank you, Mayor, members of Council, I'm Taylor Reynolds. I'm a Principal Planner in our Long-Range Planner and I'm also the liaison to the Neighborhood Advisory Commission. I will do a couple of introductory slides and then hand it over to our Chair who is Larry Hewitt. He's in his second term with the commission, and also second term as our chair. Next slide, please.

The Neighborhood Advisory Commission is a commission that consists of seven members appointed by City Council that have a three-year term. The commission advises and makes recommendations to City Council on policies, plans and strategies for the preservation, improvement and revitalization of Scottsdale neighborhoods. Second, and most importantly, is that they establish criteria for determining the neighborhood enhancement grant program, and how those funds are allocated throughout the year, and Larry will get to that on a couple of the next slides. So, with that, next slide.

Larry Hewitt: All right. In 2024, the commission focused on strengthening neighborhood pride and supporting community-led revitalization projects. The neighborhood enhancement grant program or NEGP, is made possible through funding generously allocated each year by the City Council. With a \$30,000 budget annually to support small-scale neighborhood improvement projects. These grants are particularly impactful for neighborhoods without the resources of a homeowner's association, providing assistance for projects like perimeter wall repainting, landscaping and signage that help to enhance neighborhood identity and visual character. The commission deeply values the Council's continued support of this program. Neighborhoods that receive funding are not only grateful. They are empowered to address local needs proactively. In administering these grants we are proud to help deliver results that benefit both individual neighborhoods and the broader Scottsdale community.

In 2024, these funds supported beautification efforts that help preserve Scottsdale's character, particularly in non-HOA neighborhoods such as Bent Tree, near 104th Street and Shea Boulevard and Scottsdale North on Thunderbird Road. These targeted investments empower neighborhoods to proactively address localized concerns before they escalate into broader community challenges. In the case of Bent Tree, support for the grant program was instrumental in resolving 16 active code enforcement notices of violation.

In addition, the commission reviewed and updated the grant criteria to improve clarity and consistency. These updates made the program easier for applicants to navigate and help ensure efficient evaluation of proposals.

Finally, the commission remained active in community outreach and engagement, participating in neighborhood, particularly local recognition through the Spirit of Scottsdale awards and offering input on city initiative text amendments in state law. These discussions helped to keep the commission informed and better positioned to share relevant information with neighborhoods and residents throughout Scottsdale. Next slide, please.

Looking ahead, the commission is focused on three key areas. First, we see an opportunity to broaden participation in the neighborhood enhancement grant program. We plan to continue to work with code enforcement, the office of citizen services with programs like Neighborhood Watch to help more neighborhoods become aware of and NEGP funding. With that said, while the commission recently updated the NEGP criteria to improve clarity and accessibility for the applicants and ongoing challenge lies in the limited scope of where grant funds can be used. State statutes and the City Charter prohibit the granting of public funds to individuals, associations or corporations. As a result, NEGP projects must be implemented on city owned land or within the city's right-of-way and benefit neighborhoods without a formal HOA structure. These limitations require careful contribution and continued transparency as the commission works to ensure the programs remains impactful and legally compliant.

[Time: 02:05:22]

Second, we will continue to grow visibility for the Spirit of Scottsdale Award program, encouraging community nominations and celebrating those who embody neighborhood stewardship. In 2025, the commission will continue to working with the city Office of Communications and increase awareness and encourage broader public participation in the nomination process. By celebrating those who contribute to the neighborhood, vitality and identity, we help foster a culture of community pride and civic engagement throughout Scottsdale.

And third, we focused we're focused on enhancing the commission's role in addressing broader neighborhood issues by refining our work program and staying engaged in relevant legislative and policy discussions, we aim to ensure our efforts remain responsive to Scottsdale's evolving needs. Moving forward the commission will continue to invite presentations that deepen our understanding of neighborhood-related topics, the knowledge allows us to be more effective more effectively share information with residents and ensure the commission's input reflects the needs and the interests of city of Scottsdale neighborhoods. Next slide.

Thank you for the opportunity to present today. Open to any questions like the other commission chairs and vice chairs.

Mayor Borowsky: Thank you, Mr. Hewitt. We really appreciate you coming and for that healthy report. Appreciate it. Councilwoman McAllen.

Councilwoman McAllen: Thank you, Mayor. Thank you, Mr. Reynolds and Mr. Hewitt. Thank you for being the liaison to the board, playing double duty with your job, plus doing that and Larry for all of your time on the commission. This is one of my favorite commissions because it really is the heart of

Scottsdale. I know your awards are called the Spirit of Scottsdale, but going into the neighborhoods, working with the citizens, and helping to advocate for the residents what they might not know, and how to get funding for something as simple as a broken window for an elderly woman, or having the connections of the city, you know so someone doesn't keep getting cited that you are working with code enforcement and you are working with the police department, and you are working to help the citizens be a good neighbor. They don't want to have a bad or, you know, a dilapidated home but you figure out ways to help them. It tugs at the heart strings of what being neighborly is about.

Along with that, encouraging these neighborhoods that aren't part of homeowner associations that are kind of the older parts of Scottsdale. And I love that the grants you gave this year were in the north part of Scottsdale and there was a need in some areas, some outlying areas. So, I just appreciate all that you do, and if there's anything I can ever do to be of help, I love attending your commission. Also, there's always something I learn, but thank you for the work you do.

Mayor Borowsky: Councilwoman Whitehead.

Councilwoman Whitehead: Yeah, thank you, Mayor. Yes, and I agree with Councilwoman McAllen. We talk about return on investment tonight, this is a great example of return on investment. Bent Tree had to work darn hard and spend a lot of money to get into compliance in order to get that grant but there's other benefits. It brought the neighborhood together because when you don't have an H.O.A., you don't have to communicate with that your neighborhood. I happened to be involved in that one. They pulled together and did a lot of work in order to get the grant and I liked how the commission was flexible because it was a two-year process to get the whole both sides of the wall both street sides painted. So that was just great, and there's just a lot of good examples, but, again, this grants like this one require everybody give something and then at the end of the day, everybody knows more people in their neighborhood. So thank you for what you do.

Mayor Borowsky: Thank you. Councilman Graham.

[Time: 02:09:32]

Councilman Graham: Thank you, Mayor. When you were speaking, I thought I was in Boston. I had flashbacks.

Larry Hewitt: I was just there last week.

Councilman Graham: Taylor, thank you for presenting and Mr. Hewitt for serving. On my feedback, I spent a lot a spent a lot of time thinking about short-term rentals and I just constantly think that your commission is the commission to do it. What's it? I don't know. But we don't really have a dedicated I think creating a commission for short-term rentals is probably excessive. I think that maybe this snot maybe this is not the way it goes. Maybe you feel maxed out.

Larry Hewitt: That's often one of our topics that we ask city staff for information on a lot, is the S.T.R.s

and unfortunately as all of you know, we're so it limited based on state legislation as to what we can do. But we're always asking.

Councilman Graham: We that's what that's what that's what some say but yet we were able to you know, they passed legislation. It could be a tool to promote legislative ideas. It could be there are there are other ways in I think that there's untapped ways creatively looking at all sorts of enforcements about, you know, everything that goes on a hotel that short-term rentals just are exempt from doing, from a running a hotel in a neighborhood. You know, pool fences. Taylor you kind of look like you want to say something.

[Time: 02:11:19]

Taylor Reynolds: Yes, thank you, Mayor Borowsky, Councilman Graham. I know I believe four years ago there was a short-term rental working group that provided information to the city worked with the City Council and had recommendations that most of which I believe was implied by City Council at that time, but I think from, you know, a land use perspective, short-term rentals is more of a land use more land use related and that it might closely align with the Planning Commission, and working with their commission on any sort of future I don't want to say recommendations but let's say there were changes that the ordinance that would go before Planning Commission.

The Neighborhood Advisory Commission, I believe, would be happy to review any of those efforts that go forward and provide input on any text amendments that come before City Council. I think that's a land issue and not so much something that would be pushed by the Neighborhood Advisory Commission.

Councilman Graham: I expected you to say that. I expected that and that's what makes it so fun to challenge yourselves. The planning the land use aspect, basically the legislature is going to pass something maybe, give us relief and then they will do something and they will pass it, it will be one and done. There's so many ways to look at because short-term rentals are just ravaging neighborhoods and a lot of your mission is about it's neighborhood focused. I mean, just last May, we had 100 almost 100 short-term related nuisance party calls. Is there something that you guys could have done if you put your head together put your heads together to get that number down. Let's not just say today. It's something to think about. Maybe think about it, if there's anything you could do as far as the way we think about this is a neighborhood, and we've got a mini hotel operating inside of our neighborhoods. Is there a role that you could play? So that's my only thought. I like pretty much everything else you do, and I appreciate your service. Thank you, Mayor.

Mayor Borowsky: Thank you, City Attorney?

Luis Santaella: Mayor, members of the Council, I have to disagree with the planner. Short-term vacation rentals is a regulatory issue. We issue regulatory licenses, and we govern their behavior. It's not so much a land use. We are pretty much required to allow them in any residential area. And we have an extensive short-term vacation rental ordinance. If you were to offer up a commission that explores the

idea, I tend to agree with Councilman Graham. I don't think the Planning Commission is appropriate because none of our short-term vacation rental ordinances are in the planning ordinance and those also are much more difficult to initiate because they require a text amendment. And just a friendly reminder that the City Manager asked me to mention, we do have an entire police squad and set of code inspectors that are also working on this issue.

Councilman Graham: Mayor...

Mayor Borowsky: Thank you. Councilman Graham.

[Time: 02:14:39]

Councilman Graham: If I may say one concluding remark. I didn't expect the Acting City Attorney to step in. I appreciate that. I do think there is a land use aspect of it, just my opinion but it is a behavior thing and these are ordinances, we talk about a police we have a police enforcement unit. What are they enforcing? An ordinance that the City Council is passing. Where do those ideas come from? Like, how do we you know. I think that the people on the Neighborhood Advisory Commission are pretty competent. Maybe they could brainstorm. Maybe that's the place because you are in the trenches on honing in on some of the rough patches the neighborhoods that people are dealing. With we pass ordinances. The ideas come from somewhere. Why not you? I mean we are open to listen to everybody, but it's just kind of an idea, I thought, and if you thought it has merit, maybe we could talk about it. Thank you, Mayor.

Mayor Borowsky: Vice Mayor Dubauskas and then Councilwoman Whitehead.

Vice Mayor Dubauskas: Thank you, Madam Mayor. Thank you for your service. I actually had a note to ask you about short-term rentals as well. I feel like this might be a good place and maybe a way into it would be to analyze the results of the short-term working group, how is it going? Are we are getting the results we expected in certain areas? Are we finding something else is going on? Do we need to address it in another way? Bringing the police team into it, and sort of having those conversations, it's always good to check in, right? Did the ordinances do what we thought they were doing since that group broke up. Maybe you guys could take a look at it. I think that would be helpful. I think we feel that you guys have the pulse on these neighborhoods more so than any other group.

The other thing that I was going to mention, I was a little bit surprised Councilwoman McAllen didn't and it's her idea. So maybe she didn't for a reason. Was some neighborhood meetings. Have you already talked about that with them and so she mentioned an idea of having get togethers in neighborhood groups so that folks could understand their city services and they could meet the police and meet the fire and meet all. And I think that would be a great place for this, for that idea.

Larry Hewitt: Vice Mayor Dubauskas, Mayor and Council, we actually do attend gain events which are the neighborhood events that happen once a year. The neighborhoods can request someone from the Neighborhood Advisory Council attend their meeting and so of the seven of us, we try to split it up and

try to cover as many as we can on those gain events. And then bringing in the Neighborhood Watch, partnering up with them for the grants, we can also communicate the other the other things that we do for them to share with their neighbors.

Vice Mayor Dubauskas: Great. Thank you.

Mayor Borowsky: Councilwoman Whitehead.

Councilwoman Whitehead: I will be quick, Mayor. Just a thought, based on what my colleagues have said. We have the Trail kind of subcommittee, maybe that's something we have STR subcommittee to the neighborhood you know, that's just an idea I want to throw out there.

Mayor Borowsky: Excellent. Lots of good ideas. Thank you so much for being here tonight and for your presentation. And answering questions. Thank you.

Larry Hewitt: Thank you for the opportunity.

Mayor Borowsky: That concludes our business for this evening. And if so inclined motion to adjourned.

Vice Mayor Dubauskas: Second.

Mayor Borowsky: All those in favor. Thank you, everyone.

ADJOURNMENT

[Time: 02:18:16]