
This document was created from the closed caption transcript of the February 10, 2026 City Council Regular Meeting and Work Study Session 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/2026-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: 00:00:01]

Mayor Borowsky: Good afternoon. Thank you for your patience and sorry for the delay. I'd like to call the February 10, 2026 City Council Regular Meeting and Work Study Session to order. City Clerk, Ben Lane, may we please have a roll call.

ROLL CALL

[Time: 00:00:17]

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

Mayor Borowsky: Present.

Ben Lane: Vice Mayor Adam Kwasman.

Vice Mayor Kwasman: Here.

Ben Lane: Councilmembers Jan Dubauskas.

Councilwoman Dubauskas: Here.

**CITY OF SCOTTSDALE
FEBRUARY 10, 2026 REGULAR MEETING AND WORK STUDY SESSION
CLOSED CAPTION TRANSCRIPT**

PAGE 2 OF 49

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: Here.

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.

[Time: 00:00:]

Mayor Borowsky: And let the record reflect that Councilwoman Littlefield has just sat down. This evening, we have Scottsdale Police Officers Eric Bowles, Officers Kyle Shollack and Ray Wilburn, as well as Scottsdale Firefighters Hunter Ferguson and Michael Farrell if anyone requires their assistance for any reason at all, please let a member of our staff know.

And for the Pledge of Allegiance, I would like to ask Councilwoman Whitehead to lead us.

PLEDGE OF ALLEGIANCE

[Time: 00:01:12]

Councilwoman Whitehead: 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, and Councilwoman Jan Dubauskas will assist us with the invocation tonight.

INVOCATION

[Time: 00:01:38]

Councilwoman Dubauskas: Thank you, Madam Mayor, it's my pleasure to introduce Ryan Gobel the campus Pastor for Scottsdale Bible at the Shea campus. Ryan is a leader in all aspects and I'm excited to hear your invocation tonight and your blessings for the city of Scottsdale. Thank you, Ryan.

Scottsdale Bible Church Pastor Ryan Gobel: Thank you for having me. I invite you to pray with me, if you like. Almighty God we come before you this evening, servants of one another, here to live in harmony, here to live for the betterment of our city, and of one another. When we are neighbors, remind us of that fact, that we are here to love one another. Keep us safe in honors to one another's opinions and to help to the best of our ability the least, the lost and the lonely in our midst. Direct us, give us courage and honor. It's in the name of Jesus Christ that we pray, amen.

Councilwoman Dubauskas: Thank you.

Mayor Borowsky: Thank you, Pastor Gobel. Thank you for being here.

MAYOR'S REPORT

[Time: 00:02:42]

For the Mayor's Report this evening, I would like to begin by celebrating the amazing events that we have all participated in and experienced over or at least many of us over the past week and a half. It's been quite the showcase for Scottsdale as we were featured on, I guess it was a week-long commercial with the Waste Management Open and then prior to that was the Barrett-Jackson, which I think was a ten-week full-time advertising Scottsdale and all of its beauty. And what successful results. The 2026 Scottsdale auction was one for the record books again this year. It seems like we say that every year. So that's very cool. Generated at least \$195 million dollars in total auction sales featuring 1,911 collectible vehicles and more than 6,500 registered bidders who traveled from around the world to be part of our iconic Barrett-Jackson car auction, which, of course is a one of a kind Scottsdale event, born and raised here. So thank you to the Barrett-Jackson family for all they bring to Scottsdale. And, of

course, equally fantastic was the charitable impact that the auction had, raising \$5.85 million for charity. Very, very impressive work. And it was such a gorgeous experience out there this year.

And of course, we have the People's Open at the TPC, which is led by the Thunderbirds and not only is it a world-class golf event that attracts visitors from all over the world, it's one of the most influential economic drivers our city has. In fact, our region has. It supports local jobs, boosts our hospitality sector, and brings substantial benefits to large and small businesses. This year, attendance was estimated to be between 500 and 600,000 fans during the week, making it one of the largest annual events in our state.

Thanks to the outstanding work and really great big thank you and congratulations to all of our public safety officers. There was so many examples of how our Scottsdale PD and Fire department really worked together to make events like this amazing. And it was certainly one of those events. So, for all of the public safety that was out there, and, of course, our executives that arrange for all of this, thank you very much for a safe, well-managed and memorable experience. And so, I'd like to start with a round of applause for our public safety and all the events.

[Time: 00:05:53]

And we couldn't do it without you. So, thank you for all that.

And looking forward, this week kicks off the Scottsdale Arabian Horse Show. And that I think that that starts on Friday with the Global Champions Arabian Tour and for those of you who have not heard me talk about this, it's another example of how iconic our WestWorld equestrian and event venue is. Horses come from around the world. They literally fly, you know, a hundred horses or so over from other countries. So, it's something to see and I would encourage you all to go check it out and tickets are widely available.

To conclude this evening's report, I'm going to talk about a proclamation. I'm proud to share that February has been designated as Career and Technical Education Month. For career and technical education gives young people the chance to build the academic knowledge, technical skills and real-world experience with meaningful learning and hands on application. Students engage more deeply in their education and often achieve at a higher level because they see a direct connection between what they're learning and the future they're building while they're learning about it.

And so, this evening, I am pleased to present this proclamation recognizing our CTE students, their instructors and the programs that they, they employ and participate in, which helps Scottsdale's future and our workforce. So, I will walk down and present this proclamation to the members that are here from CTE. Thank you very much for being here. And I would invite everybody here to walk down as well.

Mayor Borowsky: Well done. And keep up the good work. We appreciate you being here.

PRESENTATION/INFORMATION UPDATES

[Time: 00:09:36]

All right, for our presentations tonight, we have the Employee Recognition Program, where the City Council recognizes employees with 20 or more years of service as of this month. So, with that, I will call on Holly Peralta, Communications and Public Affairs Interim Senior Director to talk to us about that.

Communications and Public Affairs Interim Senior Director Holly Peralta: Mayor and City Council, good evening. Tonight, we are proud to recognize our employees who have reached 20 or more years of service with the city of Scottsdale this February. Each of these team members represent decades of dedication to our community and to one another. Their work helps to keep our city safe, responsive and welcoming and their experience strengthens the services residents rely on every day.

On behalf of the Mayor, City Council and our entire organization, thank you for your commitment to public service and for helping make Scottsdale a better place to live, work and visit. I would like to name the employees who are here with us this evening, invite them up for a photo, we have Aaron Boland, Michael Conway, Leah Peller, Stephanie Tippet and Deanna Zuppan. And if you would like to come forward, we will take a picture. Congratulations.

Mayor Borowsky: Anyone else want to come down and take a picture, while we're all...I'm so excited all of those employees were here, because that's a huge landmark and a lot of times we don't have those employees here. So, thank you for being here.

POSSIBLE EXECUTIVE SESSION

All right. Moving right along to public excuse me, possible Executive Session announcement, which we have at every meeting. During tonight's meeting, the Council may make a motion if appropriate 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 would be held immediately, and would not be open to the general public or to the participants here and if that in that event, we would return to the Regular Meeting after the Executive Session concludes.

MINUTES

[Time: 00:13:12]

So, moving on to Meeting Minute approvals. If there are no revisions or questions or concerns, I will entertain a motion to approve Special Meeting Minutes of November 17, 2025, Executive Session Meeting Minutes of November 17, 2025, Joint Work Study Session Minutes between the City Council and the Budget Review Commission of November 17, 2025, and finally, Regular Meeting and Work Study Session Minutes of November 17, 2025.

Councilwoman Whitehead: So moved, Mayor.

Councilwoman McAllen: Second.

Mayor Borowsky: We got a second over here. All those, please register your vote. All right! And before we move on to the Consent Agenda, I understand Councilwoman Dubauskas would like to make a motion on a future on a regular agenda item.

Councilwoman Dubauskas: Thank you, Madam Mayor, I would like to make a motion to continue the Work Study item related to the sound ordinance.

Councilwoman Whitehead: Second.

Mayor Borowsky: Unless anyone has any questions, we can take a vote on this motion.

Councilwoman Dubauskas: Thank you.

Mayor Borowsky: All right.

CONSENT AGENDA

[Time: 00:14:38]

Moving on to the Consent Agenda item, items 1 through 9, do any members of the Council have any questions on the regular Consent Agenda items or requests to move off the off the Consent Agenda to the Regular Agenda? Councilwoman Dubauskas.

Councilwoman Dubauskas: Items 3 and 5, I would like to have a more robust discussion about the Old Town Tavern as a whole.

Mayor Borowsky: All right. Councilman Graham.

Councilman Graham: Frank and Lupe's was an historic, iconic restaurant and I see it on the Consent Agenda to move to Gainey Ranch, Gainey Village. If that's correct, I want to call that out. And I'm excited that this will be a revival of Frank and Lupe's. Thank you.

Mayor Borowsky: Thank you for adding that, I didn't realize that you were a fan. Thanks for pointing that out. With the exception of item number 3, which has been pulled off the Consent Agenda, I will entertain a motion to approve Consent Agenda items 3 and 5. I will entertain a motion for items 1 for 1 and 2 and 4 and 6 through 9, if I'm doing my math right there. Do we have a motion?

Councilwoman McAllen: So moved.

Councilwoman Whitehead: So moved.

Councilwoman McAllen: Second.

Councilwoman Whitehead: Second.

Mayor Borowsky: All right. Please indicate your vote on those Consent Agenda items. Thank you. Let's go to public comment. Just a footnote, there were no public comments on the Consent Agenda and so we are moving right along to do we want to take item number 3 and 5 now? Might as well. So, let's move on to item number 3 and talk about who is presenting on this item?

ITEMS 3 AND 5

[Time: 00:17:21]

Senior Planner Casey Steinke: Thank you, Mayor and Council. I'm Casey Steinke, Senior Planner with Planning and Development Services here to present cases 5-UP-2025 and 6-UP-2025, and I-IP-2025, and 97-LL-2025, which is item number 3. You can see the site location Old Town Tavern right in downtown. That's where Main Street and Brown where it intersects with the Civic Center, a couple 100 feet west from where we are now. The zoning is C-2 commercial with the downtown overlay.

So up until very recently, for the past several decades, Old Town Tavern has operated out the suite highlighted in yellow here. That lease is up, and they are looking to move into the building a little larger space directly to the east of where they were. Now, although it's the same owner and ostensibly similar operation, the way conditional use permits work, they don't go with businesses, but they stay with the land that gets them. And so, the new location highlighted in blue would need to get conditional use permits both for a bar and for live entertainment in order for the operation to exist at this new establishment irrespective of the fact that it's seemingly a similar operation that used to exist right next door. Therefore, the owner requests that Council adopt the three resolutions associated with these two CUPs and the in-lieu parking credits that we will discuss at this location.

Here's a look at the floor plan, the building itself historically was multiple suites. The owner was operating a restaurant out of the area on the left half highlighted in red, although the end game is to combine both operated as a bar with a series 6 liquor license and the entirety of the space in here would be about 4,300 square feet with about 800 square foot patio.

Same floor plan, highlighted, the stage as they are proposed now the stage it's not important where they are now, it could change in the future, most important part is probably the fact that they are stipulated to have no exterior speakers and not propped open doors and windows to try to mitigate any of the potential impacts from the live entertainment. There's also no residentially zoned uses in the vicinity.

So, here's a look at some of the project and site data. I mentioned the relatively modest size of the

building. Despite that, because it is a bar and specifically a bar with live entertainment, that is one of the most intensive parking requirements in the zoning ordinance, and therefore, this 4,300 space square feet would require 58 parking spaces. Obviously, common sense would suggest we're not feasibly going to cram 58 parking spaces on to 6,000 square foot lot and so the zoning ordinance affords a number of tools to help business owners to achieve their parking demand. This case, there's a number of credit at play, bike credits in in-lieu credits which we will discuss and 15 historic credits, which is interesting actually. The 15 credits was from when the building was constructed in the 1970s and the owner contributed money to a pool of funds to actually help construct one of the garages we have now, and what turns out to kind of be a precursor to the in-lieu program, which was later developed in 1985. So, they are requesting 41 in-lieu spaces.

Now, the in-lieu program exists partially to help spur re-investment and redevelopment with evolving uses in situations where you otherwise simply wouldn't be able to meet the current ordinance demand, especially since it's been decades since it's last developed and so the in-lieu program explicitly helps them redevelop and re-invest into the property, understanding the areas evolve.

[Time: 00:21:31]

The other part of it is the in-lieu program and the ordinance specifically references a goal of reducing on-site parking in downtown and instead focusing on pedestrian-oriented activities and activating the street and obviously it would be a bit difficult to do that if you had parking lots everywhere.

There's also a potential conversation that did briefly come up at planning commission, which is the idea that, you know, zoning ordinances and any ordinances, they take time to evolve. They don't always evolve with the functional world and the modern world, people take Lyft, they take Ubers to bars, they ride share, whatever it might be. And so, there's a pragmatic conversation about what the combination of that, and just to the north of this, the parcel abutting this is a surface parking lot. There's several garages in the area, and there is on-street parking in the vicinity. So, a conversation could be had regarding the strict requirements and that's what you all get to decide.

The city did also do our standard outreach to all property owners in the area, up until the day of Planning Commission, there were no public comments until the day of Planning Commission. We did receive two written comments. The owner also held an open house and at the end of the day, last month, Planning Commission did recommend approval unanimously on this topic.

So that concludes the staff presentation. We do have Paul Mitchell and his representative for Old Town Tavern for questions as well.

Mayor Borowsky: All right, are there any questions? Our screen is there we go. Councilwoman Dubauskas.

[Time: 00:23:18]

Councilwoman Dubauskas: From the materials, it looked like this request for 41 in-lieu was a departure from the number of in-lieu parking spaces that we have recommended or approved in the past. Can you discuss the difference and why 41?

Casey Steinke: Mayor Borowsky, Councilwoman Dubauskas, I don't know that we ever made, as a staff, a claim to what's a reasonable or what's a normal amount of in-lieu. It is a departure from what we typically see. I will say that we have had in the last decade think the closest was 21 although Kelly's at South Bridge, several years before that did have 27 evening use credits. I don't have the information to say this is some kind of record or something like that. It probably is a departure, I don't know that we have a particular stand on whether or not it's reasonable or not.

Councilwoman Dubauskas: And what was their prior location, what as the size and the parking requirement that they had before. You mentioned this is a little bit bigger?

Casey Steinke: Councilwoman Dubauskas, I don't I couldn't find actually a floor plan and maybe the applicant can speak to this on the exact size. They were grandfathered into parking requirements from decades ago, and so they were able to operate. If they were to start operating a new bar at that location today and they were not grandfathered, they would probably require, I think, maybe a fifth or a quarter of this, just based on the size, but the applicant may be better able to speak to the size differential.

Councilwoman Dubauskas: Okay. Thank you.

Mayor Borowsky: Councilwoman McAllen.

[Time: 00:25:07]

Councilwoman McAllen: Thank you, Mayor. Casey, thank you for your presentation. My question is how many current spaces are behind Pepperwood, the building that is next door? That open, flat lot.

Casey Steinke: Councilwoman McAllen, I'm trying to load a picture of the parking numbers in the surface parking. I'm trying to see, I think it's 120 am I seeing that right? 120, maybe not.

Councilwoman McAllen: So, then my next question is, currently, Old Town Tavern is already in this space. It's just expanding its space? Correct?

Casey Steinke: They are moving so this is the new location.

Councilwoman McAllen: I know they are moving next door but it's already operating. Where Old Town Tavern is moving to is already operating as a live music, restaurant venue currently, correct?

Casey Steinke: Councilwoman McAllen that is correct. At least part of it. I think the eastern suite is being

worked on or is not operational.

Councilwoman McAllen: So, it's a new business, but doing the same exact thing in the same building, basically?

Casey Steinke: Well, functionally speaking, they would look that way, technically, but they have a series six liquor license, which allows them more flexibility, so it might look and act similar.

Councilwoman McAllen: Thank you.

Mayor Borowsky: Councilman Graham.

[Time: 00:27:04]

Councilman Graham: Thank you, Mayor and thank you, Casey. The yeah, this application just kind of I spent a lot of time studying this application, and what is has staff analyzed the cumulative effect of bar density in this area? I mean, this is Old Town has the highest concentration of liquor licenses in Maricopa County; is that correct?

Casey Steinke: Mayor Borowsky, Councilman Graham, I'm not particularly personally aware of whether or not we are the highest density. I don't know that we explicitly in my time here, I'm speaking for Planning, don't any sort of research on the density of bars. I'm not sure that's been brought up before in a formal Council item.

Councilman Graham: So, staff has not analyzed the cumulative effect recent bar approvals and taken that into consideration as far as their impact on noise levels or public intoxication or resident complaints in the area?

Casey Steinke: I would say that we have not to my recollection, I don't believe we've analyzed that specific question, no.

Councilman Graham: I am so as far as, as far as the in-lieu fees collected to date, do you know of any spots in the area that have been built with in-lieu parking payments that have been paid by people that have purchased them?

Casey Steinke: Councilman Graham, I'm not sure who uses in-lieu in this exact area. I know north of here, Sanchez, I know Boondocks, I know they have in-lieu, I know Rusty Spur and Grapevine and some others may have been grandfathered in. So, I don't have that information on hand.

Councilman Graham: I guess what I'm kind of seeing here is that you mentioned about the evolving needs of what is going on in this area, but I you know, we have these standards for a reason. And so, when you talk about evolving needs and what, you know, maybe dynamically happening down there, but we have standards and we have code codes to protect the stakeholders and what is going on down

there. You know, I think Old Town development must be balanced to prioritize our residents' quality of life over some of this unchecked expansion. And I think the proposal to expand an existing bar to inflate the bar density in an already saturated area, it just necessarily relies on what I see as a flawed in-lieu parking program to paper over real infrastructure shortcomings.

So, I see this as the in-lieu parking program, as a phantom solution. 41 spots kind of sticks out to me. I mean, that's we got a memo today from the city manager and that's, I think the largest I don't know how familiar you are with the in-lieu program, but I think that's by far this will be the largest entitlement under that program so far. I kind of see the city manager reaching for the microphone. No, no, he's not reaching for the microphone, absolutely not.

[Time: 00:30:41]

So I just wonder, I'm just wondering about the feasibility of I mean, we're selling the city is selling paper parking credits, a lot of them, parking that does not exist to an area that's under parked and we have no measurable plan to add parking with those in-lieu dollars to this particular area. So those are some thoughts right now and maybe if you want to hear more about what my colleagues have to say. I don't know, I mean, what do you guys think about maybe continuing this for another for another time and we can kind of talk about it some more? So, make I might make a motion here. There will be opportunity for more of my colleagues to say more, but I probably will make a motion to continue.

Mayor Borowsky: Councilman Graham, the city attorney would like to chime in.

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

Interim City Attorney Luis Santaella: Mayor and members of the Council, keep in mind, there are two items here. There's the liquor license item number 3 and then there's the in-lieu item. And if the on item 3, if the Council doesn't make a recommendation on that, that will be the effect of having no recommendation and that will proceed forward anyway. So just keep in mind there's two different items.

Councilman Graham: You are talking about number 3, if we move to continue it, that will be decided?

Interim City Attorney Luis Santaella: Effectively, yes, because there's a certain time frame you are supposed to provide recommendation.

Councilman Graham: I didn't know that. Okay. That's good to know. I mean, everything I'm seeing right now, I can't support it as it is. I can't support the idea that I'm selling as a city, I'm selling, you know, over 40 virtual paper parking spaces to an area that already has that's already under parked. So, city attorney, is that requirement airtight? Or we move it to the next meeting and we still have time?

Interim City Attorney Luis Santaella: We'd have to ask Mr. Curtis, because I think I believe the statute says we have to provide a recommendation within 60 days. So, I don't know how much time we have

left.

[Time: 00:33:33]

Planning and Development Area Director Tim Curtis: Mayor, members of the Council, Tim Curtis, with the Planning Department. The state provides the city the application for the local governing body to make a recommendation within 60 days. The 60-day time frame is very short, especially when you are processing associated conditional use permits like we are, the bar use permit for the bar liquor license. The 60 days to answer the question is due on Valentine's Day this weekend. So, we are out of time in terms of providing a recommendation to the state regarding the series 6 bar liquor license.

I think and the city attorney can correct me if I'm wrong, but I think that the state liquor department operates is they will move forward with that application with or without the local governing body, the City Council's recommendation.

Councilman Graham: How closely do they scrutinize what the local recommendation is? That may be a speculative question.

Tim Curtis: Mayor, Councilman Graham, the that's difficult to say. That board changes from time to time.

Councilman Graham: Right.

Tim Curtis: The city attorney might have a little bit more experience with how they operate at that level.

Councilman Graham: I mean, it's not the fault of my colleagues and me for that it's so close to the deadline. And this you know, we're dealing with we're dealing with this as soon as it came to us. And so, I think it's kind of one of those, you know I think we still we can't let the pressure of a deadline like that affect alter what we're going to do for Scottsdale residents.

So I think with that, I will just move to continue this and maybe they can get an extension or some other some other satisfactory, you can get an extension or some other satisfactory alternative solution can be presented but move to extend item number 3, Old Town liquor license, 97-LL-2025, and item number 5 Resolution, 13592, 13593 and 13600. Thank you.

Mayor Borowsky: I didn't hear a second, so let's continue with the debate or the discussion.

Councilwoman Dubauskas: Second.

Mayor Borowsky: So, I'm not following the basis for the extension, but I don't know what we would learn more so than we have available tonight. For example, in-lieu parking credits 41, I mean, is the business owner going to be able to get 41 actual parking spaces or the requisite number of spaces? Do you know the answer to that question, just so we know for the purposes of this particular motion?

Casey Steinke: Mayor Borowsky, it goes into a pool of money to build and maintain public parking spaces, but as long as he can pay the monthly fee, it goes in...

Mayor Borowsky: I'm well aware of that, what you just described but I think the objection is the in-lieu the fact that they are in-lieu. At least that's what I'm hearing and I echo those concerns. So, my question was, if we continue this, which is after the expiration of their deadline, can you find can you find 41 actual parking spaces adjacent or close to their compliant with the requirements?

[Time: 00:37:27]

Casey Steinke: Mayor Borowsky, in our conversation with them, we've tried other outlets, remote parking and things like that, unless they have new information, it seems unlikely that there's another mechanism.

Mayor Borowsky: So, I'm not going to support the motion to continue it, because I don't know what difference that would make. But nonetheless, I will still listen to the conversation. I do have a question for you, just for the public's sake, I don't think we have talked about in-lieu parking since I've been here on the dais this time around. And this is a very kind of, you know, mysterious conversation and I think it's important for the people watching this, or that watch this at some point later, that they understand these are, as Councilman Graham pointed out, they are kind of illusory parking spaces that don't exist. As an example of that, if I go to find an in-lieu parking space, where do I park?

Casey Steinke: Mayor Borowsky, you would find public parking.

Mayor Borowsky: Which begs the question, or the issue, the point I was trying to get at, we've had a lot of conversation on the other hand about actual parking spaces, and billing a new garage, right? And I think if there's a problem, which I agree with Councilman Graham on a couple of the points that he made and I disagree with a couple of the points he made. But notwithstanding that, we arrive at the same result. In the in-lieu parking program and maybe this is something we should look at very closely soon, because I think it doesn't serve the purposes that we need served right now. Meaning if there's a shortage of parking, which we don't know that. I'd like to see today's updated study on that. Hopefully we'll get one of those in the near future. Why are we allowing imaginary parking spaces to be utilized or purchase, which that money, I'm assuming will go into the general fund; is that correct?

Casey Steinke: Mayor Borowsky, it has a specific fund.

Mayor Borowsky: Which is a specific fund to build parking garages, which we're out of land to build parking garages. It kind of doesn't make sense to me, unfortunately and a little bit of a correction, this has been an operating business about 10 feet from where it's moving into. So, it's not a new business, but nonetheless, it's a very busy business. So, to the extent it's added to any parking deficit over the past decade or two decades, it certainly would increase now, because there's more buildup around it. So, I believe it should be subject to the rules of today, but I don't like the fact that the in-lieu is being used here. That's where I will leave it at. Councilwoman Whitehead.

[Time: 00:40:35]

Councilwoman Whitehead: Thanks, Casey and thanks, Mayor. I agree with a lot of what has been said, we in my time, five parking spaces in-lieu was scrutinized pretty good. I want to clarify a couple of things so the original so we're going from the 12 to the 6. So, it's operating as a restaurant today, correct?

Casey Steinke: Correct.

Councilwoman Whitehead: And it's and it mass no live music today?

Casey Steinke: It is not entitled to have live music. So, unless they are operating, they she shouldn't be having live entertainment right now.

Councilwoman Whitehead: So, it's really the same business but there are some significant changes in that it's going to be a bar versus a restaurant and it's going to have live music and I just I do want that clarified. And I did I actually watched the planning commission meeting. So, I think the Pepperwood lot was brought up as public parking, but I think we have a contract on that for valet. Do you know if we do? So, I think quite a few of those spots are reserved for valet during certain times of the day and night.

Casey Steinke: Councilwoman Whitehead, I'm aware that exists. I'm not familiar with the specifics of that. I mean, I know it is public parking. I don't know the details of the valet agreement.

Councilwoman Whitehead: That's okay, Casey. Yeah, a lot of it is valet, I believe, or a significant portion of I guess I'm just in agreement with most of my colleagues here. This is sort of a difficult one. I don't see any benefit to a delay, a continuance either. So that's kind of where I stand. Thanks.

Mayor Borowsky: Councilwoman Littlefield.

[Time: 00:42:15]

Councilwoman Littlefield: Thank you, Mayor. I agree with your comments. And I think that I have been up here a lot. I have seen a lot of businesses come up, primarily in the downtown area, asking for in-lieu parking. Every space is basically snapped up, as soon as they can snap it. But 41 spaces? That you can't make that up in in-lieu parking trying to find alternate spaces in the downtown area. I don't think there are that many available. If you can't get the parking spaces that you you have the right to have, and I can't accept that. That's just going to cause more and more problems in our downtown area with parking. I think it's a problem that needs to be figured out and solved and then come back to us and say yes then, but I can't approve this. This could create more and more traffic problems, parking problems, space problems, and I I can't accept that at this level. It's just too much. Thank you.

Mayor Borowsky: Vice Mayor Kwasman.

Vice Mayor Kwasman: Thank you, Madam Mayor. I see Luis has left his desk and that's okay. I was just

wondering if ARS925, I was just Goggling it I see on section I, tend to agree with Councilwoman Littlefield and the Mayor on this issue but just looking at it in terms of academics, it says in subsection I, by mutual or written electronic the municipality and a license may extend the substantive review time frame for the overall time frame, this is with regard to a liquor license, and extension of the substantive review time frame and the overall time frame may not exceed 50% of the overall time frame. And I'm getting a head nod from an attorney that is better than I am. So, I will stop. So, I will ask the question to the city attorney.

Interim City Attorney Luis Santaella: So, Mayor, members of Council, and I'm sure Councilman Kwasman is an excellent attorney, but he's citing something from the regulatory bill of rights and there's a specific section, 4-201 that's applicable to liquor licenses and it talks about a 60-day time frame. Now my understanding speaking to the liquor detective just now, is they do have a temporary license that allows them to operate to May. It's possible that perhaps we can come to some sort of voluntary agreement with them. Between now and the 14th to see if we can file something with the liquor department to give us more time. I can I will go offline right now and I will discuss with their attorney and see if we can reach that agreement.

Mayor Borowsky: Thank you, Councilman Graham.

[Time: 00:45:43]

Councilman Graham: Thank you, Mayor. I was able to kind of just talking to myself right now.

Mayor Borowsky: Are you done?

Councilman Graham: There's no one there. I have questions for staff.

Mayor Borowsky: Okay, I thought you were talking to yourself. That's what I heard. I don't know.

Councilman Graham: I said I'm kind of talking to myself.

Mayor Borowsky: There was an awkward silence.

Councilman Graham: Casey was doing the people's business and working with the applicant. Okay, so pulling up the memo for you know, this is an application about for starters, it's a restaurant right now or it has been and they want to convert it to a bar; is that right.

Casey Steinke: Councilman Graham, that is correct.

Councilman Graham: And what is the square footage of the prior footprint and what is the footprint percentage-wise is that double or triple the space?

Casey Steinke: Are you talking about the previous establishment?

Councilman Graham: The yellow to the blue on that.

Interim City Attorney Luis Santaella: And while they are talking, the applicant's attorney would like to address the Council to answer some of the questions, if possible.

Casey Steinke: Councilman Graham, the applicant informs me that the previous location was about 1,000 square feet interior and then 1500 square feet of patio.

Councilman Graham: The previous one.

Casey Steinke: Previous.

Councilman Graham: So, 1,500 square feet patio where those umbrellas are, and then 1,000 square feet, which is I mean, that's a small restaurant. And then what is the new square footage? So, it's going to be patio so a smaller patio, but a 400% increase in the interior.

Casey Steinke: Correct.

[Time: 00:47:50]

Councilman Graham: And the category is going to go from a restaurant to a bar and so you are saying Casey that, you can go back to the other slide, if you don't mind. Oh, actually, yes, stay here. The bar designation drives a lot of parking demands, and I appreciate what you are doing for the applicant to explain to us that the dynamics and the evolution of what's going on, but we do have the standards in place. There is a parking problem in the downtown.

The Pepperwood parking lot to the north was not funded out of general funds. That was funded out a special taxation district. So, they can't park there from the standpoint of the people that the people that paid for, that for that specific purpose, that was that was funded by a specific group of people for a specific purpose. So, you come to us, and not you, but, you know, the applicant, 58 parking spots are needed. 58 parking spots. The most we have ever sold of in-lieu parking spots was to Majerle's Grill, 41 spots, and that was in the entertainment district, and that was a mistake. 58 parking spots, two of the parking spots are going to be credited with bike racks. That's kind of a joke. I wish we could do something about that in the code. 15 the prior tenant or owner of the blue of the existing plat, 15 they are, you saying what do you mean by 15 spots were credited that are going to transfer to the new tenant? Did they purchase this or are they just a tenant?

Casey Steinke: Councilman Graham, Old Town Tavern is the tenant. It's still owned by Saba. How does that 15 credit carryover work? The 15 carry over spots, how does that work?

Casey Steinke: Well, we had a conversation with the legal team and they submitted a document that we were not aware of that showed that they participated in this unique program and so we thought it was reasonable to give them credit for those after legal looked at the document.

Councilman Graham: So you're saying staff had discretion on that?

Casey Steinke: The legal team.

Councilman Graham: Okay, you are saying the legal team, and the decision was made and they had 15 credit carryover and was that from an in-lieu program or a predecessor program?

Casey Steinke: Councilman Graham, I don't know that it was officially an ongoing program but a predecessor of sorts.

Councilman Graham: I'm sorry, I don't know what that means a 15-spot carryover, can you explain what that means.

Casey Steinke: We are allowing the 15 credits they paid for in perpetuity from 1975.

Councilman Graham: Where are the spots? We don't understand what that means. I don't understand what that means.

Casey Steinke: So just like the in-lieu program, they paid money and we helped construct a parking garage nearby.

Councilman Graham: So can you point to us where the construction the garage was built nearby.

Casey Steinke: Yeah, it was the Civic Center garage.

Councilman Graham: Okay.

Casey Steinke: Which is 685 on here, I think.

[Time: 00:51:28]

Councilman Graham: And then we will sell them 41 in-lieu parking spots. I'm pulling my notes, which would match the record for in-lieu parking spots. In your opinion, is there a parking problem in this area of Old Town?

Casey Steinke: Councilman Graham, that's a pretty subjective question. It's broader than just planning perspective.

Councilman Graham: Let me ask it this way, we are selling paper parking, if there was plenty of parking, couldn't we just say, those over, there we'll sell you those but there's no parking spots to do that; is that right?

Casey Steinke: I think the idea is we get the money first and later we can construct the parking.

Councilman Graham: The in-lieu \$800,000 has been paid into it since the program began, the city has spent about a quarter million dollars. I don't know how many parking spots we got from that. Is this the in-lieu. It has a current balance of \$685,000. I mean, this I think what we will charge this tenant would amount to \$80,000 per year of in lieu, \$4,000 per spot exact math comes out to \$80,000. But we know the parking spots cost over \$100,000 to find the land and to buy it, \$100,000 per spot. If we can't sell them parking, does that not suggest that we have a parking problem in this area?

Casey Steinke: Councilman Graham, I will leave that assessment up to you.

Councilman Graham: Like the Mayor said and many of my colleagues said, we're selling them a record number of in-lieu spots, including bike racks, we're giving them credit for those. And there's nowhere to park. There's a voter-approved parking garage. In the packet, it says they can use that parking garage as an option. That's not really how it works. This was approved by the voters and the voters said raise my property tax and pay those bonds because that's already for the existing shortage in the downtown area. So, I think there's a lot of questions about this application and so there is a motion on the table and a second which I appreciate my colleagues for and I'll leave my questions there for now. Thank you. Thank you, Casey.

Mayor Borowsky: Thank you, Councilwoman McAllen.

Councilwoman McAllen: Thank you, Mayor. I would like to request to have the person who is requesting this permit to talk. I would love to hear from them.

Mayor Borowsky: Yes, I was going to call the applicant up when our discussion was over. Welcome.

Applicant Representative Cameron Morgan: Good evening folks, my name is Cameron Morgan, I represent Paul Mitchell who owns...

Councilman Graham: Microphone.

[Time: 00:54:39]

Cameron Morgan: I represent Paul Mitchell who owns the Old Town Tavern. Mr. Mitchell is in the background over there. Folks, I heard a lot about parking, but I don't know if you understand the history of the Old Town Tavern. Old Town Tavern has been there for 40 years, either either in the current name or the predecessor names, it's been playing music for 40 years. It has been using the parking lots for 40 years.

Now, the building has previously become dilapidated and so we made plans to start moving next door to the Saba brothers building. Towards that end, Mr. Mitchell got one half. Building, as you saw on the prior slides and he started the Backdoor Restaurant. That was a class 12 license. Now when his lease came up for the Old Town Tavern last year, he proceeded to try and move everything up to the Saba brothers building.

We thought, first of all, this was no parking required for Old Town Tavern, and no parking required for Backdoor Restaurant and we thought, well, there will be some parking required when we merge the two, but it wouldn't be that significant. We in no way believed it would be 58 spaces. However, how the statute reads, it ended up being 58 spaces. Now Councilman Graham asked how we got 15 spaces. The Saba brothers build that building in 1975 and entered into an agreement with the city that is reduced to writing and is recorded. They got 15 spaces in perpetuity in the area, as long as the city had parking. So that's where we get 15 spaces from. It's recorded and it's binding. It runs with the building.

At the time that building was built, it was believed that that was all the parking that would ever be needed for the Saba brothers building. Statutes change and code changes and now we have the in-lieu parking program, which is code and we have the requirements for parking, which is what we're dealing with here.

Now a couple of things. We don't believe moving Old Town Tavern 30 feet needs 58 parking spots, that's just ridiculous, but that's where we are at. We're willing to go to with the city, and spend as Councilman Graham indicated, \$80,000 a year to make this move. Now, the use, the actual number of spaces we need is no different than it was before. We didn't need spaces for Old Town. We didn't need spaces for Backdoor. All we have done is added on 2,000 square feet. That's what we're really talking about here.

[Time: 00:57:48]

Now, the other thing is we're not really going to change our numbers in terms of the patrons. Old Town Tavern is a local bar for Scottsdale residents. And season and in spring training, we have a lot of people come in. But that's only a couple three months. And other than that, we don't need 58 spaces. You are talking about parking problem. We don't have a parking problem. It's never completely used except for lately because somebody gave Epic Parking, Epic Valet now has a contract to use city property for private purposes. I don't know what gave them that, but that's where the parking problem is in that particular lot now.

The other issue is what will happen to any client's business if you don't give him his permits and move his business in the event you don't give him this permit and you don't let him move his business. This 40-year-old business will fail and will fail pretty quickly. We need to get up and running before baseball season and if we don't, at the rent we're paying, we're going to be out of business.

So, we have employees, we have musicians and distributors and a whole bunch of people that are relying on your decision to let Old Town Tavern move 30 feet. Now, we don't think that Old Town Tavern is going to cause any significant burden to parking in the area, and there is parking. You've mentioned the garage at Second Avenue. Have you ever looked in the bottom of the garage? It's never used. You have 100 spaces down there that are not used. If you looked at the parking, at Pepperwood, there's 125 spaces, 40 of them have been leased out to private. Why? So, if it's never filled except for Parada, what do we need to be leasing it for? Now, that 125 spaces at Pepperwood has always been sufficient not only for our business but for every other business in the Scottsdale mall. That's who uses it. It's never full. And I would request that you approve the applications. Thank you.

Mayor Borowsky: Thank you very much. I have some questions but Councilwoman? So, I think it was Councilman Graham that talked about the square footage. So, it's it's really not first of all, you said the business has been there for 20 years. 40 years in business, right, under different names, right?

Cameron Morgan: Mr. Mitchell 16 years. Prior to that...

Mayor Borowsky: 40 years. A lot has changed. There's been a lot of build-out in the area. Unfortunately, he lost his lease at that building. If he were any applicant coming before us and asking for you don't have the square footage, 5,500 square foot restaurant, bar, that's actually just a bar, right? Series 12. We would be applying this we would be having this same discussion. And these same concerns would exist. Now, while I agree with a lot of what you just said with respect to the parking. It doesn't appear to be a parking issue except for the highest tide times. So, I agree with what you just said, but these rules apply to everyone coming before the city to open their business. Unfortunately, this is seen as an opening of a business.

[Time: 01:01:52]

And Councilwoman McAllen, I'm sure have you been at the location, as have we all, this business hasn't been there in this form for a long time. That's inaccurate. The Backdoor opened about a year ago. And jumping to the 5,500 square foot space is a whole different machine.

Councilman Graham: Exactly.

Mayor Borowsky: While I agree with you in theory about the parking situation, there parking situation, there's a strong feeling on this Council that there's a lack of parking. We have taken steps which I have been completely opposed to to build a parking garage because of this perception. Maybe there is a lack of parking, and maybe there isn't, we need an updated study. These rules apply to this application. So, I stand with my prior comments. I don't know what a delay is going to do. I don't see any scenario where you will find 41 actual spaces, although you could. You could be buying them from another business owner. And I will leave it at that.

Cameron Morgan: Mayor, may I respond?

Mayor Borowsky: Do you want to hold your response or do you want to do it now?

Cameron Morgan: A couple of things. We agree with you. We want to follow the rules. The rules are in-lieu parking. That is the code. That's why we came up with the 41 spaces. It hurts us to pay the city 80,000 a year. If it helps you bill parking places, great. The bottom line is we need to follow the law to pay you the money for in the in-lieu parking and open our business.

Mayor Borowsky: I'm really glad you just said that because I heard something earlier that sounded like, well, just as long as we pay the money for in lieu, then we get our application approved. I don't think that's true. I think it's discretionary. And if we're not discretionary on the in-lieu side of it, I don't think

we would be having this comprehensive conversation. Because you would have checked all the boxes and that's why we are discussing your approval. City attorney or city manager, do you want to speak to that issue? I think that's worthy of explanation.

[Time: 01:04:30]

City Manager Greg Caton: Madam Mayor, are you speaking to discretion? Is that the question? The way I would describe in-lieu fee is a relief valve in-lieu parking is quite common in Old Towns or downtowns because you take a snapshot of the uses at any given time and therefore, your Old Towns or downtowns will change. And you want to have spaces, and you want to have density in the Old Towns generally speaking and there's a relief valve or an option for in-lieu that contributes to add additional parking. It's discretionary in the sense that it is it would come before you for consideration, and it is an option. There are other options and this is the option for your consideration.

Mayor Borowsky: Yeah, that's the question I was getting at. It's not absolutely. You haven't complied with a requirement and therefore the box is checked. It's discretionary and that's why we are discussing it and voting on it. And to the city manager's point that you just ended with, what are the other options if it's not 41 in-lieu spaces?

City Manager Greg Caton: I think you have to go back to the 58. What drives the 58? The 58 is the use. As my colleagues presented, this is one of the higher utilizations of parking per our code and therefore 58 is arrived at that they have to produce. And therefore, the options are in-lieu that is one and they can go find spaces as I mentioned and if I'm missing an option, I would look to my colleagues but that's generally the options for you. In-lieu, provide space or change the use. That's.

Mayor Borowsky: Right, okay.

City Manager Greg Caton: Or a smaller space that would drive. You match the utilization of the space, with the 15.

Mayor Borowsky: Reduce the scope. I don't have any other questions. Thank you very much. And Councilwoman McAllen.

[Time: 01:06:45]

Councilwoman McAllen: Thank you, Mayor. I think this has brought up a whole other issue. I think this will continue to keep coming up as more businesses start up in Old Town. Like the Mayor said, I have been to the original site, which was J Chew, and then it became Old Town Tavern and now that it's moved over to Backdoor, I've I have frequented all three places. I don't think the parking demand will change, but the building the change. I used to work in the Pepperwood building. I have seen how it worked. My office was there for years. I don't think that is the issue. I think the greater issue is the in-lieu of parking and how we're handling it for it. I think it will call on a study session all on its sometime in the future because there are so many questions that nobody seems to be able to answer tonight that

are impacting this business' livelihood and it truly is moving from one space to another. So, I will be supporting this.

Mayor Borowsky: Thank you, Councilwoman Whitehead.

Councilwoman Whitehead: I just really appreciate your remarks. So, I'm glad you got up. I want to comment on in-lieu. The in-lieu is not for a private business to buy parking spots in a garage or anywhere else. It's to contribute to shared parking. So, while \$80,000 a year doesn't buy a lot of parking spots for the city, together with other in-lieu, the idea is it would. I want to recognize that \$80,000 for a small business a year is a tremendous amount of money. So, I do appreciate that. I just want to make sure I understand this. Like I said, even after watching the Planning Commission, I'm finding some questions. What I am leaning to this, supporting a continuance because nobody wants to put a business out of the business. So, there's the original site, which is the Old Town Tavern. Did you separately are you already out of that business? Are you out of that building?

Cameron Morgan: Correct.

Councilwoman Whitehead: Okay. So that building is gone. Was that a bar?

Cameron Morgan: I believe that those owners are asking you for a beer and wine license to reopen it.

Councilwoman Whitehead: Oh, so it's staying. So, your original facility, your original bar, the Old Town building, is I thought it was having problems and it was vacant. It was falling apart.

[Time: 01:09:36]

Cameron Morgan: It does have problems. It is vacant, but they are going to they are attempting to get a beer and wine license after I think they have an application before the city now.

Councilwoman Whitehead: Oh, so they do. So that's a separate bar that will come forward, but they for that property, they will be asking for a series 6, is that correct?

Cameron Morgan: They are not asking for a series 6, beer and wine license is different.

Councilwoman Whitehead: Okay, beer and wine, I don't know the liquor licenses. Okay. So, the new location, so you have already -your client has already moved to the new location, and the new location is operating as a restaurant right now?

Cameron Morgan: Correct. It has been for four years.

Councilwoman Whitehead: Okay. Somehow that wasn't clear in the Planning Commission meeting. So, you have been operating as a restaurant for four years. And what what is the impact of live music anyway, in terms of parking. Does anybody have, like, an idea? Does it add 20%? Is that a key

component of this business? We have just never seen any business come to us asking for this kind of in-lieu, and I agree with the parking. I don't know the Pepperwood as I mentioned, the Pepperwood, the loss of that because of the private contract, but I agree Second Street is always vacant at the bottom. Or appears to be. You are operating a restaurant. What is adding the most burden to your parking needs. I would think as a business that you would want to lower that \$80,000 a year, I mean that is a lot of money.

Cameron Morgan: I wish I could.

Councilwoman Whitehead: Okay. So, if it was not live music, would it be significantly less? If it was still operated mostly majority restaurant?

Cameron Morgan: We have operated as an acoustic music bar for 16 years. Without acoustic music in that location, the the bar or the restaurant will fail.

[Time: 01:11:43]

Councilwoman Whitehead: Okay. But in the, you have been operating that way, but in the old location and it's just because you moved that this came up? Because you were grandfathered in the old one?

Cameron Morgan: Yes, we had music in the old one and it was grandfathered in since 1985.

Councilwoman Whitehead: In the restaurant today, is there music today?

Cameron Morgan: There's acoustic music today.

Councilwoman Whitehead: And acoustic is live?

Cameron Morgan: It's live. It's guitars. There's some application.

Councilwoman Whitehead: So, you are expanding that and serve a higher proportion of liquor to food?

Cameron Morgan: When we did our application with the Planning department, we tried to put this into a restaurant and a bar side by side. That would not pass muster with the liquor board. So, we had to go with a series six for both locations. It's not what we wanted to do, but that's what we were forced to do. So that's why we ended up with this higher amount of parking up to this 58 places. It's simply an happenstance of the codes.

Councilwoman Whitehead: Government getting in the way a little bit.

Cameron Morgan: I'm not going to say that.

Councilwoman Whitehead: Okay. It is much more complicated than somebody coming to us and just

saying hey, we want to burn public parking. I do I think what I'm going to do is support I think it seems like there's an extension possibly at the state. What we're seeing here is the restaurant is being labeled as a bar. You have the restaurant and the bar next door, but the restaurant is being treated as a bar and being parked accordingly, even though it's that part is not changing.

Cameron Morgan: Correct, right now we have a restaurant, and we want to put in a bar. We want to move the bar over 30 feet, but that's the effect of it, legally it's a bar.

Councilwoman Whitehead: Yeah, redevelopment is complicated and this one fits that. I do appreciate all this explanation.

Mayor Borowsky: City attorney.

[Time: 01:14:01]

Interim City Attorney Luis Santaella: Mayor and members of the Council, I think it's important to point out that there are two separate items here. Three is the recommendation regarding the liquor license and the number five is the C.U.P. and the conditional use permit for the bar and for the live entertainment and the in-lieu parking is wrapped in that. In order to operate the bar, they need both. They need the approval of the liquor license and the C.U.P. If for some reason, the Council doesn't forward a recommendation, the liquor license, they can't operate the bar without the C.U.P. Could they still probably operate the restaurant without the C.U.P. So, there's some moving parts on this as you think about how you are going to vote on this.

Councilwoman Whitehead: Thank you, Mayor. May I respond to that? So, if you delay both so then if we continue both, then the state with continue their license, their decision?

Interim City Attorney Luis Santaella: The statute 4-201, doesn't provide for an extension. There would be a possibility they might entertain one, but it's not automatic and it would have to be something that the applicant would have to agree to.

Councilwoman Whitehead: Okay. Let me think about that.

Mayor Borowsky: Councilman Graham.

Councilman Graham: I have just a couple of things contradictory that I wanted to clear up. Casey, the city staff liaison said that said that currently Old Town Tavern is not allowed to play live music.

Cameron Morgan: We do not have an entertainment permit at this point, however, our position is that Old Town Tavern has had has been grandfathered to play music for 40 years. So, we are relying on our grandfathered status.

Councilman Graham: So would the staff member agree to that?

Cameron Morgan: I would doubt the staff would agree with that.

Councilman Graham: So, you are admitting we are out of compliance with that.

Cameron Morgan: We are out of compliance with the Planning Department's understanding of law, but my understanding of the law is that we are grandfathered in and it goes with the with the owner.

[Time: 01:16:30]

Interim City Attorney Luis Santaella: Mayor, if I may, we entered in a settlement agreement with the city a number of years ago with Downtown Tavern, and they are allowed to play non-amplified live music on a portion of their patio. And there is actual settlement agreement with the city on that. I don't remember how much years ago, but it did occur maybe ten years ago or more.

Councilman Graham: The staff presentation that was given to the Council and the public said they are not entitled to live music. So, there's a lit bill of contradiction there a little bit of contradiction there.

Interim City Attorney Luis Santaella: I believe that's inaccurate because I worked on the settlement agreement and we worked out where they could provide live music that was not amplified.

Councilman Graham: I would like to vote on my motion now. So, I call the question. Thank you, Mayor.

Mayor Borowsky: For a continuance. To the next available or whenever?

Councilman Graham: For a date to be determined.

Mayor Borowsky: All those in favor or opposed? So, motion passes and we will move right along and see you at some point in the future. Thank you.

All right. Did you get everything you need on 3 and 5? That was on 3 and 5, right? Okay. So, we're good with that. So that concludes the Consent Agenda items and the two items that were removed.

PUBLIC COMMENT

So, I'm going to take public comment on non-agendized items. Public comment is reserved for Scottsdale citizens, business owners and/or property owners to comment on non-agendized items within the Council's jurisdiction. No official Council action can be taken on these items, that the speakers will discuss and the speakers are limited to three minutes each. If you wish to speak on a non-agendized item, please let the city clerk know.

I show we have three speakers, Melissa Kemp, Steve Sutton and followed by Steven Cross. And you want

to stand over here where Melissa is heading.

[Time: 01:19:02]

Melissa Kemp: Melissa Kemp, McCormick Ranch. I believe you have my address on record. For my three minutes I'm speaking not to just to our Councilmembers but maybe is thinking about speaking in the first two sessions I spoke about open public comment and the function as an early warning system and broadly civic engagement as an asset. Tonight is about something deeper. Tonight is about the courage and the resolve it takes for somebody from the public to do this, to come up and speak to Council. At the lectern, you are exposed. I'm here. I'm alone. I'm on camera. My voice is recorded. If I shudder, if I tremble, if I make a mistake, it's there for everybody to see. How I look, all of that. There's no hiding. People physically react to this kind of pressure. It's one the greatest public fears. Who hasn't had that nightmare of waking up naked in a crowd. This is not a nightmare. This is real and this is hard. People do this anyway, even though it's that hard. That's not a flaw in open public comment. That's your proof point because if it's this hard and people do it anyway, then you know they care enough to go through this kind of pressure.

People will register in advance. They go through a metal detector. They wait for their name to be called. They prepare, they do their planning. They time things. And they show up knowing that they're going to be heard and they want you to listen. So, it's important that we respect open public comment. I will contrast that with what's going up here, where you have city Councilmembers who are seated on a raised on a platform, on a dais, it's easy for them to see me, it's not as easy for me to see you, the sightlines are not great. You have no time clock, no requirement to be relevant, no equivalent exposure. There's a power imbalance built in to this system, it's built into this room, it's there on purpose.

Here's my main point tonight. Open public comment is the one of the very few places where even narrowly, briefly that imbalance shrinks because this allows me to be heard and allows us to put accountability to our civic servants front and center in this room. When you restrict public comment, it doesn't feel neutral. It feels like you are redesigning a system to protect the comfort up there, increase the pressure down here and weaken the accountability that public comment is there to do.

In 2025, this Council majority forced people to come back to work in the office because they said you have to be showing up and present to do your job. Guess what, this is a representative government. You are here because this is where the job happens. So tonight, I'm asking you to rethink public comment, increase access and when we're here, please pay attention. Put down your texting, put down your phones and give the respect to the people who are speaking that deserve it. Thank you.

Mayor Borowsky: Thank you, Melissa. Next, I have Steve Sutton. Why don't you step up to the microphone, and you want to start the three minutes right now?

[Time: 01:22:44]

Steve Sutton: I want to make a request, I would like to have the graphic that showed the number of

parking spaces at the various areas be put back up on the screen.

Mayor Borowsky: Which graphic was it, Steve?

Steve Sutton: It shows all of them, and it had numbers assigned, showing the number of parking spaces at each of those areas near the Old Town Tavern. Is it possible that that could be put back up.

Mayor Borowsky: I don't know how readily available that is I have no problem with you doing that if we can pop it on the screen and this is a comment, that as you well know is reserved for non-agendized items. You are not speaking on the last item.

Steve Sutton: No.

Mayor Borowsky: You just want the graphic?

Steve Sutton: The graphic itself.

Mayor Borowsky: Well, I have no problem doing that if we want to anyone all right. That was easy we spent more time talking about it than it was to pull it up. The wizard. City Clerk Ben Lane, well done.

City Clerk Ben Lane: It wasn't me. It was the staff.

Mayor Borowsky: Okay. We're going to start your three minutes. One, two, three, go!

[Time: 01:24:01]

Steve Sutton: If I'm looking at this graphic correctly, the parking corral is shown on this graphic. And it's showing that there are 98 parking spaces at the parking corral. When in reality, there's over 200. Someone has failed to count parking spaces on the lower level when they made this graphic.

And now for my comment. Steve Sutton address on record. Good evening, honorable Lisa Borowsky, Mayor of Scottsdale and other Councilmembers. I'll be asking the Council to answer questions on an issue within their purview at the end of my comment but first I want the Council to consider the fact that thousands of the Scottsdale residents are aware of three circumstances that would logically support the decision to spend 15 to \$20 million to build a parking garage in front of the historic Old Adobe Mission and end the 17-year tradition of the farmer's market at the parking corral. A new parking study would be a supporting circumstance, the 2015 parking study did not support building a garage in October of 2025, the city manager refused to conduct a new parking study so that supporting circumstance is unavailable.

Voter approval would be a supporting circumstance, as pointed out by me at the last City Council meeting, the language of the 2019 Bond election ballot clearly shows that was not a vote for building a garage at the parking corral. Thousands of citizens petitioning for a garage would be a supporting

circumstance. Of course, the opposite is occurring with thousands of Scottsdale residents petitioning against building a garage. Currently over 4,000 Scottsdale residents.

So, considering the lack of logical supporting circumstances to build a garage, Scottsdale residents are asking themselves, why are Barry Graham and Solange Whitehead who have a record of acrimoniously not cooperating and other Councilmembers with the exception of Mayor Borowsky united in an effort to have the farmer's market to move so a parking garage could be. The proposed building of the parking garage, it's opposing Councilmembers the current and previous Councils agreeing to a we'll give you this if you give us that deal and the rewarding of individuals who politically supported their candidacy. It's not because of a proven need or the farmers' market benefiting from the move or because it was in the best interest wanted by Scottsdale residents.

Councilman Graham, your continuing claim that voters approved the garage has people thinking you are a shameless casual liar. Councilwoman Whitehead as more residents learn the truth, your claims that the farmer's market will benefit, has people thinking you are the laughingstock. Councilmembers Do you understand the implication of 4,000 residents and property owners less than four months signing a petition signing you don't build a garage, don't move the farmer's market?

Mayor Borowsky: Hey, Steve. Thank you very much.

[Time: 01:27:21]

Vice Mayor Kwasman: Point of order. Madam Mayor, is there a decorum rule for just tone and and within the speech on non-agendized public items?

Mayor Borowsky: You're aware of the rules Vice Mayor Kwasman. Not that, vulgarity and yelling and threats, I guess would be examples of those. Thank you. All right. Moving right along to Steven Cross.

Steven Cross: The majority of this conversation will be for Christa Cross, the owner of Select Education Microschool. I want to make a quick introduction of her soon to be proposal at 9201 East Happy Valley Road, it's the existing Living Water Lutheran Church. It does have 144 parking stalls and 16 bike racks for 40 students is the proposal, two classrooms will be leased from the church. There aren't any scheduling conflicts, et cetera. We've planned that out with the church. No physical changes are proposed to the existing education building, the worship building facility is and the office building is a separate building. There are very few schools in the Troon and Happy Valley area and nothing in Rio Verde. So, this is highly desired, but she's limiting the school to 40 students. And Christa solely owns this business. So, I shouldn't speak anymore. She's an educator and describe that.

Christa Cross: Hello. I wanted to introduce myself. My name is Christa Cross. I have been an educator for more than 30 years in Arizona. I previously owned a school for 21 years and went back just to just teaching. I don't want to say just. I was approached by a group of parents to say, asking me to please start a micro school to start a school in an area where they don't feel they can get to a school quickly, et cetera. I considered it and I really am very excited to find a location like the Living Waters Church on

Happy Valley because it really couldn't be better. It has an enclosed playground. It has great parking. It has great classrooms that are already set up as classrooms and I'm looking forward to hopefully getting the school up and running for this upcoming school year, so my students still have a home. It's a private Montessori elementary and around us are all sorts of preschools and then a little bit further out, there's the public schools but these parents are looking for something, and that's why it's select education, something smaller where they can get the attention that I'm known for and I actually won a national teaching award for Arizona, but it was national. I represented Arizona back in 2000. And I was recognized for this exact thing, which is really paying attention to the needs of every student uniquely. So, I'm very excited about the project and for hopefully you guys to review it.

Mayor Borowsky: Thank you. Thank you for coming to tell us about it. All right, Michael Fernandez.

[Time: 01:30:55]

Michael Fernandez: This is my public comment card, right? Because I have a petition too.

Mayor Borowsky: Non-agendized public comment. Yes. Thank you, welcome.

Michael Fernandez: Thank you. Do they have the...

Mayor Borowsky: So just for clarification, Mike Fernandez, I don't want you to be confused. There's not an additional three minutes for the petition.

Michael Fernandez: No, I have a petition, I had two petitions. They have only given me three minutes for two petitions, which I cannot understand, but this is a public comment.

Mayor Borowsky: Just so you know, you don't get three additional minutes...

This public comment is about the parking garage. The petition is completely different thing.

Mayor Borowsky: Okay. Got it.

Michael Fernandez: Are we clear?

Mayor Borowsky: Yes.

[Time: 01:32:21]

Michael Fernandez: Okay. So, thank you for your patience. I'm new at this. I haven't done it in 45 years. Michael Fernandez, address on record. For most of my life, I have been involved in Scottsdale. I grew up working at Pottery Paradise and ended up owning it. Pottery Paradise was founded in 1951, the same year that Scottsdale was incorporated. In 1999 I stood shoulder and shoulder with citizens fighting the canals of Scottsdale. The people voted 54-46 to kill that project dead. Here's what Councilman Graham,

Councilwoman Dubauskas and Councilman Kwasman don't understand, when that battle was fought, Graham was a 1-year-old kid, Dubauskas was 23 living in California and Kwasman was 16 living in Tucson. They weren't here. They haven't bled for this place. They can't possibly grasp the fierce love and protective passion we long-time residents hold for our Old Town, the beating heart of everything that Scottsdale claims to be.

If they understood, they would have champions creating a downtown task force on January 7th, giving stakeholders a real voice and shaping our collective future. The future that determines whether Scottsdale remains an envy of the southwest or becomes just another forgettable suburb. Instead they turned a deaf ear to the public. Just as they are doing and building a three-story garage in historic Old Town, directly across from the Old Adobe Mission and Cavalier's Blacksmith Shop. Two structures whose beginning predate Arizona as a state and Scottsdale as a place.

It was clear on January 7th, Mr. Kwasman mocked those in attendance by making a post on X, perhaps if he owns his home instead of renting, he would have a stakeholder's mentality. Council should be paying attention to the public's business, not mocking them from the dais during a Council session. They should also remember that voters have long memories and there's an election coming up. It's not too late to stop the Old Town parking garage. The clock is ticking and the question is simple. Will we let Scottsdale's soul be turned over to bureaucrats and disingenuous politicians?

Mayor Borowsky: Thank you, Mike. All right that concludes the non-agendized public comment.

CITIZEN PETITIONS

[Time: 01:34:47]

And next we have receipt of citizen petitions. So, we do have two citizen petitions but I think it's just one, right?

City Clerk Ben Lane: Mayor, it's two petitions but he has three minutes to present both petitions.

Mayor Borowsky: So, you still have two petitions. So, we're going to call Michael Fernandez back up. No worries. Thank you.

Michael Fernandez: Michael Fernandez, address on record. It's day 27 and counting since City Manager Greg Caton suspended Mayor Borowsky's Chief of Staff Lamar Whitmer, without explanation, paralyzing the Mayor's office and blocking her agenda, the agenda on which she was elected. To date, no reason, justification or explanation has been provided to Mr. Whitmer, the Mayor and the public. This is unprecedented breach of American due process. It's more like something out of the former Soviet Union. Simply put, show me the man, and I'll show you the violation. The Mayor has been forced to operate with a skeleton staff. This isn't an accident. She wants to involve residents and stakeholders in city affairs. This is a blatant attack on the Mayor and residents.

Mr. Caton has repeatedly instructed the city staff not to work with the Mayor, making her an outcast in her own administration. So, suspension of her staff excuse me, the suspension of her chief of staff is simply the most brazen escalation yet. Even more disturbing, based on restrictions in the city's January 14th letter, Mr. Whitmer has essentially been confined to his house during working hours. Placed under what amounts to house arrest and without being told why.

[Time: 01:37:15]

Mr. Caton's broader record is equally troubling. After six months of residency, Mr. Caton was appointed city manager and Stalinistic, he's replaced expertise with fear. Turning City Hall where people are too intimidated to speak up or work with their elected Mayor. This is not how America works and how Scottsdale became the envy of the southwest. Mr. Caton's actions are a clear example of Ronald Reagan's actions. Government isn't the solution. It is the problem.

The City Council must act now, an active policy requiring basic due process and anyone suspended deserves to know the charges against them and so does the public especially when this that cripples an elected official's ability to govern. No secret accusations, no silent suspensions, no house confinement without explanation. Just transparency, accountability, and respect for the democratic process.

Mayor Borowsky: Thank you. Were you going to pass that out? Do you have a written petition? I don't think we have copies of that up here. Only by email. Okay. So, anyone have any you had two petitions. Okay. All right.

So, on this, we have three options, in terms of making a motion. Which are displayed on the screen not there yet. Direct the city manager or other responsible charter officer to agendize the petition for further discussion. Direct the city manager or other responsible charter officer to investigate the matter and prepare a written response, or with a copy to the petitioner or take no action. So, anyone? City Clerk?

City Clerk Ben Lane: Mayor, I apologize, so just to clarify, there's two petitions we would like the Council to act on each one individually. So, the first petition is requests that the City Council re-enact its ban on electronic devices from the dais during Council meetings. That's the first petition that we have agendized to have Council re-enact its ban.

Mayor Borowsky: Yes. Councilwoman Littlefield.

[Time: 01:39:53]

Councilwoman Littlefield: When you are talking about mechanical devices, are you talking about iPads or devices that would old the Council agenda and the detail of that as we go through each item in detail?

Interim City Attorney Luis Santaella: So, Mayor and Councilwoman Littlefield and members of the Council, we can't have a discussion on the petition. You can do one of three things. It's either direct the

city manager or other responsible charter officer to agendize the petition for further discussion, direct the city manager or other responsible charter officers to investigate and provide a report, or a written response back to the Council petition or take no action. So those are the three options.

Councilwoman Littlefield: I move we take no action.

Vice Mayor Kwasman: Second.

[Time: 01:40:45]

Mayor Borowsky: I don't see anyone else on the board. While it's become an issue before we take a vote, it's become an issue with for various different reasons with texting, posting, being on your device, I was enthusiastically supported killing this ordinance or this Council rule that couldn't have devices. And the point I made back then I think it was day one that we were in office, was if you can't if you can't we're elected officials and we're adults. And if you can't trust your elected official to be on this dais responsibly, we don't need a rule. You just need to say so in elections, right? That's what we have elections for. So, I'm completely I have to tell you as much drama and controversy that's been surrounding this, I'm completely opposing to it. I think that your petition, Mike, I think it's in good spirit and I understand the issue, but that's when you hold people responsible through elections, you know, whatever your position is on that.

And if we can't be adults and be trusted to be on our devices, when necessary, and speaking for myself, it is necessary occasionally for me because candidly, I need something from a very important person in my office, and it just would be weird to walk down or knock on knock on the door and announce that. And for lots of reasons, I have a daughter who is 21 in California, and she frequently needs me because it's frequently an emergency. I'm just saying. Money does not count. Sorry, I digress.

But there are emergencies, nonetheless. So, I'm a no on this. I understand the issue, but I don't think this is the right vehicle to enforce that issue. So, with that, I don't know that anybody has something they want to say, so let's take a vote on do nothing, which I'm supporting.

All right. Then the second one, while that's more complicated for me, I feel a bit conflicted. I don't it's not a technical conflict. So, I won't recuse myself for it, there's no secret that the individual and example that Mr. Fernandez has discussed with us here tonight as the basis for the petition does have a direct impact on me, albeit not financially or any basis for a conflict. And there's no, also no secret that I have been very bothered by the way that this happened and was articulated to the public. And I'm hopeful we're working on that. I'm hopeful that does not that does not happen in our future and I'm hoping this gets resolved quickly, but I do think it's worthy of an overall policy discussion and I think it's important to have that.

You know, we have a human resources department and a city manager that makes decisions for staff. Again, this is only impacting the Mayor's office. I'm not going to be the only Mayor here, you know.

I'm here now, and this will be future Mayors and for the benefit of the office, I do think there needs to be clarity on what the role is and what how is that, how that is played out, and how that affected in situations where there's some allegation. I do think it's fair to let that be known to at least the individual impacted by it, at a minimum. And to a direct report, which would be the Mayor ideally together with the city manager and charter officers. So, with that, I'm going to call on the city attorney.

[Time: 01:45:15]

Interim City Attorney Luis Santaella: Thank you, Mayor and members of the Council, I just need to interject and remind the City Council that these petitions are not agendized for discussion. Which means there's three things that the Council can do on any of these. So, I ask the Council to refrain from further commentary on the items and just select one of those three options, please.

Mayor Borowsky: So, I totally get your point and that wasn't for purpose of debate or discussion. I was just going to explain the basis for my motion. Which is number one, to direct the city manager to or any other responsible charter officer, which would be you presumably, to agendize the petition for further discussion. That's my motion.

Councilwoman McAllen: I will second that.

Mayor Borowsky: Can she speak to her second.

Interim City Attorney Luis Santaella: I think there's a problem with the way that we agendize these. We don't allow for discussion. I think in the future that we could agendize them for discussion if that's what the Council wants, but it's set up specifically with three options and it was intended to basically receive these and do one of the three items. Not to have a debate or a discussion on the merits of agendizing that. If that's what the Council wants in the future, we can do that, but it's not set up that way.

Councilwoman McAllen: May I speak to my second? Is that okay?

Interim City Attorney Luis Santaella: Technically, no. I mean, but you do so at your own risk.

Mayor Borowsky: Can I just interject. I totally respect your judgment here and your advice, but with any motion, one we've had these come before us lots of times and this is the reason we are going to take no action, for example, if we were taking no action. I just did that in the last one. So why is this one treated differently? I can think of many examples.

Interim City Attorney Luis Santaella: Because I was forbearing without interjecting. I think if we want to have discussion, we need to agendize it for discussion. It's not agendized for discussion. And justifying one's vote is also discussion. And we we can change this in the future where people can speak to their vote and discuss these, but that's not how it's agendized and I'm very mindful of open leading law complaints. I've had to respond to a lot of them in the last couple months.

Mayor Borowsky: I can think of so many examples over the last year when this exact agenda item was preceded by a discussion about it with staff and, you know, more further fleshing out, but it is okay. I hear what you're saying and my apologies. You know, that's kind of a new discussion on this one. So, with that, let's take a vote. No, you are not allowed to speak. He just said so.

Councilmember Kwasman: I would like to make a countermotion. An alternative motion.

Mayor Borowsky: No problem. Go right ahead.

Vice Mayor Kwasman: Madam Mayor, I move to take no action.

Councilman Graham: Second.

Mayor Borowsky: All right, we are going to vote on the alternative motion. All right. So that passes. So, we don't even have to get to my long-winded motion.

Moving right along. Thank you, Mr. Fernandez. All right. That is, I think, all she wrote. Nope, we have let's see. Oh, this is mine.

MAYOR AND COUNCIL ITEM

[Time: 01:49:27]

I'm not going to say anything until I get to this item number 11 is a Mayor and Council Item, requesting Council approval of my reappointment of Monica Boyd as the Head of merit system appointee for the Public Safety Personnel Retirement System, Police and Fire Boards. I'm going to make a motion to reappoint Monica Boyd as the head of the merit system.

Councilwoman Whitehead: Second.

Mayor Borowsky: Thank you very much. I don't see any discussion. So, with that, please register your vote.

WORK STUDY SESSION

[Time: 01:50:13]

All right, Work Study sessions. Work Study sessions are a less formal setting for the did we not vote? Why isn't the button working? Work Study sessions provide a less formal setting for Mayor and Council to discuss specific topics at length with each other and city staff, and it's an opportunity for the public to observe these discussions. We have received some public comment on this. As soon as I find my list so let's take the public comment on the Work Study. Starting with French Thompson. Followed by Bob Pejman, Andrew Gould, who I believe has left the building, and Sonnie Kirtley. And there's more, but

we'll get to those. So, I guess I should ask or say if Jude now is still here? And okay David Smith. Will take that place then it sounds like. Go ahead, French.

[Time: 01:50:56]

French Thompson: I'm wondering how long I can stand here and delay before I get to start my three minutes. I thought maybe I could stand here and shuffle my paper a little bit. Steve entertains me when he does that. My name is French Thompson. My address is on record. Madam Mayor, my City Council, I spent a lot of time working with city staff and City Council on the previous tourism development tourism plan. And one the things that never showed up in it was there weren't any actionable or deliverables.

The whole plan was basically just aspirational. You know aspiration is winning a lottery. I mean, I got that. Probably a lot of you have that. The only problem is if you don't go buy a ticket, you can't do it. So there's a big difference between aspirations and actually doing what it takes to make things happen. So I would like to see a future plan have some actionable plans and I'd like to have it have some definite some deliverables.

So some of the things that happened before is we hired these outside consultants which I've seen this over the many years that I've been here in downtown. They've got a column a, a column b and a column c and they go to Tulsa and Denver and they go to Scottsdale, they go to Mesa and they just pick something out of column a, column b, and column c, they don't look at the existing assets. This city of Scottsdale has assets that other cities don't have. We have the world-class Old Town Scottsdale. We've got a world-famous Scottsdale arts district. Those are assets that need to be promoted and moved forward. You don't need to bring in outside businesses to do events here when you have home grown assets that keep their tax money here. They keep their salaries here, they keep their employees here and they don't take their profits out of state.

So, when people talk about bringing in outside things, outside events that's how you grow it, no, you grow it by promoting what you have here and making what you have here better. Honestly, if you got a great garden, you still go out there and fertilize it and weed it and spend some time with it and give it a little bit of love. You don't just bring in a whole bunch of different dirt and just dump it on it and throw in some new plants. You cultivate it. And that's what the city of Scottsdale needs to do with the tourism plan.

So I just would urge you, City Council to direct staff to include actionable strategies and request deliverables much like you asked the city the Museum of the West to have some deliverables and show them em to you. So that's what I would like to see in this plan. Thank you.

Mayor Borowsky: Thank you. Bob Pejman.

[Time: 01:54:29]

Bob Pejman: Thank you, Mayor Borowsky, Councilmembers, the name is Bob Pejman, address on the

record. I want to go back to the Keen Survey. About three or four months ago, the city invested money and a company call Keen did a survey of 150 Old Town stakeholders, and the result of that survey showed a major disconnect between what the stakeholders would like to have on done as far as as far as a tourism plan and the city's existing tourism strategic plan, a major disconnect. I'm assuming this Work Study is here to bridge that gap. Right?

So, to have that input of those 150 stakeholders be reflected in a new tourism plan, in a rewrite, and not just 150 plus more, but what is Old Town. Old Town is really a collection Old Town is really a collection of existing core assets. What are those core assets? Small retail shops, restaurants, art galleries, museums, Civic Center, waterfront, et cetera, right? But when I look at this plan and I glance the plan looks convoluted in the way that you don't really know where it's going. However, I did a word search, the word "event" occurs 150 times or more. But when you look at these other core assets Scottsdale Museum of the West happens only once. There's zero mention the word art galleries, and there's four mentions the word restaurant, five mentions the word retail. I mean, we're not talking about this is self-serving about the galleries, it's retail we're talking about. In the meantime, over 150 references to events, on page 25 it says, attracts attracts new year-round events and that's fine. Events are great, right? But this plan should prioritize the existing core assets.

So, no wonder the result of this survey was so poor, because the merchants don't feel valued. They feel they are here providing a great product, a great service, collectively, they constitute Old Town. And instead, every consultant comes in and wants to put the focus on outside events. And I think that this is a great opportunity in the rewrite to make sure that not only the existing core assets are prioritized. We should actually make a special place in this plan to include the Old Town marketing plan in it and tie it directly to the 5% of bed tax. We need specifics stuff, and not for this aspirational stuff. You know, I mean some of the language used in here is explore opportunities to expand the promotion of retail. I mean, how much more unactionable can you make that, with all of these qualifiers that make it something that's not actionable. I do believe that since the keen survey was so effective, we don't have to re-invent the wheel on this we should use that survey along with the input direction from Council for the city to go back and basically come up with a new plan. I hope it won't be a six month process, I think because you already have the survey and you know the recent temperature and stuff here, you can actually speed this in a three-month process and come up with a very solid plan that really takes advantage of Old Town's great assets. Thank you.

Mayor Borowsky: Thank you very much. All right. Next, we have Andrew Gould, just making sure he's not here. Sonnie Kirtley. Nope. I don't see her either. Robert Marsh. No. Jude now, I don't think he's here. David Smith. You're up. Welcome. Former Councilmember David Smith.

[Time: 01:58:23]

David Smith: Thank you, Mayor and Council. So, by default, I get a chance to address you. Have a big job and I'm the only thing standing between you and doing that, I will be as brief as I can. I will echo many of the comments. I think we need an actionable plan with deliverables and metrics for measuring a marketing program for the city's greatest asset. It's not galleries. It's not restaurants. It's collectively all

the businesses that comprise and by the way, also the government-owned properties that comprise the downtown area as the major tourist attraction for the city. So, their plea to you is not to support their business. Their plea is to support the Old Town visitor attraction. It's it is enumerated in the plan. There is a section that talks about the importance of Old Town, but just nothing talks about how we're actually going to market it.

One other thing I would make as a suggestion, when you, it says in the plan that you want to make sure that we actually consider tourism on the actions that we take. There's a way you can do that. Just as you have on your Council reports, a financial impact of every decision, you could add the requirement of a tourism impact for every decision. So, if we're going to build a building, what's the impact. If we are going to build a road, what is the impact? It would be an easy thing for staff to address, and it would give you some guidance as to what these initiatives impact on tourism.

And finally, I will say I know in another section of the report, it doesn't relate to Old Town, but you're going to look at the feasibility of looking or considering a new and larger performing arts venue. I would urge you to put together a consortium of interested parties, the folks who actually run the performing arts activities in the city. And start with the biggest. Music fest up north. Or Scottsdale Arts, what they do. Or put in some of the smaller venues. For example, Ravenscroft, if you have ever been there. Or Don Bluth's theater, or the Kerr Cultural Center. There are many, many interested parties and they need to be collectively all heard from as you consider this. I you have a big job ahead of you. I hope you can bring definition and clarity to the plan. Certainly, everybody is waiting to hear for that. So good luck. Thank you.

Mayor Borowsky: Thank you, David. I appreciate your input. All right. That concludes the public comment on the Work Study session.

And with that, I will invite Kevin Burke, Senior Director of Economic Development and Tourism to take us through these slides.

[Time: 02:01:31]

Senior Director of Economic Development and Tourism Kevin Burke: Good evening, Mayor and Councilmembers, my name is Kevin Burke, and I serve as the Senior Director of Economic Development and Tourism for the city of Scottsdale. I'll appreciate your patience and forbearance as this is my first opportunity to speak with you in these chambers. So, thank you.

Mayor Borowsky: Welcome, by the way.

Kevin Burke: Thank you. I appreciate that. It's been a tremendously exciting first six weeks, I will say that. So, our purpose here tonight is to discuss and for staff to solicit input on the tourism events strategic plan. Excuse me. Scottsdale has a successful track record of using strategic plans to guide our tourism efforts. The current plan was adopted by the City Council in January 2023, and was intended to be implemented through 2027. The full document was included in your materials and is organized

around eight experience principles that are listed here.

I believe the plan has served the organization and the community well, however, with the rapid pace of change in the global and the regional economy, as well as evolving expectations of both visitors and local stakeholders, staff believes it is timely to begin development of the next iteration of our tourism strategic plan. As senior director, I strongly believe that using the strategic plan to provide a roadmap for our team's efforts to establish goals and key performance indicators and to have a framework to track our performance.

So tonight, I am requesting Mayor and Council's input on the process, structure, and content of the new strategic plan and my team stands ready to engage a broad and representative group of stakeholders to develop a document which we would then bring back for consideration by this body.

With that, I'd be happy to address any questions and take direction from the Mayor and Council on this topic. Thank you.

Mayor Borowsky: Thank you. Councilman Graham.

[Time: 02:04:10]

Councilman Graham: Thank you, Mayor. Mr. Burke, thank you for your presentation and we're glad you're here. Welcome on board. The I want to thank my colleagues for bringing this back up for the Council's consideration. I'm very appreciative that they chose to do that. I'm really happy we're taking another look at the tourism strategic plan. The, I think the goal of this, in my mind, is to put an emphasis on the year-round and the known assets that we have in our city. The museums, galleries, performing arts, independent restaurants, specialty stores, Civic Center, waterfront, public art, from the southern border to the north, and the things that really define us and bring visitors here.

As I agree with Mr. Pejman, the Keen Survey, have you probably already studied up on that, gives us a solid input from 150 Old Town stakeholders that we should use to guide a redraft of the plan. Now, this is going to be a group effort. My vision for this was not a wholesale change repeal it out, repeal everything and replace it with something. This was just a refinement that was kind of my vision for it.

As you know, existing plan did come to us from some I shouldn't say some, but from an expensive Toronto-based consulting firm, and it does kind of read it's got nice pictures, and I I have no problem with the pictures. Let's keep the pictures, right? It's got a lot of flowery language and makes me feel warm and fuzzy, but there are a lot of things that read it like generic, off the rack boiler plate that doesn't celebrate it doesn't deeply dive and celebrate Scottsdale's unique character.

As David Smith mentioned, actionable plan with specific deliverables or clear steps or measurable outcomes but I mean truthfully, almost any focused rewrite, I think it would be hard if you gave us an honest try, I think to focus to give it a focused rewrite, it will be a big improvement. So, I kind of want to keep my remarks brief. I just I do have these advisories because these you know, I have been part of

**FEBRUARY 10, 2026 REGULAR MEETING AND WORK STUDY SESSION
CLOSED CAPTION TRANSCRIPT**

these plans when I was on Planning Commission. I was on Transportation Commission and we would go through these action plans and master plans and general plans and I've seen how they can I've seen how they can snowball and they can fear off course and they can rat hole and people can just start, you know, getting fixated on things that before you know it you are completely off mission. We really try to resist that temptation.

This is not a repeal and replace. That's the way I saw it. It was a refinement. I don't think this should require an expensive consulting firm. That's kind of what you said. It's kind of what I heard you say. I agree with you. I think that we have the data before us. We have the stakeholders. I think it should be collaborative. I think it should be consensus driven. I think that we have the experts on staff with the know-how to do it. I do. We have stakeholders. We know how to find them. We know how to engage them. I don't think it should be a six or nine month process, you know?

[Time: 02:08:25]

A lot of these plans, it's just like it's almost like the longer I take, the more time I put into it, the longer I make you wait, the more I'm justifying why I'm here. It doesn't mean it has to be overnight or next week, but I think that, you know, belaboring, it protracting it needlessly, I don't think is necessary. I think we can resist that. I don't think we need a long study to learn what we already know. I do think maybe the tough part and I don't think maybe this is maybe staff's decision, but maybe you want to interface or go through it with TDC or something like that. That may be kind of what you're thinking, but this is these plans are updated. These plans get updated all the time, these types of plans, where you take the prior plan and you just you know, you update, you improve what needs improved and you set aside maybe what's outdated or expired. Maybe staff will liaise with TDC and I think it should be consensus driven. I think it should be bottom up. I think that might have been a little bit of problem with the last one, is it wasn't so bottom up. It was probably a little more top down.

I think the toughest part of this exercise is like all of these exercises for these plans is building a consensus on reshaping goals and defining success. Success definition, I think is especially in the world of marketing. That's one the things I respect about marketing about marketers, they find ways to say how to how they have returned, you know how they brought return on investment. Because marketing sometimes that can be difficult to measure that. That's your expertise. That's why we hire you and your team that we can lean on and so I don't want it to you know, snowball into something that is some unexpected leviathan that we didn't see coming. Don't want that and again my gratitude goes to my colleagues and my appreciation to you in the alacrity in taking this on. Thank you, Mr. Burke, thank you Mayor.

Mayor Borowsky: Thank you, Councilwoman McAllen.

[Time: 02:11:03]

Councilwoman McAllen: Thank you, Mayor. Welcome to the city of Scottsdale, Mr. Burke.

Kevin Burke: Thank you.

Councilwoman McAllen: Last week, Mr. Burke and I had the pleasure of attending a forum on tourism and how it affects Scottsdale, Tempe and kind of the metropolitan area. Those present at the tourism summit, that was what it was called Tourism Summit. I was trying to remember what they called it, that was put on by Congressman Stanton, we had the pleasure of having the National Transportation and Tourism Authority for all of the U.S. there from D.C. and his assistants and they were talking about Scottsdale. And I I kind of felt sorry for Tempe, because it was in Tempe, but they just kept throwing accolades on Scottsdale. It was great for Kevin to be there and to hear how wonderful and, you know, he was pretty excited to be representing Scottsdale.

But one the things they did say that we do right is the city of Scottsdale depends on Experience Scottsdale. We use the professionals, and this gentleman, who is the CEO, the head tourism authority for all of U.S. said that Experience Scottsdale is the number one destination marketing organization in all of the U.S. and we have it. And we're smart enough to use them. So I thought that was very exciting for us to hear that, for other cities to hear that and so what I would encourage the staff to do, Mr. Burke, is to listen to the professionals as well as what Mr. Graham said, listen to the stakeholders, listen to our citizens, members of the Tourism Development Commission. There's a reason why they were appointed. The people on that commission are professionals in the tourism industry and they're also residents of Scottsdale. That's very important.

[Time: 02:13:19]

What some of the speakers tonight said, I think it was Mr. Thompson, he said, to listen to the stakeholders from throughout Scottsdale, how it affects Scottsdale. And I realize Old Town is its own entity and it's a geographic area per se, but other events affect Old Town. An example, the Open, people come for the Open, knowing that they're going to spend their evenings in Old Town. They may attend Barrett-Jackson during the day, but in the nighttime, they're going to spend their time in Old Town. They will attend the art walk on Thursdays. They are going to attend maybe concerts at the Center for the Arts, things of that nature. So ancillary events that may happen in Scottsdale, outside of Scottsdale, those are also stakeholders because when they advertise to the citizens throughout the world, those people are also going to come to Old Town.

So, we need to be looking at all of those stakeholders, I believe, not just, you know, in Old Town, but those that are interdependent and ancillary of Old Town is something that I would suggest. And we heard that at the summit the other day, how these major events, even in Tempe, they were saying how booked up Tempe was for the Phoenix Open, that happens in Scottsdale. So those would be my suggestions. And again, welcome. You have a big task ahead of you, but I think you will enjoy it because you will find out just how great Old Town is. Thank you.

Mayor Borowsky: Councilwoman Dubauskas.

[Time: 02:15:00]

Councilwoman Dubauskas: Thank you, Madam Mayor. Hi, Kevin.

Kevin Burke: Hello.

Councilwoman Dubauskas: So I think when Councilman Graham originally approaches this idea, what he was sort of he broached the idea, we have a tourism plan, it's not specific about some of the things that we have been interested in discussing over the last several months, and so maybe we have some opportunity instead of sitting here with a big five-year plan, that's not maybe hitting us on all cylinders that maybe we could do a few updates. So, I presume that you're thinking about the long-term plan, but you're also then refining what we're doing today, and going to do that. So, my comments really are going to address the long-term plan and sort of where I see us having some holes. And then also, I think you can glean from that what we maybe need to work on in the short term as well.

I feel like part of what we need to do, every time we do something like this is identify our strengths and culture. Over the course of five, seven years, we do adjust over time, right? So, Scottsdale is cowboy chic, food, art, open space, it's baseball, golf, soccer, all of those good things. We even have the Fiesta Bowl Foundation here, right? We have lots of good sports resorts and all kinds of special events. Taking a look at us as a holistic view, we also have Old Town and museums and this whole big long list of assets, and I think some of that can get lost when we look at and we try to define eight ideas, right? So, taking a look at our culture, we really are very unique here. We are really proud of that.

So, I think our tourism can highlight that a little built more. We have so many James Beard finalist The number one romantic restaurant in the United States, we have some of just the most fantastic restaurants in the city of Scottsdale. It's really an honor and so I think some of those things could really be teased out a little bit more and highlighted. We're known for our super season, and so the opportunity to bring in tourism during our super season, we're doing that really, really well. We are at max capacity in a lot of places. It's hard to get restaurant reservations. It's hard to find parking, all that good enough. Let's work also in this tourism plan, how do we fill in the off-season, the shoulder season, the summer season, let's focus on, you know, the golf courses all they can do is charge more in January, February. But in May, June, July, they have some openings. So, let's focus on the tourism plan in the off-season.

[Time: 02:18:12]

And then something that I have thought a lot about, it feels like when we walk through all of these different venues and opportunities, it's been in silos. I think bringing some of our collaborators, how can we maximize and leverage each other's assets, whether it's marketing assets, maybe it's not our own dollars. Maybe we can get some of our partners to work together and use their dollars and maximize and sort of break down some of these silos that we've had over the years. Maybe we have super season or super weekends where we can have multiple events and really highlight an off-season weekend or two and have an impact there. Of course, all this will be dependent on us having metrics and being able

to us identify whether it's geo location for cell phones things like that, and really to be able to understand the numbers of the actual economic impact of what we're doing.

You know when we talk about bringing folks into Old Town, which is, I think, what everyone would say is the one thing that's really stand out different about Scottsdale, we do want to make sure that we have places for them to park. I will give you an example, we were in San Diego over the summer, my husband and my dad and my son went to go sailing. My mom and I took the girls to go to the science museum. The men couldn't find a place to park to go sailing and then turned around. We went to Balboa Park to go to the science museum, and it took us 20 minutes to find a parking space. We almost went home. We never want that to happen in Scottsdale. So, keeping an eye on parking in the various areas of venues, I think will be important for our tourism plan.

[Time: 02:20:11]

So, we should probably consider what else do we need? We think Scottsdale is amazing. We think we have everything. But it would probably be helpful to look at competitive cities to look at other strategic plans to have some conversations with your peers throughout the United States, and these competitive cities and talk about what are you doing and what's doing well. Do we have venues here that we could maximize in a new way, in an interesting way? Is this something missing that we could leverage and do it even more? And is this something else that we should offer or maybe there's another way we could consider it. So, I think a competitive analysis of where does Scottsdale sit in the tourism could be very interesting.

And then one of my leagues mentioned the TDC, we do have tourism professionals that we work with, and the TDC, it feels like I look through the agenda and I watch the meetings, but I feel like we are not leveraging their expertise and it's very heavy on hoteliers. So maybe moving forward we want to think about the hotels are already doing a great job advertising. Maybe we could use some event managers. Maybe we could use some folks who work in advertising and marketing on TDC to sort of have some different thoughts and sort of to grow the TDC in a new way. And and they might help push us and think differently a little bit about our tourism. So that's something to consider.

I also think we should be really cognizant that this plan sets the tone. We don't listen necessarily to our contractors. Our contractors should be listening to us. So, we need to really think through who we are and where we want to go and set the tone and then we need to let our contractors know, this is where you are going and these are our expectations for you at a minimum. So that concept of having activated numbers and targets those are things we should be communicating to our partners, our business partners and making sure that everyone understands that we're setting the tone. We're paying you to do these things rather than the other way around. The city of Scottsdale, we sell sunshine all day. Anyone who comes here, they say wow this place is amazing.

At the open over the course of the weekend, I had family come in, our daughter from Seattle, it had been raining and raining and raining. Our nephew from North Carolina, they have had bomb snow threat things and a nephew from Colorado, it's snowing there too. So, people are it's snowing there too. So

people are thrilled to be here. It's a wonderful place to sell. I think it will be an exciting project. So, thank you very much for working on it, Kevin.

Kevin Burke: Of course, thank you.

Mayor Borowsky: Vice Mayor Kwasman.

[Time: 02:23:23]

Vice Mayor Kwasman: Thank you Madam Mayor. I had the opportunity to work with committee works and I want to thank you for all the yeoman's work that you are doing. I want to echo a couple of the points really quickly. I think Mr. Pejman is correct in his assessment of making sure that established merchants, established businesses in the Old Town area, especially are and throughout the city are re-enforced. I think it's the it's the life blood, the heart and soul of our economic engines, our small businesses in the city. I want to reinforce Councilman Graham's statements as well as Councilwoman Dubauskas' statements, they were all excellent.

I have a very it's one of those times where I could use a bully pulpit for good, so I'm just going to bring my little while we're in a Work Study Session, I will bring my little two cents in. One of the most underserved aspects of this city is the especially in a post-COVID area is the growth of Scottsdale as a tourism destination for for Jews outside of New York who like to travel on the shoulder season of Passover. They don't all just go to Florida for the Passover holiday. They come to Scottsdale. There's a growing population. The Hilton puts on at least 600 guests and there's multiple locations throughout the valley and these are big families coming out and eating and drinking in Scottsdale and looking to move here. So, I just wanted to put that out there and say that don't let Florida take 'em all because Arizona is a wonderful place to live.

Mayor Borowsky: Councilwoman Whitehead.

[Time: 02:25:29]

Councilwoman Whitehead: Thanks, I agree with some of the statements that we don't want to rewrite this. We want to modify this plan. Having been on Council when it was written, I was also quite surprised that we brought in somebody a company that wasn't even here. I think we need to not only listen to the stakeholders but we have to follow and Experience Scottsdale is a great source. We have to follow trends. What do visitors want? We have really unique everything, you know, the Sonoran Desert is unique, but then we have to have the types of activities that they want to do. And having been on the Experience Scottsdale board for two years and been involved, the environment hugely important, to national and international tourists. That was considered in this years, I think annual meeting, that was a top consideration. Celebrating different cultures was also a top item. The local hoteliers and this makes sense and it's already in the plan, want to have a wellness week also and that's already in this plan.

And I do want to point out some of the many successes we had it used to be, I think we did in 2020, or

2021, we didn't have access to our own stadium, only the San Francisco Giants did. We changed that contract. We rebuilt the Civic Center Plaza. We did a lot of things so that our tourists have more places to go. We have more revenues where taxpayers get more use out of it. We drastically changed contracts at WestWorld to accommodate more events. We have to listen to the tourists and not just the stakeholders.

I think there's some overlap between the marking and the plan. This is a plan and a lot of what we're hearing is how do we market the stuff? That I consider separate, and we need to obviously constantly invest in marking and invest in our city and our environment, so that it's amenable to those visitors. Thanks.

Mayor Borowsky: Thank you, Councilwoman Littlefield.

[Time: 02:27:57]

Councilwoman Littlefield: Thank you, Mayor. Well, this is not an area of my expertise. I was one of the few people who failed art in eighth grade because I could not draw, however, music was a different story. I think what we were doing is highly success full. My husband and I took a long desired trip to Europe, to Italy and we got on the boat and we were going down through the canals and we were having a great time and I sat next to an older man, from Spain. Since I spoke a little bit of Spanish and he spoke a lot of Spanish. He asked where are you from? And I said I'm from Arizona, in the United States. He goes, Arizona? I go, Scottsdale and he go, ah, Scottsdale! He knew the name, but he didn't know the state. And so I'm thinking that kind of recognition is really what we want, that people will know Scottsdale is special and Scottsdale is unique. That's the place we want to be.

And I'm finding that the programs the past programs and activities that we have done have been very highly successful, especially if we want to go to activities that are year-round. Because a lot of people don't have a lot of choice as far as when they can take a vacation. They're kind of it's kind of determined by the company they work for, the number of days or weeks that they have available for a vacation, how far can they go? And so I think it would be helpful to have a number of different time lines for trips to do things, like three-day, four-day, six day, two week, that kind of thing so that they have options and ask the stakeholders what do they think is missing of what they enjoy here in Scottsdale. Ask our own people. We are growing areas for visitors all the time. What do they look for? What do you hear from them? And something, I think you will find all of them say is they're looking our visitors are looking for something unique that's just Scottsdale. Now, that may be a little hard to find but I think that would be a real winner if we can do that.

What are the wishes? What are the new things that are coming down the pike? Those are things that we should be looking at, not just the you know, the Parada, we have done it for years and years and years. Everybody loves it. What is new? What is something else that they can come and see if they have already been to the Parada. So those are the kinds of things. Also, multiple talents. Not just a play, not just the stage, not just art, but music. How about different kinds of music. Different kinds of things and we do a very good job with that, I think bringing in the Indian community is excellent, because it's

unique. It's special. And it's real. And so, if we can bring those kinds of feelings like I've seen something that is really part of America, part of the culture, part of the country, but it's not something you can find in New York, you know?

So those are the kinds of things I think that would be really special for Scottsdale to have a handle on. And I think we have a good start on a lot of that. Maybe we could grow it and make it better. Thank you.

[Time: 02:32:12]

Mayor Borowsky: Thank you. All right. I'm last, but I can't wait to talk about this, one of my favorite topics. So, before I talk about it, though, I really want to hone in on what your goal is, and what you're looking to get from us. I could sit here until literally 10:00 tonight, telling you all the great ideas that I think we could launch, but there's a cost associated with those and big cost in some cases and very de minimis in others.

I did see here in others that you are planning to work with consultants but I'm not sure what that means. It's rather vague. I would like to understand a little more what you are looking for tonight, what your plans are, because the action item or the it's not an action item, but you want input on updating the tourism and events strategic plan. So, I don't know that it needs to be updated, maybe executed in a more up-to-date way. I don't know that I would spend a lot more time you know, a lot of time rewriting it, as Councilman Graham pointed out. But what are you looking for and then I know this is going to have a budgetary impact when you come back, you know, for the upcoming budget cycle. I mean, sky could be the limit, like, what is our budget to do this, right? Can you just speak to those two things.

Kevin Burke: Of course. Thank you, Mayor and members of the Council. Intentionally vague in the staff report because our intention tonight was to come forward and get a sense of where the Council is at with their desires for how we should move forward with the plan. And so, of course, we have the full range of options. We could take the existing plan and put it in the recycling bin and just spend \$100,000 with consulting firms and take six to nine months to engage every single stakeholder that we can find from, you know, between Tempe and Cave Creek. Or we could take the existing plan and have skinnier process, where staff internally goes through and does a quick rewrite of that and enhances some of the areas that we have talked through.

I think personally coming into this position, one the things I was really excited about was the opportunity to strategic planning in both of these areas, economic development and tourism and events. The direction from the city manager, creating this position with the intention of integrating these two related functions, was really interesting to me, personally and professionally and so I see that as probably the biggest opportunity here. Right? So, what we have laid out and in the Council materials, what was alluded to was a budgetary decision in the proposed fiscal '26/27 budget. There is I believe, \$100,000 that is earmarked for strategic planning efforts in both of these areas. Right? And so, it's not that we would use every single cent of that, because, again, we have the range of opportunities. But that, with Mayor and Council approval of that budget request would give us the latitude, right to fully explore our options and find a path that's the best fit for strategic planning in both economic

development and tourism and developments, right?

[Time: 02:35:38]

Based on what I'm hearing, sort of a sense of the Council here this evening, there's a lot in the plan that perhaps is good, there was a lot of work that has been done recently, right, in and around Old Town and tourism related that helps to inform that effort going forward, and so perhaps that full option of bringing in and consulting on different processes that is longer and more expensive is probably not the option that we are moving towards right now, right? And so, something in the middle of the skinny version. I think there's a lot of value in bringing in an outside consulting group in some form or fashion.

So, some of the things that I heard at the dais was talking about comparisons with peer cities, talking about what are we missing and what are our communities doing that we might want to consider, just bringing fresh ideas to the table and there is a lot of value in bringing some outside perspective to do some of that. The other piece where I think there's a lot of value in using outside consultants or I would just say facilitator in this regard is we have a lot of stakeholders, a lot of people are interested in this topic. And so for staff to take that on, with just our staff resources in addition to all of our day-to-day workload is I think a heavy lift honestly. It would be really valuable to ensure that we are truly engaging with all of the stakeholders that we can, to bring forward a.m. of the best ideas and incorporate them into the revised version of the plan, would be well worth our while and time and effort.

Mayor Borowsky: Okay. That's helpful. So, it's the \$100,000 internal budget that you are looking to tap into, to do this process, and you're looking for our direction as to where you should spend most of your focus. Okay. Well, hopefully you get a summary or a collective idea of what that is. I would say our number one goal, and each one of the Councilmembers, Vice Mayors has said this is really, I think the number one goal for us right now, we are positioned so nicely, so amazing in such an amazing way, not only in the country, the state, the country, but globally. So, this is this is our time, and it's been a great year and it's our time to really take it to the next level.

I would articulate the number one goal as amazing experience. Okay? And I think that you do that through so many different ways. There's so many ways to do that. Getting all the oars rowing in the same direction with constituencies, I think top tier, for example, the WestWorld event producers, they can be super helpful with this. You spoke about this, getting constituents involved, constituencies. The Old Town, downtown merchants that are here, you know, bringing them together, to articulate. Because really, I don't think I happen to agree with most everyone here, I don't think we need outside consultants, it's just so obvious. How do we elevate experience here? For me, it's how to move people from place to place. Bob Pejman said that earlier.

For example, when the Open, start with this, let's change it to the Waste Management Scottsdale Open, like it rightly should be titled. Let's get to work on that. Showcasing Scottsdale, and everything we have to offer. But if we can't change the name right away, why don't we have a launch event in Old Town at the waterfront. I love the Open, they never talk about Scottsdale at all out there. The broadcasters say we're in Scottsdale. But the focus really could be Scottsdale, more centeric, right?

Same with Barrett-Jackson, they do so much for our community and I don't think they could improve on much, but having a prelaunch down at Old Town. While Bob Pejman said it's centered on events, events bring energy to Old Town, and you cannot argue with that. So, getting people to Old Town, which is the next major point, how do you get people there? Already we struggle with how do you get around Old Town, people that live here, people that come here, how do you navigate Old Town? Having some elevated experience to to traverse not only Old Town and downtown, but the entire city. This has been a big issue for a long time. If we could solve that problem, I think or get an idea of that launch to get people from anywhere, north Scottsdale to Old Town, a shuttle, you know what it looks like, you know, technology-wise. But collaborating to get I think there's such an opportunity to do that. Showcasing the upcoming Scottsdale Arabian show, right, organize horse farm tours. The city of Scottsdale could do that. People want to come to Scottsdale to see they really want to see horses. We really don't there's nowhere to see them unless you are going to the show or you are going to the Parada. So, horse you know, farm tours would be a super cool idea.

Youth sports, someone touched on this earlier. Really improving our parks. I know we do an amazing job, I know we do I know there's someone in the audience that is very passionate about expanding lacrosse. There's no room for lacrosse right now, but I think we have the room if we put our minds to it and if we can work collectively, I don't think anyone on the dais would disagree that attracting youth sports and visitors associated with youth sports to the city of Scottsdale would be a win/win. Families spend more money than they can afford on their kids' sports. Anyone guilty of that here? Yes. Let's see.

[Time: 02:41:56]

We talked about the Preserve, getting people to the Preserve. I think that's an entirely under utilized asset for us. People know about it generally speaking. Who is going to take an Uber to the preserve. I don't know if there's a way to get a shuttle this. That would be phenomenal from Old Town. Since you are the expert, you are going to solve that for us.

But I do think transportation in our city and no, I'm not a light rail person. That's been well documented, I'm not a big bus person, I don't think we need more buses. If there would be shuttles come to mind and trolleys have been discussed in Old Town. I think this is a real opportunity to take us to the next level.

From the marketing perspective, another question about that, are you working with Experience Scottsdale on this? Because there's a lot of overlap and education synergy. Are you planning to work with Experience Scottsdale.

Kevin Burke: Short answer yes, I think they are a key stakeholder for the city.

Mayor Borowsky: I think they will have a lot of good input. Instead of Vice Mayor Kwasman made this observation quite sometime ago, but instead of trying to be all things to all people, I think hone in on what we do really, really well. What we have already perfected. I was going to bring up the spring training and enhancing the uses there, making it easier for people to not only do the iconic events but making it easier for people to get to them, making them better known and celebrated and just an overall

better experience and that includes the transportation component I talked about. So, I think that's it. I don't know.

Oh, and the performing arts center that I think we could really use in the future. I don't know how, you know, this isn't going to get us there, but ideas would be great. Not to take away from Scottsdale Arts, because I love it, but add 1,500 seats to that. Then we're in the ball game of big event thank you.

Kevin Burke: Very good. Okay. If there's nothing further, we really appreciate the feedback and the opportunity to bring this item forward to Council and we will I believe what I would like to do is summarize what I heard tonight and then we'll follow one Mayor and Council in memo form and chart our path forward with direction and approval, Mayor and Council's approval.

Mayor Borowsky: Okay. Thank you. I want to add one thing. I think this goes without saying improving the walkability in Old Town. The sidewalks, the look, the feel, the rocks that someone planted all over Old Town, there's a lot of complaints about those. Just making Old Town more beautiful than it already is. Can we all agree on that? We have consensus on one issue. I love this! Celebration and with that we'll adjourn. No, I'm kidding. Very good, Kevin.

Kevin Burke: Thank you.

Mayor Borowsky: I think we are done, though, actually as it turns out.

COUNCILMEMBER REPORTS

Councilmember reports. All right. Can we put our names on the board, please. Anybody? Councilwoman Whitehead.

[Time: 02:45:30]

Councilwoman Whitehead: I just want to call out our Solid Waste staff for getting a grant for the city of Scottsdale and our fire department for becoming a food waste-free fire having food waste-free fire houses. That's really cool.

And I had something I wanted to put up, yeah, this we go. So I was so intrigued, there were people I didn't know talk about how important it is for sustainability, but, you know, it is and there were about three or four things that were rotating on this electronic board at the waste at the Waste Management open zero waste event was one of them and sustainability was another one of them. So, yay to both our fire department, solid waste and the and the Waste Management Scottsdale Open. Thank you.

Mayor Borowsky: Thank you, Councilwoman McAllen.

Councilwoman McAllen: Thank you, Mayor. I wanted to give a shoutout, this Friday in Scottsdale at Frazier's, just up the street we'll be opening the Scottsdale Baseball Experience. This has been in the

making for a very long time two hometown gentlemen, Mike Phillips and Charlie Vaselaro, one went to Saguaro and one went to Coronado and they are bringing the Scottsdale Baseball Experience to life in Frazier's and it will be a very big deal. For those of you who have been around, those of you listening from the Internet. Don and Charlie's was this sort of feel. This will expand way beyond that. I'm so proud of these two gentlemen, and it will be an anchor, mini sports museum/hall of fame ode to Scottsdale and the history of baseball in Scottsdale and I'm looking forward to it. I will be at their grand opening and invite all of you. It's this Friday at Frazier's between 4:00 and 6:00 P.M.

Mayor Borowsky: Excellent, thank you. Councilwoman Dubauskas.

[Time: 02:47:44]

Councilwoman Dubauskas: Thank you, Madam Mayor. I wanted to give a shot out to Scottsdale Police and Scottsdale Fire, the Deputy Chief Adam Hoster gave me a tour of the command center for police and fire at the Waste Management Open and it's really impressive work that they do all day, every day, talking with police officers outside tonight, they are exhausted, but they did a great job. We had a really good event.

And I wanted to remind folks that Councilwoman Littlefield and I will be available for office hours here in the Kiva. The next event is March 2nd from 4 to 6 so feel free to stop by. We're happy to speak with anyone.

Mayor Borowsky: Thank you, Vice Mayor Kwasman.

[Time: 02:48:28]

Vice Mayor Kwasman: Thank you Madam Mayor. A very special congratulations to Chris Gotterup who crushed it in overtime and to take the championship Waste Management. A big, big shout out to the PGA, big shout out to the Thunderbirds and a big shout out to Scottsdale Police and all the other wonderful Scottsdale teams that put together an incredible Waste Management. Wow! What an amazing city we have. Well done. Let's do it all again.

Mayor Borowsky: Thank you, move to adjourn.

Councilwoman Whitehead: So moved.

Mayor Borowsky: Thank you, everybody, for sticking around.

ADJOURNMENT

[Time: 02:49:03]