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CALL TO ORDER

[Time: 00:00:00]

Mayor Borowsky: Good afternoon. I know Vice Mayor Kwasman is on his way back to the dais. But, in the meantime, I will go ahead and call the January 27, 2026 City Council Regular Meeting to order. And City Clerk, Ben Lane, can we have a roll call?

ROLL CALL

[Time: 00:00:18]

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

Mayor Borowsky: Present.

Ben Lane: Vice Mayor Adam Kwasman.

Vice Mayor Kwasman:

Ben Lane: Councilmembers Jan Dubauskas.

Councilwoman Dubauskas: Here.

Ben Lane: Barry Graham.

Councilman Graham: Here.

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: City Treasurer Sonia Andrews.

City Treasurer Sonia Andrew: Here.

Ben Lane: Acting City Auditor Lai Cluff.

Acting City Auditor Lai Cluff: Here.

Ben Lane: And the Clerk is Present. Thank you, Mayor. Here is the Vice Mayor for the record.

[Time: 00:00:51]

Mayor Borowsky: He is entering the building. This evening, we have police officer Sergeant Eric Boles, Officer Ray Wilburn, Sergeant Mike Clure as well as Scottsdale Firefighters Travis Radkey and Logan Darling. If anyone requires their assistance, please let a member of our staff know.

And just in time for the Pledge of Allegiance I would like to I would like to look to Vice Mayor Kwasman to lead us.

PLEDGE OF ALLEGIANCE

[Time: 00:01:15]

Vice Mayor Kwasman: 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 very much. And this evening, Councilman Graham will help us with the invocation. So, take it away.

INVOCATION

[Time: 00:01:45]

Councilman Graham: Thank you so much, Mayor. I am pleased to introduce Pastor Jason Fritz, who will give tonight's invocation. He's been kind enough to give tonight's invocation. Pastor Jason Fritz is a Scottsdale native, and he founded Illuminate Community Church in northeast Scottsdale in January of 2016. Under his leadership, Illuminate has grown as a thriving church reaching thousands in person and online. The church places special emphasis on meeting the needs of the valley. Just last year, they provided over 50,000 meals to low-income and homeless individuals throughout the city. He and his wife serve together in ministry, seeking to cultivate a church marked by truth and grace. Again, it's my honor to introduce Pastor Jason Fritz to give the invocation for tonight's city Council meeting.

Illuminate Community Church Pastor Jason Fritz: Thank you so much, Councilman Graham, will you pray with me. Father, we thank you for gathering today and to serve this beautiful city of Scottsdale and its people. We ask for wisdom, clarity and especially humility as decisions are being made, that each discussion could be marked by integrity, and respect, and a sincere desire for the common good of the people. God grant patience where there is disagreement and courage where difficult choices need to be made. Compassion for those whose lives are affected by the decisions that will be made here.

I pray that this will be a productive time. May our efforts contribute to the peace, safety, and the flourishing of this great community. God, we are so grateful for the privilege of public service. None of us is here in these positions by accident but ordained by you. So, we ask for your guidance and your grace and your truth as we proceed. We ask it in the name of Jesus, amen.

Councilman Graham: Thank you, Pastor, thank you Mayor.

Mayor Borowsky: Thank you very much.

MAYOR'S REPORT

[Time: 00:03:49]

This evening, for the Mayor's Report, I would like to thank everyone who attended the state of the city address last Thursday. It was a great turnout. Record breaking, I think, and had a full house at the Fairmont Princess. And I really appreciate the Chamber for putting that together, for all of those who attended and especially the Fairmont Princess for making it a wonderful event. And if you didn't make the event, we now have the link up for the recording of the entire event. So, tune in if you couldn't make it. That is on ScottsdaleMayor.com and lots of other channels as well. So, moving right along, we oh, and it will also be airing periodically on Channel 11, I should include that.

This week is Western Week. We're really excited about the Parada Del Sol coming up Saturday. I think we're all going to be there, in cowboy hats and boots. We hope you will join us. And it's, of course, one of the biggest days of the year here in Scottsdale. And then we have the Hash Knife Pony Express coming in. That's Friday, right? That's Friday. Yes, yes, yes. All right, well, they will be delivering mail to us, truly. This is a really exciting event, which will take place outside of the Museum of the West, actually, the event is going to take place there but it's the culmination of the Pony Express who is traveling with mail and we're the last stop. So come join us there. I believe the event starts at 11 a.m. So that's really exciting. And we'll be pushing out notice of that and please call if you need any other details.

And I've talked about the Parada Del Sol and which ends with the Trails End Festival. Of course, that brings our western heritage front and center, and it is such a great big event and we hope to see all of you there. And correction, Pony Express is high noon out in front Western Spirit Museum. So looking forward to all of that.

In terms of presentations, we have no presentations.

EXECUTIVE SESSION

Possible Executive Session announcement, as is the case at every Regular City Council Meeting, during tonight's meeting, the Council may make a motion to recess into Executive Session to obtain legal advice on any applicable item on the agenda, if authorized by the Council, the exec session would be held immediately and would not be open to the public. The public meeting would resume immediately following the Executive Session, however.

MINUTES

[Time: 00:06:30]

Meeting Minutes approvals. We have looking to approve the Special Meeting Minutes of November 3, 2025, Executive Session Meeting Minutes of November 3, 2025, Regular Meeting and Work Study Session Minutes of November 3, 2025, and if there are no revisions or questions on those, I will

entertain a motion to approve.

Councilwoman Whitehead: So moved.

Councilwoman McAllen: Second.

Mayor Borowsky: Thank you. All those in favor or opposed, register your vote. Excellent.

CONSENT AGENDA

[Time: 00:07:10]

Next, we have Consent Agenda items 1 through 13. Does anyone have any questions or look to have any presentation on any of the items on the Consent Agenda? Councilman Graham?

Councilman Graham: Can we pull item 10, Madam Mayor. Western Spirit.

Mayor Borowsky: Yes. And that was going to be my request as well. So...

Councilman Graham: Okay. Good.

Mayor Borowsky: So, we are on the same page. Excellent. So, moving on, I don't see any more requests to consider or have a presentation on that. So, with the exception of number 10, we have Consent Agenda 1 through 9 and 11 through 13 and I will entertain a motion to approve those items.

Councilwoman Whitehead: So moved.

City Clerk Ben Lane: Mayor, I apologize can you include 13A as well?

Mayor Borowsky: And 13A. My apology.

Councilwoman Whitehead: So moved.

Councilwoman Littlefield: Second.

Mayor Borowsky: All those in favor or opposed, indicate your vote, please. All right. So why don't we take number 10, and we'll go from this. Welcome.

Tourism and Event Director Rachel Smetana: Thank you.

Mayor Borowsky: Thank you.

ITEM 10

[Time: 00:08:25]

Rachel Smetana: Mayor Borowsky, members of Council, I'm Rachel Smetana the Tourism and Event Director for the City of Scottsdale and tonight I'm bringing forward Western Spirit, Scottsdale's Museum of the West, they are requesting \$90,000 for marketing funding. And on December 16th of 2025, the Tourism Development Commission recommended an allocation of \$90,000 from the tourism development fund allocated specifically for destination marketing. This request was made to help support the outreach efforts by the museum to attract new art lovers to the museum's opening of their new and former Councilman Smith would have me add privately funded expansion of their beautiful museum here in Old Town Scottsdale.

As we all know, arts is an integral part of Old Town Scottsdale, and this exciting new development provides an opportunity to communicate with the valley and beyond to get to know our beautiful museum and remind everyone that Old Town is the place for exciting arts and culture experiences. So, the Museum of the West brought forward a marketing plan, and these are some of the deliverables they intend over the next three months, in advance of their grand opening week March 24th through 29th. City staff has evaluated the proposal and identified a public purpose and direct consideration, substantially equal to the proposed city's expenditure.

So here is the action. We are requesting and Todd Bankofier, CEO of the Scottsdale Museum of the West is here to provide information and answer any questions you may have. Thank you.

Mayor Borowsky: All right. Councilman Graham?

Councilman Graham: There's a public comment, Mayor.

Mayor Borowsky: Yes, Bob Pejman. Thank you.

[Time: 00:10:37]

Bob Pejman: Good evening, Mayor Borowsky, Councilmembers, the name is Bob Pejman. My comments are centered on how to get most bang out of the buck, how to maximize the potential of the museum, and to increase visitation. One the things that happened is when the Council approves a big project, is that certain promises and projections are made and those projections are usually used to justify the approval, how it's going to impact and how it's going to improve the community.

So back in 2013, I watched the entire session of the museum, when they got the \$13 million to build it. And there was a consultant that made a whole bunch of projections I want to put this on the projector as soon as it shows it. Okay. Let's see, maybe I will put it down here. Okay. So basically, in 2013, the projection was made that by year five, the attendance of the museum would be roughly around 100,000 visitations per year. Okay? To put this in perspective, the recent numbers, as the city has told me, are

more around 50,000. In my opinion, if that was a if the fifth-year projection, by now it should be maybe now 150,000. So, it's certainly falling short. Now, part of what they said also in the same you can see back down here, that's the consulting company that presented that made the projections. It relied heavily on the museum attracting from the valley, you know, from Scottsdale, from PV, from Phoenix metro in general. So, the question is, why hasn't any of that happened? The other thing I would say that if you listen to the you know, if you watch the Council meeting, for example, Susanne Klapp made a big speech about how the museum's purpose is also to activate the arts district. That was a major reason that it got approved it will activate the arts district.

Now, I'm not here to figure out why that stuff has not happened. I would say one of the main reasons when they approved the project, they never put in a marketing plan. So, so they thought that by magic, they will get those numbers. By magic, they are going to attract these people to the museum. So, there's been an absolute absence of a solid marketing plan. I don't know who to blame that on, but that's the fact.

The museum is is kind of like a lure to bring visitation down. It's an activation tool. I think we have forgotten than it's an activation tool and we want to bring it back to be an activation tool. Here's my challenge. Let's say it's 50,000 and it's probably not all paid visitation what can we do to bring it back to 100,000? That to 100,000. That was year five. If we can set that as a benchmark then the challenge becomes how to do that. And I think that's the real metric that could be used that is going to increase the visitation. And by the way, it has not increased. I think bring it back to what it was projected and I think if you do that, it will make an impact on how it's going to drive traffic to Old Town. Thank you.

[Time: 00:14:30]

Mayor Borowsky: Thank you so much Bob. All right, I have a couple of questions. I don't see...

Councilman Graham: After you. Do you want to go first.

Mayor Borowsky: I didn't see you up there. Sure. I have a couple of questions. The TDC approved new events over a three-year maximum lifespan, \$75,000, right? That's kind of our general criteria. Actually, it's not general, it's absolute, or it should be. And how does is this coming under that program?

Rachel Smetana: Mayor, members of Council, no, it is not. We, that is for the new event development fund, the maximum of \$75,000. This is specific to marketing. We did some things similar to, I believe in 2016, related to a Hopi exhibit. So, it's not unprecedented to for the bed tax to pay into marketing to drive more people to the museum and to Old Town Scottsdale. This is separate from the event funding program. In fact, this would be taken from the city's portion of the destination marketing funds.

Mayor Borowsky: Okay. And then is there a sharing of commences for the scope of this marketing program between the museum itself?

Rachel Smetana: This was not contemplated with a match, no. We will only pay for receipts of

advertising related to the opening of the Louis Sands IV Center and the Basha western arts collection. So, they are going to, we don't pay until post-event. So, they will prove how they advertised and the expenditure around that. We reconcile that and then pay post post event.

Mayor Borowsky: So maybe these questions should also go to Todd. So, does that mean the city is being asked to pay for all of the marketing expenses for this purpose?

[Time: 00:16:26]

Rachel Smetana: This wasn't brought forward with a match in marketing. This is just direct marketing dollars.

Mayor Borowsky: So is that a yes?

Rachel Smetana: The city is paying for I don't know if you have additional expenditures. We are not requiring it with this contract. So, I will...

Mayor Borowsky: And before we switch gears to Todd, if you know, hopefully you know, what is Experience Scottsdale doing to promote this new addition and the experience that comes with it?

Rachel Smetana: And I think Todd has also had meetings with them and can speak more specifically to that. They do intend to support this as well, though.

Mayor Borowsky: And then I will have some follow-up questions for you.

Western Spirit: Scottsdale's Museum of the West CEO Todd Bankofier: Madam Mayor, I can address that specifically. Experience Scottsdale we is definitely planning. We've already talked to them and our director the marketing is here, and working with Rachel over there to make sure that they utilize their destination marketing tools, the channels that they use across the country to promote this event and to promote this new 12,000 square feet that's being added to this Museum to the West, to let people know that there's a whole new set of attractions now at the Museum of the West. So, yes.

Mayor Borowsky: Okay. Two questions on that. When you say and I should have asked Rachel this. When you say this event, can you explain what the event will be and what the time frame is?

Todd Bankofier: Well, there's the opening of the 12,000 square feet which will be a week-long event. Four new spectacular western exhibits that will be inside of that 12,000 square feet. And we want to make sure that we, we only get this opportunity one time when we have a big, new, part of a facility to showcase to the world and that's really the heart of the reason for the request of the \$90,000. You can only market so much with certain dollars, and adding this \$90,000 on top of what we're going to spend is the ability to now go showcase on some TV, some radio, digital advertising, banners, all the things we need to do to get that traveling, art culture interest that's coming to town to come to our museum.

Also, afterwards, not just the 24th through the 29th, this is a long-term thing, because we have a whole new part of a building that's going to be showcased to the world, and we want to make sure that we can allow people to know that it's actually happening. Without this \$90,000, who is to know that it's going to be able to have the ability to have people show up? Right? And so we want to have the week of opening showcase it, to everybody that we can outside of the state of Arizona, as well as our neighbors and our state and have them know that this opening includes the Eddie Basha collection from east valley and all the other exhibits that come with it.

Mayor Borowsky: Okay. Todd, what is the museum's portion of the marketing budget that is parallel or analogous to the marketing budget that you are asking the city to fund for \$90,000?

[Time: 00:19:47]

Todd Bankofier: Well, we have been spending a good amount of the money curating the four exhibits that we're going to be able to market about this event. And we're going to I don't know the exact amount, but it's, we are going to have marketing expenses on top of the \$90,000. Do you have an idea, 150 or so, total with the 90 as part of it. But we can't...

Mayor Borowsky: I'm sorry, did you say 90 is...

Todd Bankofier: Part of it.

Mayor Borowsky: Included.

Todd Bankofier: In the 150.

Mayor Borowsky: Over what span of time?

Todd Bankofier: We have started already.

Mayor Borowsky: Okay. And so that budget has been presented to Rachel and the city what your part is?

Todd Bankofier: Yes. Not all of it, because we're going to provide receipts to do the audit at the end to showcase all of the things that we're doing, but you can guarantee that we're doing TV, radio, concierge targeting around the valley, print, banners on the on streets and direct mail campaigns.

Mayor Borowsky: And do you know, have you had discussions with Experience Scottsdale what they're planning to dedicate in terms of financial resources, allocated to this particular...

Todd Bankofier: I don't know the dollar amount, but they committed to us to market this outside the state.

Mayor Borowsky: Okay. I'm going to turn it over to Councilman Graham and I believe, oh, Councilwoman

McAllen, excuse me, is next, unless did you did you jump down?

Councilman Graham: I will go after. That's okay.

Mayor Borowsky: So, I will circle back before we move on to the vote. But thank you for the answers. Thank you, Councilwoman McAllen.

[Time: 00:21:43]

Councilwoman McAllen: Thank you, Mayor. Rachel and Todd, when the Museum of the West first opened and the size of it, similar to what one of the former speakers spoke, Mr. Pejman. So are we doubling in size with this extra...

Todd Bankofier: No.

Councilwoman McAllen: Is a third larger? About the size?

Todd Bankofier: Yeah. Yeah. We've gone from 43,000 square feet to 55,000 square feet with this extra addition.

Councilwoman McAllen: I understand the importance of what you said, hitting it hard one time, you can only have one grand opening.

Todd Bankofier: Yeah.

Councilwoman McAllen: Of a new enter and to even get the Eddie Basha Collection, which has been sought after worldwide for it to be coming to our Museum of the West, which is also a Smithsonian authenticated venue, museum, is quite remarkable. So anything we could do to make sure that more people attend on a regular basis, as my suggestion with this marketing, would also be that people understand not just the collections but that they can rent out the Museum of the West and that it can have wedding receptions and making sure that it is a dual process when we're publicizing it, so we have more return on our investment for the future. Just my suggestions. Thank you.

Todd Bankofier: Thank you.

Mayor Borowsky: Thank you. Councilwoman Whitehead.

[Time: 00:23:15]

Councilwoman Whitehead: Thank you, Mayor. Thanks, guys. You know, most most of the people up here weren't here. I think it was 2023, wasn't that the magical year where every time you opened a drawer, you found gifts of art and money and was that '23 or '24? I just wonder if it might be worthwhile to tell the story of how we got to where we are today with this grand opening, because there was a

large gift of money. There was an obviously the collection, the Basha Collection. Can you just kind of review that?

Todd Bankofier: Councilwoman Whitehead, the Museum of the West was afforded the opportunity to receive the Eddie Basha Collection and as Councilwoman McAllen talked about, this was one of the most highly sought after collection of western items in the world for a lot of reasons. It represents a lot of the top cowboy artists in the world. And so, when Eddie Basha wanted to buy a painting, no one would get between him and that painting, when he was he would end up getting it and he's secured some of the greatest art there is.

And so, we have the opportunity now to showcase that in a museum. It was in the gallery down in Chandler on his Basha's complex for the last 25 years and now it is now coming to the museum and it's already starting to be curated in our first floor of our new expansion. And so, when that was afforded to us, we had a \$12,000 donation from Louis Sands IV so that we could build the proper museum complex for this Eddie Basha Collection.

And since then, we have now determined what we're going to to curate the rest of the the rest of that 12,000 square feet with, with three other exhibits. And so, we are going to have one of the largest Hopi pottery collections in the United States will be in the Museum of the West in this new expansion area. That's one the other exhibits. And then we'll have American Native American jewelry, which will be one of the largest Native American jewelry collections ever. And the vision of bronzes from Charlie Russell, Remington, John Coleman, all the great sculptors of the United States will have their bronzes in there. So, we are showcasing this with some of the very best, and as I said earlier on, you don't get to do this opening other than one time. So, we're going to do it up the best way we can to showcase this, to get people there that then can go start telling people about how special this is.

And I think Scottsdale's Museum of the West only deserves the best and have the best turnout. So...

[Time: 00:26:25]

Councilwoman Whitehead: Thank you. Yeah, I just wanted to put in context what we're marketing and, you know, I know none of us were here, as far as I know, when the museum was built. I'm grateful every day it was built. That was a big risk, and, you know, I guess the projected numbers don't turn out. But I cannot believe over the last five years how many changes have been made I mean, this these investments and so I'm real excited about this.

I also wanted to talk about the Experience Scottsdale dollars versus the decision of Council that I was sitting on made, which was to have kind of internal control of marketing dollars and that's what we're discussing tonight, and part of the reason was, was to focus in on as the speaker said, the local traffic and I think that's really something I'm interested in. I hear from visitors all the time that they have been to the museum, but I speak to residents all the time who have not, so that seems to be the focus of the \$90,000. I don't know if you or Rachel want to expand on the focus of the target audience and how it's different than what Experience Scottsdale does.

Todd Bankofier: Oh, absolutely. We have to, we have to do a lot more marketing in the local market. We have the conversation all the time about people that show up that live two miles away from the Museum of the West and it's first time it's been there since it's open 11 years. And we're like, why do they not know about this? And they can be art connoisseurs as well. It just hasn't had the marketing juice to do what it needs to do and we just really feel like this is one of the big opportunities that we have with this museum over the course of its 11 years. And so that's why we're showcasing this new part of the building, which is the city's building, and we want to showcase it as best we can.

[Time: 00:28:34]

Councilwoman Whitehead: And of these marketing dollars, who decides how, I mean have no expertise as an engineer in marketing, but how to best spend those dollars?

Todd Bankofier: Yeah. It's direct mail to the homes in the local areas.

Councilwoman Whitehead: Okay.

Todd Bankofier: It's utilizing the Eddie Basha list, make sure that we can tell all their fans that this is coming to the Museum of the West, and things like that, that we're doing.

Councilwoman Whitehead: Okay, and I'm sure your board members are involved. I'm seeing some of them in the audience with ideas too.

Todd Bankofier: Yeah. Yeah.

Councilwoman Whitehead: Okay. Thank you so much.

Mayor Borowosky: Councilman Graham followed by Councilwoman Littlefield.

[Time: 00:29:08]

Councilman Graham: Thank you, Mayor. Thank you, Ms. Smetana, Mr. Bankofier. You know, as I'm listening to these questions, I mean, just to be a little blunt, if people don't know about the museum, that kind of falls a little bit on the museum.

Todd Bankofier: Well just to be candid about that, Mayor and Councilman Graham, in the 11 years that we've been a museum, the budget has grown incrementally, slowly, trying to build it up to a piece where we have enough marketing dollars to market that's actually there.

Councilman Graham: Are you looking at, like, what you're like, what your marketing budget should be as a percentage of your total operating expenses? Like because looking at metrics like that to make sure that you are marketing...

Todd Bankofier: Our goal is to increase our marketing. That's our number one goal. And that's what we have started to do. We just have this opportunity now, one time to say we're opening up this glorious new exhibit space and we want to showcase it to the world.

Councilman Graham: So, I'm big believer in the Museum of the West, and I you know, I think it's an excellent asset. I love that it's western themed. I love that it's in our downtown. We've invested the the city has invested in a significant amount of money. We built a building and then Museum of the West, Western Spirit doesn't pay rent. So that's a big boost, because we really care about it. We when the museum was first started, you know, it was, I think a \$400,000 annual injection was promised for the first five years. But that five-year termination was waived and so I think we still give that contribution every year, if I understand that correctly.

And then plus we also last year also gave sort of a one-time injection for some lighting and for some speaker and some seating upgrades, you know, for some cap ex. That's important. And we have been there and we go there and those are helpful and those are valuable. I'm, also I mean, I agree with some of my colleagues, the Sands expansion, the Louis Sands expansion and the Basha Collection, it was privately funded and it's a real asset to our city. I guess maybe for Ms. Smetana, this is not Tourism Development Commission approved ,did the TDC review these funds did they make a recommendation on them?

[Time: 0032:17]

Rachel Smetana: Mayor, members of Council, yes, they did. On December 16th, they heard a presentation from Todd about more specifics on the marketing plan and recommended to bring forward to you requests for \$90,000 for marketing.

Councilman Graham: And how did that number how was that number arrived at? Why not \$50,000 now, in why not \$150,000? What was the thinking behind that number? This was the number that we were approached with by the Museum of the West that they thought they could execute their marketing plan and these are the dollars that they needed to formulate to finish that plan to execute that plan.

Councilman Graham: So, when you were there at the TDC, did you talk about how it would fit within their existing marketing strategy? Was that discussed?

Rachel Smetana: Yes.

Councilman Graham: And what were the conclusions from that discussion?

Rachel Smetana: I wouldn't say that it was an in-depth discussion. Todd did go into the specifics of the marketing plan and how they were going to employ that in a little greater detail than he has today and it resonated with the TDC and they unanimously approved bringing it to you.

Councilman Graham: Did you guy discuss the breakout across categories, digital ads, print, social media,

are there any partnerships? Are you promoting it, the Waste Management Open, are you doing anything like that?

Todd Bankofier: Mayor, Council...

Councilman Graham: I guess what is the breakout of how it's allocated? Was that discussed at TDC?

Todd Bankofier: Yeah, but we didn't have individual numbers. We just talked about the categories that we were going to focus on, specifically. And for the first time, TV came up, that we knew we would not be able to do TV if we didn't have the \$90,000.

Councilman Graham: What are you this is an ask but who are you targeting? Are you targeting in-state? What is the breakout between in-state and out-of-state travelers?

Todd Bankofier: Mayor Borowsky, Councilman Graham, I -we are focusing on both.

Councilman Graham: Yeah.

[Time: 00:34:25]

Todd Bankofier: So, it's important that we utilize Experience Scottsdale and we make sure that we are talking to our residents around the valley here as well, so that they know this new expansion is taking place.

Councilman Graham: Do you have any firm commitments or anything in writing from Experience Scottsdale?

Todd Bankofier: Nothing in writing.

Councilman Graham: Just for the public, this is kind of a promotional opportunity. What is the launch date for the exhibition, and you said it's a weeklong. When is that?

Todd Bankofier March 24th through the 29th.

Councilman Graham: So, it sounds like you will start cutting checks pretty soon to get the promotion.

Todd Bankofier: We started, yes.

Councilman Graham: Are you confident I think you said that you would watch \$60,000, I think you said \$150,000 total marketing strategy for this.

Todd Bankofier: Yes.

Councilman Graham: And are you confident that none of that will be banked? It will all be spent leading

up to the March opening date?

Todd Bankofier: Hopefully by then. We might have to do a little bit afterwards because we believe strongly this goes on forever.

Councilman Graham: Yeah.

Todd Bankofier: Not that we're going to fund forever, but we will fund it for a while to make sure we keep the enjoyment and the enthusiasm going.

Councilman Graham: And have you talked to have you worked with any of our partners setting aside Experience Scottsdale, but Scottsdale Arts, historical museum do you have any partnerships contemplated to stretch the dollars and get any sort of synergies with other our other partners to as a force multiplier?

Todd Bankofier: Well, Experience Scottsdale has really stepped up and said they would help us. And so, we want to make sure we focus on out-of-state travelers art people from outside of the state as well. So...

Councilman Graham: Okay. Thank you, Mr. Bankofier, Ms. Smetana.

Mayor Borowsky: Councilwoman Littlefield.

[Time: 00:36:32]

Councilwoman Littlefield: Thank you, Mayor. I am going to support this tonight, but I do think that your marketing strategies need a good review. From what I have seen over the past few years, it leaves a lot to be desired, because you need to contour to when people are going to be in the on downtown area and finding a new place to visit, and I'm talking primarily around the Christmas time when you have thousands of people roaming around and looking at Christmas lights.

One experience I had was my husband and I had been enjoying the Christmas festivals along the canal banks and looking at all the lights in the pool and the canal and all this stuff. We got on the bus and we took off into Old Town downtown area. And of course, immediately it got dark. Right? And so we're traveling through the bus and on the bus was one other couple. A couple from Canada. And we started chatting with them and talking to them and talking about Scottsdale and talking about Scottsdale and what all they could come and see and do. And she said, well, don't you have a museum down here somewhere? I said, yes, we have Museum of the West. She said, well, where is it? And we were driving right past the door, and it was totally dark. No lights. Nothing. And I said that's it. You can come back in the morning and go visit it.

But you need to kind of plan some of the marketing and this is just basic business, around when the people are going to be there. When the people are going to be interested in seeing stuff that are tourism related because we have a whole bunch of tourists here. So to me, I'm going to approve this

because I think we need the money in order to expand our marketing projects in this, but I think it needs to be a little better honed as to where we spend that money and how we reach the people who are already here, but have no awareness of what's where it is, what it is, how it's doing, when it's open.

Todd Bankofier: Exactly.

Councilwoman Littlefield: When it's closed and all of these kinds of things. To me, that's vital. And I think Experience Scottsdale can help with that to some extent and work with them on that kind of issue. Thank you.

Mayor Borowsky: Thank you. Councilwoman Dubauskas.

[Time: 00:39:02]

Councilwoman Dubauskas: Thank you, Madam Mayor. I think what you're hearing is very consistent support for the Museum of the West. It is a point of pride for the city of Scottsdale. I think of Museum of the West as an anchor Old Town. It's a fantastic place to direct people to, because it's beautiful. It's luxurious, it's a warm and wonderful place to come with really interesting western heritage that really no one sees anywhere else, all accumulated in one place. So, it's a very, very special place, and I think our consistent question is: What can we do to grow attendance? Partially because we're all thinking how can we grow attendance throughout Old Town in general? I think this is an opportunity for us to go ahead and say, if we grow attendance in the Museum of the West, that can have a definite economic impact on the remainder of Old Town.

So what I would like to suggest is that we not only consider this for our tourism plan that's coming up for review in February, but maybe we could ask you to come back and give us a presentation on the results of this \$90,000, and the marketing plan that you have and if there's a partnership that you are looking for from us, something like that, we would I think we're all expressing an interest in growing your membership and working with you, because we really value the Museum of the West and we feel that you have a tremendous contribution to give to Old Town.

Todd Bankofier: I couldn't agree more. Thank you.

Councilwoman Dubauskas: Thank you.

Mayor Borowsky: Okay. So, I don't see any more questions on the board, but I'm going to just ask another question that I didn't ask earlier. And that is you may have heard, instead of doing the downtown and Old Town external marketing PR contract, the city manager has developed that started to develop that in-house. So have you had any discussions and that's for the promotion and marketing of the area you're in, as well as all of the downtown area Old Town areas. Have you had discussions with staff about because as I understand it, there's a million dollars I think or thereabout dedicated to marketing, which our tourism which our staff will be executing and disbursing, directing traffic on. Have you had discussions on how your expectations or plans dovetail with what the city is trying to do for Old

Town and downtown?

Todd Bankofier: Well, I can say that I've had short conversations with Rachel and Greg and Judy. But we haven't gotten into it deep because we have been caught up in the whole trying to make sure that we get this first three-month campaign off the chart and going. And so, we do know about that. We're familiar with it. As we talked about, a couple weeks ago in here. Promoting Old Town is very, very important, and it's not just us. We want to make sure it's the place that everyone wants to come when they come to Scottsdale. I believe that strongly we should have continue those conversations immediately.

[Time: 00:42:31]

Mayor Borowsky: And there was some discussion with Experience Scottsdale may not be the right, you know, organization to be promoting this on a wide-spread level. I disagree. I don't know that much about the Basha Collection or the Sands, you know, collection, but if it's so widely acclaimed and known, I would think this certainly could serve as a national or international event. So, I feel like tapping into Experience Scottsdale's expertise there, because what I'm hearing you say, and I'm a huge fan of the Museum of the West. Huge fan. And I think that it can achieve bigger success than what we're doing and I'm not sure how you do that. But some of the discussion may be helpful in terms of as Bob Pejman pointed out, I was on the Council when this whole concept was coming through on the private/public partnership, and the city was being asked to spend a tremendous amount of money. And back then, I expressed serious concerns about really another city-sponsored art museum, right? I think that's probably exactly what I would have said. We have one on property here, you know? Over at SMOCA. And while a different flavor, I did have major concerns about that becoming a city-supported facility and you have done an incredible job with getting private funding, nonprofit funding through donations, and I think it's outstanding. It's stunning.

But I can't vote for this tonight based on what I've heard and what I've read. I don't think there's a clear marketing plan. I don't think there's a there should be an allocation of what the city's going to be spending. I know it's up to \$90,000 but it should be specifically set out. I think there should be, in all honesty, an equal, if not more match, much I would say more, match from private, you know, or fundraising dollars, right?

Todd Bankofier: Yep.

Mayor Borowsky: And when people when groups come to the city to ask for money, from the tourism from bed tax or for any reason, right, we have very high level of scrutiny and I just I haven't heard that tonight. Like, what exactly are you going to do? And I do think that given the fact that the city has decided to start its own internal push to market and do public relations for Old Town, you certainly fit well within that box, if not the center piece of that box. So, I think there's an opportunity there that hasn't been hasn't been investigated yet or fully fully, you know, looked at. And I know how hard you guys worked to do this, but if it were just up to me, I'd say it's a no for today. Go back, work with your board of directors, and your internal team, Experience Scottsdale, and the city, and see how we can get

a pie of money that doesn't isn't all on the city's shoulders.

So that's all I have to say on that. And great job. I know we're putting you to the test tonight. And you've answered the questions. I just think we can we can take a finer pencil, sharpen the pencil to this one. Councilman Graham.

[Time: 00:46:01]

Councilman Graham: Mayor, thank you. I will move adopt Resolution 13580. Councilwoman Dubauskas made some excellent points, I thought I thought that they are comments were spot on and I would like to, if I could, Mr. Parliamentarian, maybe adjust my motion to modify it to say that, on the condition that they come back and report how the marketing program went, as far as and this is maybe for the contract administrator. I know that Steve Geiogamah is the contract administrator. But I know Ms. Smetana, you supervise him. I don't know what I want to look at but maybe come back and give us a breakout by category how things were spent, key performance indicators such as attendance increases and visitor origin data and maybe some estimated economic -incremental economic impact.

Maybe you can do some sort of return on investment calculation for us, and then we'd also like to see maybe some details of the monies that you guys put in, how those are contributed by the museum and just to give us some the taxpayers some confirmation and assurance that both sides of the money were spent, nothing was banked and everything was deployed so we can maximize this rollout for this massive investment that we hope is going to be wildly successful. I hope you send us an invitation because I would like to be there for it, and that's my motion.

Todd Bankofier: March 24th at 2 p.m., and hopefully it's on all of your calendars. Because I have sent that over a couple months ago.

Councilman Graham: That will be a big day for the city and the downtown and for your museum.

Todd Bankofier: Yep.

Councilman Graham: And...

Todd Bankofier: Big showcase.

Councilman Graham: I'm sure you're getting your speech ready. If I can make that motion.

Councilwoman Whitehead: I will second the motion and I would like to speak to my motion. Are you done?

Councilman Graham: I'm done, but the city attorney.

Mayor Borowsky: The city attorney.

[Time: 00:48:16]

Interim City Attorney Luis Santaella: Mayor, members of the City Council and Councilman Graham, what I would recommend in terms of your motion is make it two parts, the first part adopt the resolution, because it adopts the contract and then a second part to your motion would be to direct staff to bring back the the information that you just requested.

Councilman Graham: So I will move to adopt Resolution 13580 and I will move to direct staff to bring the Museum of the West and the contract administrator and the Tourism director back to report on the success of the program, including a breakout of expenditures by category, key performance indicators, such as attendance increase, visitor origin data and other metrics, clear calculation of the return on investment, breakout of Museum of the West's portion of their of their marketing dollars and did I say anything else? I think that kind of covers. So just kind of a brief thing. To make sure our taxpayers know that oh, and then also just clarify that everything was spent and that there is nothing banked so we can maximize promotion for the event.

Todd Bankofier: It will be spent.

[Time: 00:49:37]

Councilwoman Whitehead: I will second that. And, yeah, I just want to comment that I think this discussion has been really good, and but because of the timing of this event, I I don't want to I'm going to support it too, but it is you know, it is the kind of information that, you know, had we all been ahead of the game, in November, December, we could have been asking for and more clarity on how these dollars. But I like I very much like the idea of seeing how it works and I'm rooting for a huge success. It's amazing what has happened at the museum over the last three years.

Todd Bankofier: Thank you.

Mayor Borowsky: All right. Councilwoman McAllen.

Councilwoman McAllen: I just want to make a comment. Actually, my question is a clarification question for Ms. Smetana, with the TDC, when we give money out to groups they have to come back and report, correct?

Rachel Smetana: Mayor, members of Council, they always do a post-event reconciliation. We rarely just have these marketing requests. So, we always get those and deliver those to the Tourism Development Commission. There are some of the major events, like Canal Convergence and, you know, a lot of the new event development do come back and present, especially if they think they are going to request it again, it's it's not for certain for every expenditure, but often we will hear from those folks again. And everyone has access to the post-event reconciliation.

Councilwoman McAllen: Okay. I just think that would be a great practice so when groups do come back

to us, we know if we had return on investment. We know that you have done what you said you were going to do. All the questions that occurred here tonight would be answered. So that's just my thought.

Mayor Borowsky: Thank you. Vice Mayor Kwasman.

[Time: 00:51:33]

Vice Mayor Kwasman: Thank you Todd. Can you just tell again what the date is again on that event.

Todd Bankofier: March 24th.

Vice Mayor Kwasman: So thanks.

Todd Bankofier: 2 p.m.

Vice Mayor Kwasman: Mr. City Clerk, do we have a Council meeting that night?

Todd Bankofier: Yes, our event starts at 2:00.

Vice Mayor Kwasman: I wanted to make sure in case we had to change times, measuring twice...

Todd Bankofier: I actually had that in mind when we set 2 p.m.

Vice Mayor Kwasman: Thanks.

Mayor Borowsky: Councilwoman Littlefield.

[Time: 00:52:03]

Councilwoman Littlefield: Thank you Mayor. I will be supporting this tonight, but I would like to suggest or ask that when you come back and talk to us again, that you show how you plan to interact with the other tourism businesses in the downtown area and to see if you can all kind of add on to each other and build a unified downtown attraction center and actually help each other and make a connected a connected branch, I guess that's what you would want to say.

Todd Bankofier: And I think that's in in connection with your question, Mayor, about this new set of funds that we're going to use, that is a big part of that. Getting everybody to work together.

Councilwoman Littlefield: I think it's very important. Thank you.

Todd Bankofier: Yes, absolutely.

Mayor Borowsky: All right. I don't see anything further. And with that, let's take a vote. Thank you very

much. All right.

CITIZEN PETITIONS

We don't have any citizen petitions tonight. But we do have non-agendized comment period.

PUBLIC COMMENT

With that, we will turn to the non-agendized public comments, starting with Steve Sutton, followed by Dan Ishac.

Councilman Graham: We don't have any agendized items?

Mayor Borowsky: Marcus Don Powell and Justin Allen. We will step over here to this podium and Steve Sutton.

[Time: 00:53:50]

Steve Sutton: I'm going to need use of the projector. Would you please turn it on? Thank you. Steve Sutton address on record. Good evening, honorable Lisa Borowsky, Mayor the Scottsdale and other Councilmembers. This is the 2019 City of Scottsdale Bond Election pamphlet that has three ballot questions. Funding for bond parking structures and other community spaces and infrastructure is only mentioned in question two, where it is written, shall the city of Scottsdale be authorized to issue and sell up to 112,300 aggregate principal amount of its bond to design, construct, reconstruct, improve, and equip municipal facilities, improvement, public parking facilities and improvements, streets and transportation facilities and improvements, pedestrian facilities and improvements, event space and improvements and community and open space infrastructure and improvements, including acquisition of land or interests therein and if necessary for any such purpose and to pay all necessary legal, financial, consulting and other costs and fees in connection therein.

Also included in the election pamphlet was a list of planned projects, the operative word being "planned" because these projects were not promised. Now, the simplest way to explain this difference between planned and promised is with quotes from an Arizona Progress article, authorized by Councilwoman Solange Whitehead. Quote, is the Council's job done after the bonds are voter approved? No, absolutely not. Each individual project will still be subject to Council review and approval, end quote. These quotes allude to the fact that projects can be canceled due to lack of Council approval. They are not promised.

So, what were the plan but not promised projects regarding parking? None are mentioned in the question two ballot language, but there is an accompanying list of projects with two projects mentioning parking, the language of the first project, number 15 is very specific in designating size, location, and purpose in stating build 200-space parking lot off 75th Street to serve the City Court and Scottsdale Stadium. The second project, Number 63, does not specifically state size, purpose, or location. It only

states creating multiple buildings in an area exceeding a square mile in size, using this language: build parking structures in Old Town Scottsdale. In fact, of the 20 listed projects accompanying question two, this is the least specific in size, location and purpose. Any Councilmember that previously claimed voters voted for a garage to be built at the parking corral, or in historic Old Town was not being truthful. Any Councilmember after hearing my public comment tonight who continues to make that claim, should be considered to be deliberately lying to the public. Thank you, Mayor Borowsky.

Mayor Borowsky: Thank you, Steve. Dan Ishac.

[Time: 00:57:32]

Dan Ishac: Dan Ishac, address on record. In the past, I have spoken about hypocrisy and audacity. The words today or mendacity and idiocy. I'm going to start with the later.

A year ago, when the City Council in order to apiece a vocal rabid faction of their supporters got rid of the sustainability that was idiocy. When they did that to diversity and not D.E.I., diversity because the city did not have any quotas or preferential hires. It was just diversity, that was also idiocy. It was idiocy not because it was bad policy but subjected our city to a P.R. nightmare. We weathered that storm, well, until last week. When somehow through amazing incompetence by our city manager not only did the NAACP feel unheard, they felt so disrespected that they're threatening a national boycott of Scottsdale. The NAACP is 117-year-old organization. That is well respected and very powerful.

If an executive of a corporation created such a faux pas, that executive would either be terminated or to take a play out of Mr. Caton's book, put on administrative leave unpaid until an investigation is held. I think the Council should consider such action.

Now let's talk about mendacity. At the last meeting, Barry and Jan repeated lies about the budget for an outside advertising agency. First, Barry kept saying it was \$1 million of overhead. I know math is hard but he's an accountant, he should be able to do arithmetic, it wasn't a million dollars because it's a bigger number. But he likes saying it because it's a bigger number. More importantly, if any of you believe that only 40% was going towards professional services, and the rest was overhead, you have a profound misunderstanding of how professional services firms work. You are paying for expertise. You cannot do an advertisement without developing the content. You cannot figure out where to put that advertisement without doing analysis on the market. To say that it was all overhead is absurd as saying that when Michelangelo painted the Sistine Chapel, everything but the cost of the paint was overhead. No, you are paying for skills. So, to call it overhead was either idiocy or mendacity.

And lastly, the vote was to deny the contract. Nowhere did the vote direct our city manager to spend thousands of hours of internal staff's time to take it in-house. I believe that was an abrogation of his responsibilities and, again, this Council should discipline him for making a decision that's actually the Council's purview. Thank you.

Mayor Borowsky: Thank you, Dan. Melissa Kemp.

[Time: 01:00:58]

Melissa Kemp: Hi, I'm Melissa Kemp, McCormick Ranch. I was here two weeks ago. I'm back for part two of what I hope will be a series of public responsibility in the public comment. I tried to focus on a specific resident input, which was open public comment. That's what's happening right now and its importance to you as a form of early warning from your residents about what's going on in their neighborhood.

Tonight, I want to talk about a little more broadly about civic engagement as a rule or a whole which includes open public comment but it's bigger than that. It can show up in public comments, but it also shows up in other ways like the Sustainability Plan. So I didn't know that that was coming up earlier, but I can't help but notice that we had a Sustainability Plan a year ago that was discarded by this City Council, despite the fact that the creation of that plan was through civic engagement, that spanned multiple years hundreds of residents, thousands of hours, and had massive amounts of support from your community before it was just completely discarded. You had other options. You could you put it into work study, could you have pulled it back and done some trimming. You basically discarded civic engagement.

So here we go. Highly engaged residents who engage in work like that and bring it to you, they are not a problem to be handled. They are an asset to be valued. They come in all kinds of personalities, all kinds of shapes and voices, some easier, kinder, and gentler, but at the end of the day when residents care enough to show up and speak up and unearth problems and participate in the solutions that is a precious resource to be valued and respected. Replacing the level of effort through staff time that those thousands of hours of citizen unpaid volunteer labor created would be very expensive.

And let's go further, that still paid labor would not deliver the same level of resident knowledge that was in that plan and the amount of buy-in you had from the fact that the plan was coming from your citizens themselves. So, when engagement is recognized in values, your solutions set increase. The decisions that you make improve. The stewardship of our tax dollars gets better. Your costs are reduced, it makes good sense, good fiscal sense to value civic engagement. It's an asset. The opposite, when residents are dismissed or discouraged, the opposite happens. Participation narrows, people leave quietly, voices get quieter, but they just disappear. Trust erodes and as a result your solution sets decrease, your costs increase. Disagreements and legal implications increase. It's just nowhere good.

So, when residents see that years of effort can be set aside that quickly and discarded, a lesson is learned, and the investment of their talent and time stops. This Council has poorly stewarded what was the gift of precious, active civic engagement I would ask you to rethink that.

Mayor Borowsky: Thank you very much. And next we have Marcus Don Powell and last we will have Justin Allen.

[Time: 01:04:31]

Marcus Powell: All right, I've got a couple crucial and critical, vital issues here. Can we turn this on?

There we go. All right. Point 20, my children were abducted by DCS, no cause at all. Case was dismissed. Everything was found to be without merit. Through further investigation into it, in order to take children, you have to get an approval from a judge, DCS just can't come in and take your children. So, in order to create a sense of urgency, the attorney general and the Department of Child Safety made this declaration, if you could zoom in on it, I pointed out the the numbers and such. But what we have here is a declaration from the Department of Child Safety that basically cites a case number. This case number was submitted to a judge as a cause of an alarm that the children were in some sort of danger. This was signed and notarized by both the attorney general and the Department of Child Safety. Upon further review, my discovery there is upside down, but that's okay. Upon further review, you can go match this case number with public record and see that this case was dismissed.

Therefore, inside of this notarized declaration from the Department of Child Safety and the attorney general, that states that everything herein is true and accurate and that these children are in danger is, in fact, the opposite. Inaccurately, this case they cited as alarm for the children to be taken was actually false. That case had been dismissed many years ago. Subsequently, I was placed in my children were taken so I wasn't from a single father with two children and a three-bedroom home. They took the children. I was claiming assistance, I was claiming my right to benefits because I qualify through A.D.A. and they placed me in a unit with black mold all through the unit and I lived there for over a year. There's black mold. I lived in that unit right there for over a year. Can you see that? Lead paint. Lead paint was in this unit, proof of lead paint test strips. So, I lived in this toxic environment for over a year.

Finally, after a year, they came in and asked me to a different unit. I have a big 40-inch TV. Asked them for a rolling cart or dolly. A few weeks later the EPA is there and kicked me out because of a big health hazard. Big bright orange sticker, gotta go. I contact the place, the agency that was doing the housing and the funding, hey, what's going on with my ticket. They just ignored me. After a few weeks they said you don't have a ticket anymore. You made threats to staff. Out of nowhere. Completely made up. Stole my housing voucher. So, I'm calling for an investigation into the housing agency. \$2,000 a month, I had a permanent housing voucher, \$2,000 a month, \$3,000 a month over the next 60 years that's millions. 80 years if I will live another that's over \$1 million. Crimes and heists have been committed on much lower motive than \$1.5 million. I'm calling into investigation, Section 8, Home Link and any housing agency because I'm telling you right now, someone told my permanent housing ticket, and they just ignore me now. I can't get ahold of Section 8. They just ignore me.

[Time: 01:08:38]

Mayor Borowsky: Thank you very much. Sorry to hear about all of that and we wish you the best of luck and...

Marcus Powell: Do you have any suggestions on where I would go next?

Mayor Borowsky: I don't and from what I can tell, this is not a city issue but we're not this is not the time to engage in with someone speaking on non-agendized items. So, I'm sorry that I can't help you anymore with that but wish you the best of luck and thank you for coming to visit with us today.

Marcus Powell: You guys have a great day. I'm calling you.

Mayor Borowsky: All right. That concludes the non-agendized public comment. Councilman Graham. There we go. Sorry.

Councilman Graham: Thank you, Mayor. I wanted to respond to one of the comments that was said because my name was referenced to it.

Mayor Borowsky: Go right ahead.

Councilman Graham: A comment was made, aspersions were cast against the city manager and I just want to say that Mr. Greg Caton is proving himself to be a steady professional and results-oriented city manager who consistently puts residents and taxpayers first and his calm leadership and focus on public safety and ability to manage complex issues makes him the executive our city needs. Thank you, city manager.

COUNCILMEMBER REPORTS

[Time: 01:10:06]

Mayor Borowsky: Moving right along we have a new rule for Councilmembers to provide reports. And just a comment. I don't think we discussed this when the rules were discussed, but it would be helpful to have this indicated on the agenda moving forward, so maybe we can talk about that at some point.

Ben Lane: It is on the agenda.

Mayor Borowsky: I mean identified with who is going to be issuing a report. That could be helpful.

Luis Santaella: Mayor, if I may suggest you do call on them by seniority. And we'll be sure to...

Mayor Borowsky: I would rather just go with the board because maybe everybody does not have a report. You know what I mean? So I'm going to stick with the protocol. Councilwoman Littlefield. Who happens by the way has to be the most senior member of the board here. So, there we go.

Councilwoman Littlefield: Does that mean oldest?

Mayor Borowsky: Doesn't necessarily mean that.

Councilwoman Littlefield: Thank you, Mayor.

Mayor Borowsky: Wisest.

Councilwoman Littlefield: I'll take that one. Thank you. I just would like to let everyone know that the

Council's open meeting invitation is now available to anyone who wishes to speak directly to the Councilmembers regarding an issue which is concerning to them. We are currently holding these meetings here in the Kiva from 4 to 6 p.m. on Monday afternoon before the Tuesday Council meetings. Two of us, Jan and myself, were here yesterday to listen to citizens directly regarding their concerns and they do not have to be concerns that are on the agenda. Just city concerns. I believe it was a very positive session and at least some of those concerns can be addressed fairly quickly, now that we know about them. Some may take a little bit more time, but at least we're on our way.

If you have similar Scottsdale concerns, tonight I'm inviting you to our next session, the Monday afternoon before the next Council meeting, from 4 to 6 p.m. The next Council meeting is February 10th, so our next meeting will be February 9th here in the Kiva, 4:00 p.m. If you have a Scottsdale issue that is concerning to you, and about which you would like to make us aware, please come and sign in, it does not have to be an item that's on the agenda. The front desk will be manned, and we will have police here as needed. We will talk one on one and see what we can do to help. Even if we cannot help directly perhaps we know someone who can. The next meeting, as I say will be here on the 9th. And there will be at least two of us, maybe three but we can't have more than three because of the laws about a maximum number a majority number. If you have something that is of concern to you, last night, we had two people show up with with very vital concerns that we had not heard of before. And so, it was a very interesting meeting and a very interesting conversation with both of them. We also had another gentleman here to reiterate a concern that he had. So please feel free to come if you can, if you have an issue, let us know. We can't help you if we don't know about it. Thank you.

Mayor Borowsky: Thank you. And I will interrupt Council comments or reports to go back to Justin Allen. I jumped ahead and thought we were already to Justin Allen. My apologies. I hope that wasn't him that just left. Anyone know? It was? Oh, someone go grab him. Oh, thank you, Rachel. Appreciate you. All right. Let's go back to the Council comments with the understanding that if we can get Justin back, we would like to hear from him. Councilwoman Whitehead.

Councilwoman Whitehead: I just wanted to share a memory he's coming back. Let's let him go first.

Mayor Borowsky: That's great. Justin, my sincere apologies.

[Time: 01:14:30]

Justin Allen: Thank you very much.

Mayor Borowsky: I thought is that him leaving because I recognized it.

Justin Allen: I appreciate that. I appreciate you letting me speak. When my phone died, I had what I wanted to say written on there. I guess what I'm trying to say is there's a lot of unfortunate circumstances that are happening in the world and I was brought here I was brought by the holy ghost to let you guys know that we seriously have a lot of fraud, a lot of misappropriation of funds that are going on in this state, a lot of mortgage fraud, deep fraud and we have foreign agents that are working

on our soil against Americans and Scottsdalians alike and this is a huge problem that needs to be addressed and we need to restore peace and justice in this world and you guys are the leaders and you have a duty to do that. Thank you very much. Have a beautiful evening.

Mayor Borowsky: Thank you, thank you for being here, Justin. We appreciate it. All right. Councilwoman Whitehead.

[Time: 01:15:32]

Councilwoman Whitehead: Thank you, Mayor. I wanted to share that the city of Scottsdale lost someone really special who was a friend of mine and his name was Rick Kersten. He was one of my first friends when I first moved to Scottsdale. We went to the gym. We sat around and had coffee afterwards. And it took me years to understand so much of what he was to this community. He was an artist. I knew that he. He was an absolutely amazing painter. He was a cartoonist, he was he had galleries and it just he continues to have these greeting cards that are just amazing.

But he also he and his brother produced the brilliant and iconic artwork for the Wallace and Ladmo Show that many people who have been here a while remembered. He also produced the cutest cartoons to promote the McDowell Sonoran Preserve, and we thought how are we going to get to the thousand acres. You want to talk about marketing, that was great marketing. He was just a great man, a father, grandfather, and again an incredible artist.

The last time I saw him, not surprisingly, we bumped into each other than none other our Old Town Scottsdale farmer's market. I wanted to bring to the attention that we lost him, and he was truly just another special person in Scottsdale. Thank you.

Mayor Borowsky: Thank you. Councilwoman Whitehead, and now are we going with Councilwoman McAllen.

Councilwoman McAllen: Whoever.

Mayor Borowsky: Go ahead. You were next.

[Time: 01:17:25]

Councilwoman McAllen: Thank you. Thank you, Mayor. He was a gem for Scottsdale. And so related to so many different people, we were talking about that before.

Anyway, as part of the Council's reports every week, what my hope is that you will get to hear some of the activities that each of the Councilmembers have taken part of, because we all can't be at everything, but we can be at some things. And some of the exciting things that happened last week in Scottsdale, one was the WIMBY, which is What's In My Backyard, and I want to thank the city manager and his team and constituent services and neighborhood services, Jamie Peterman, especially, for putting that

together and continuing to put that together. There will be another one coming up in a few months that will be in the south. This is the second one we've had. And it's just an opportunity for citizens to be able to go, and there's a table for every department in the city, and if there's a question you have, before you leave, you will either get it answered or we will get your information and we'll find out a way to get that information to you.

So, it's just a real personable way for you to have an opportunity to be with all the staff who understand what your situation might be and it may be a simple answer or it may be long term. But the staff, the city staff is really dedicated themselves to this and I appreciate the city manager going through this with this and continuing this project and you get an opportunity to tour whatever facility it's at. Last time it was at fire stations this year and next year it will be at different facilities. It will give you an opportunity to stay in touch with city staff.

Another opportunity I had this last week was to attend the Scottsdale Serenade Concert, which Councilwoman Dubauskas and Councilwoman Whitehead and myself and other members in the audience, who are here today. It was 75 years of history of Scottsdale through music. And we were laughing we were even talking about it today. There were two ballads that they shared, one of which I had heard and one not, and they were ballads about Scottsdale. How did I, who lived here my whole life, not know this ballad. So, we're going to make sure we get it sung and we're all going to learn it. Maybe a singalong, just kidding. But it was lovely. And the concert focused on the history of Scottsdale through music with the western flare. Great program.

This week is coming up is Tonalea Middle School National Junior Honor Society induction. I think Kathy is going with me. And then Saturday is Parada Del Sol. If there is an event you want a Councilperson at, request us and someone will come to it. I'm just happy that there's so many still very friendly family events here in Scottsdale. It's not all glitz and glamor, but it will be on Saturday, though, I guess the theme of the Parada is the diamond celebration. So, kind of would that be, like, electric cowboy type glitz? I don't know. Anyway, that's my report.

Mayor Borowsky: Thank you very much. Councilman Graham.

[Time: 01:21:10]

Councilman Graham: These are very good and positive messages, and I have one that's maybe a little sadder. But I did want to share, the family doesn't know that I'm sharing this tonight, but I wanted to share mourn the sudden and heart breaking loss of a dear family friend Sarah Lucas, who was a brilliant and precious 13-year-old student at one of our local elite charter schools, who passed away last week peacefully in her sleep from the flu. Her bright mind and joyful spirit and deep faith as a proud member of the Scottsdale Bible Church touched everyone who knew her. Leaving an indelible mark on our community and they held her services on Tuesday this week at Scottsdale Bible. Tragically, the flu claims perfectly healthy people every year.

And it reminds us to stay vigilant with our health this season and hold our loved ones close and hold

them tighter as we can. We pray for Sarah's family, the Lucas family and her younger surviving sister Scarlet, and her family and friends find comfort in the cherished memories that they have with Sarah and the love that she shared so freely and in the promise of eternal hope that she embraced herself. And I don't think this is the best venue for this, but there is a, if you do search the Lucas family, Soprani and Steve Lucas, there's sort of a commemoration that can be used to help the family. We pray for them and we lost a very precious, beautiful soul from Scottsdale. Thank you.

Mayor Borowsky: Thank you. Vice Mayor Kwasman.

[Time: 01:23:18]

Vice Mayor Kwasman: Thank you, Madam Mayor. And, again, I echo Councilman Graham's sentiment about the Lucas family and may the author of life comfort the mourners during this difficult time.

First of all, I want to thank the Mayor and members of Council for all of their well-wishes knowing that my daughter, my newborn was hospitalized this past week. She's doing very well and he's on the road to recovery from RSV.

I want to give a special, a special congratulations, a hearty mazel tov to Mendel Allouch and his lovely wife, he is an assistant rabbi at Congregation Beth Tefillah in Scottsdale and is the son of the spiritual leader Rabbi Alloche. This would be Rabbi Allouch's first grandson and who is going to be celebrating his eighth day. So, he will be having his bris tomorrow and everyone is invited to Congregation Beth Tefillah tomorrow at 8:00 to celebrate that very special occasion. Hearty mazel tov on behalf of the Council and the entire Jewish community and Scottsdale community as a whole.

Also, tonight is in the Jewish calendar it's a very special celebration. For those in the Chabad world of Judaism, I certainly attest even though I don't dress like a black hatter all the time, I'm very much a part of the Chabad philosophy and this is the day that the Rebbe took the reins, and the and the ascension to become the leader and really change the course of world Jewry and American Jewry honored by Ronald Reagan, honored by Jimmy Carter, multiple presidents and really is the impetus when you see Chabad houses around the around the world and every university, you know, the big joke is that Elon Musk will get to Mars and he's already going to find a Chabad house there waiting for him. So, we're very grateful.

And the final note, my I just want to say, I wish I could make it to Parada Del Sol but it is on a Saturday. And so for religious reasons, I will not get to make it. So, I want to see everybody at the Council and the Mayor in wonderful pictures in their best cowboy gear. With that, thank you, guys.

Mayor Borowsky: Thank you. That concludes our Council reports, and our meeting for this evening. So, with that, I will move adjourn.

Councilwoman Dubauskas: So moved.

Councilwoman Whitehead: Second.

Mayor Borowsky: All right. Anyone opposed. All right. You get to stay here by yourself if you are.

ADJOURNMENT

[Time: 01:26:13]