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CALL TO ORDER

[Time: 00:00:01]

Mayor Borowsky: Good afternoon. I'd like to call the July 2, 2026, Regular City Council Meeting and Work Study Session to order. City Clerk, Ben Lane, may I please have a roll call.

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

Mayor Borowsky: Present.

Ben Lane: Vice Mayor Maryann McAllen.

Vice Mayor McAllen: Present.

Ben Lane: Councilmembers Jan Dubauskas.

Councilwoman Dubauskas: Here.

Ben Lane: Barry Graham.

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CLOSED CAPTION TRANSCRIPT**

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Councilman Graham: Here.

Ben Lane: Councilman Adam Kwasman.

Councilman Kwasman: Here.

Ben Lane: Councilmember Kathy Littlefield.

Councilwoman Littlefield: Here.

Ben Lane: And Solange Whitehead.

Councilwoman Whitehead: Here.

Ben Lane: City Manager Greg Caton.

City Manager Greg Caton: Here.

Ben Lane: City Attorney Luis Santaella.

City Attorney Luis Santaella: Present.

Ben Lane: City Treasurer Sonia Andrews.

City Treasurer Sonia Andrews: Here.

Ben Lane: Acting City Auditor Lai Cluff

Acting City Auditor Lai Cluff: Here.

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

Mayor Borowsky: Thank you very much. This evening we have Scottsdale Police Sergeant Bowls, and Officers Shollack and Savage, as well as Scottsdale Firefighters Tavion Wesley and Nick Hernandez Flores, if anyone requires their assistance.

PLEDGE OF ALLEGIANCE

[Time: 00:00:55]

For the Pledge of Allegiance, I would like to call upon Councilman Barry Graham. Please.

Councilman Graham: My pleasure. 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 for the invocation, I will ask Councilwoman Kathy Littlefield to lead us.

INVOCATION

Councilwoman Littlefield: Thank you, Mayor. I'd like everyone, if you would be so kind as to say a short prayer for those who are in need tonight, children who are hungry, people who do not have a home to live in and are on the streets. Anyone you can think of that you know needs some help, a loving hand, the guidance of God. Thank you.

Mayor Borowsky: Thank you so much. Did you give a moment of silence. Sorry.

Councilwoman Littlefield: Thank you, Mayor.

Mayor Borowsky: Thank you very much.

MAYOR'S REPORT

[Time: 00:02:17]

All right. For the Mayor's Report this evening, I would like to take this opportunity to thank the members of the Downtown Scottsdale Task Force, the Mayor's Downtown Scottsdale Task Force for their outstanding work thus far. In particular the work and leadership of the Chairman Ryan Hibbert, along with his committee Chairs for the arts district, it's Bob Pejman and Jim Chaplain; entertainment district, Jason Adler and Jude Nau; Fifth Avenue Tony Hamati and Greg Duford and I know the historic district is Janie White and I believe Jude Nau no, I'm getting a head shake. Oh, Paul Simon. How could I forget the of the Fry bread shop, store or restaurant. It looks very cool.

In any event, over the past several weeks, the task force members have completed district walking tours and engaged directly with stakeholders to better and each other, to better understand the opportunities and challenges facing downtown. This initiative was launched and supported by the Mayor's Office, because we believe, I think we all believe, the future of the downtown deserves focused attention and community-driven solutions. I appreciate the volunteers who have stepped forward to serve and I look forward to receiving their communications this fall as we continue working to strengthen downtown Scottsdale's vitality, character and long-term success.

I certainly look forward to reviewing their recommendations this fall and building on their work to keep downtown Scottsdale economically strong. So, thanks to all of those that are participating, looking forward to good results.

EXECUTIVE SESSION

Possible Executive Session, as is always the case, during tonight's meeting, the Council may make a motion to recess into Executive Session in the event we need legal advice on any applicable item on the agenda. If agendaized by the Council, the Executive Session would be held immediately and will not be open to the public. The public meeting would resume immediately following thereafter.

As a reminder, no Councilmembers or members of the public are to engage in electioneering during tonight's meeting or any Council meeting during this busy election season or any time really.

MINUTES

[Time: 00:04:44]

Meeting Minute approvals. Next, we have the approval of the Meeting Minutes for Special Meeting Number 2 Minutes of June 9, 2026, and I will entertain a motion for those, that approval.

Councilwoman Whitehead: So moved.

Councilwoman Littlefield: Second.

Mayor Borowsky: Please indicate your vote. Thank you.

Moving on to the Consent Agenda, we have Consent Agenda items number 1 through 6. If any of the members of the Council wish to have any of the items pulled or have a discussion about them, please advise. And Councilwoman Dubauskas.

Councilwoman Dubauskas: Thank you, Madam Mayor. I just wanted to highlight the item related to the 911 ordinance and thank our city attorney for bringing that forward. We worked on that in our public safety committee, and I appreciate his work on this to help to help our public safety community. Thank you, sir.

Mayor Borowsky: Thank you. Great job to the city attorney. Oh, go ahead. Councilwoman Whitehead.

Councilwoman Whitehead: Okay, I will call out I just want to thank staff. Optima Camelview came to us. I was glad to that on the agenda, the drainage there. Good job.

Mayor Borowsky: Great.

CONSENT AGENDA

Moving on to the public comment period, that's reserved for Scottsdale citizens, business owners and property owners, but we do not have any public comments on the Consent Agenda items. So, we will move right along. Please, I will entertain a motion for Consent Agenda items 1 through 6.

Vice Mayor McAllen: So moved.

Councilwoman Littlefield: Second.

Mayor Borowsky: Please indicate your vote. Okay.

PUBLIC COMMENT

Moving on to public comment. This is a time reserved for Scottsdale citizens, business owners and property owners to comment on non-agendized items only, which are within the Council's jurisdiction. No official action can be taken on these items and speakers are limited to three minutes a piece to address the Council. If you wish to speak on the non-agendized item, please let the clerk know, otherwise we have one individual and that is Dan Ishac. And he has a little dedicated extra time. And four minutes, Dan?

[Time: 00:06:55]

Dan Ishac: Hopefully.

Mayor Borowsky: Okay. Well, yes, four minutes.

Dan Ishac: I will eventually need the overhead. Dan Ishac, address on record, thank you, Mayor. I wanted to continue my discussion from yesterday regarding the anti-DEI law that this Council passed last year, despite overwhelming public comment against it.

Adam, you and I agree on one thing, that equity programs and I don't mean stock-based programs, but equity programs don't make sense because we should have a meritocracy, where there is not quote or preferential hiring based on protective status, but in eliminating with DEI, we got rid of diversity and inclusion. Let's talk about diversity. Is diversity is allowing a city staff in Transportation Department to take a call from a synagogue saying, some of our congregants can't cross the street because they can't push the crosswalk button. So, the city investigated that, found a motion-activated crosswalk button which would allow people to cross the street safely. I fully support something like that, and I understand that it didn't get installed quite to everybody's satisfaction, but that's an example of diversity.

Diversity is making sure a manager would allow somebody to leave early on Good Friday to attend services, or to allow an observant Muslim to pray during the call to prayer or to make sure we don't schedule meetings, including Council meetings on specific holidays such as Yom Kippur. Diversity is about acknowledging that differences exist and respecting those differences.

I spoke yesterday about the Juneteenth funding being pulled. Now, last year it had to be pulled because it came from the diversity office, but my understanding is that was not allowed from any source of funds for this year. If I could have the overhead. I find this interesting because here's a list, a partial list of some of the things that Scottsdale actually can can you zoom in a little bit. Scottsdazzle, which is

the celebrating the holiday period, specifically Christmas and Hanukkah. We have a Menorah and Christmas tree. That would be supporting diversity, specifically based on religion. We have several grants that support our Native American heritage. That is supporting diversity. We have the Persian Festival, again recognizing a long-storied civilization that has contributed greatly to culture, the sciences and history. It was canceled this year for obvious political reasons. We fund the Dia de Los Muertos celebrations. Specifically, it came from Mexico. Great event. By the way, I support all of these events.

This summer, we have around the world, again, a multicultural event, that is diversity. We even give money through the Scottsdale Arts program to the greater Phoenix Jewish Film Festival and, of course, we have the Adam Kwasman crosswalk, which is greater than all the funding for these other events. We had Juneteenth but y'all canceled it, which is really a shame because Juneteenth is a national holiday. One could argue that it isn't a diversity event, but rather a celebration of the freeing of people from the bondage of slavery, similar to the wonderful celebration of Passover which is a 3,000-year recognition and reenactment of the freeing the Israelites from the bondage of slavery in Egypt. And of course, we got rid of Pride too. So, I'm trying to understand how we are not violating our anti-DEI right was that three or four?

Mayor Borowsky: Four.

Dan Ishac: When we are spending money on all of these cultural and religious events. And it is potentially not only violating our anti-DEI but also Title 6 or 7 of the Civil Rights Act and the 14th Amendment of the equal protections clauses. So, it's time that our city either fix the anti-DEI or stop funding all of these which would be a travesty for our reputation. Thank you.

Mayor Borowsky: Thanks, Dan. Okay. That concludes the public comment, which I will close at this time. We don't have any citizens petitions.

WORK STUDY

[Time: 00:12:03]

And next on the agenda we have a Work Study Session this provides us a less formal setting to discuss specific topics with each other and city staff. Let's see if we have any no, we don't have any public comments on it. We have a presentation, and that's Kevin Burke from Economic Development regarding the update on Scottsdale's Museum of the West marketing funding agreement. Kevin Burke, thank you for joining us.

Senior Director Economic Development and Tourism Kevin Burke: Good evening. Thank you, Madam Mayor, members of the Council. We do have an update on this funding presentation, between the Western Spirit, our Museum of the West.

In January, the Mayor and Council approved a funding agreement with the museum, specifically to provide additional dollars for marketing, both the opening of the Louis Sands expansion of the museum

building and the introduction of the Basha Collection. We do have a brief presentation tonight, rather than give it myself, we will have our partners, the experts here. So, I would like to welcome Todd Bankofier and Daniela Ajamie with the Museum of the West to come and share.

Mayor Borowsky: Thank you, welcome Todd and Daniela, I appreciate it.

[Time: 00:13:16]

Western Spirit Museum of the West Chief Executive Officer Todd Bankofier: Thank you, Madam Mayor. That's the quickest I have ever gotten this agenda ever, so.

Mayor Borowsky: Us too.

Todd Bankofier: What time is it? Anyway. Thank you for having us. I would like to introduce Daniela Ajamie our Director of Marketing at the Western Spirit Museum. We were here in January, and we appreciate so very much the \$90,000 that you provided us so that we could do this right. And I remember standing right here saying this is one of those moments that our city needs to really grab hold of and use this \$90,000 properly to go and and promote this event and the expansion and the bringing of the Basha Collection to the museum. It doesn't all come together like that in one moment and to add \$90,000 to it, we're going to explain how important that was and how much we appreciate it.

So, with that, I want to first talk about or first say some thank you. First of all, all to you and if you could move the slide. There we were on the big VIP opening day. Kathy Littlefield, I appreciate the fact that you weren't able to be there but we missed you terribly. We had the VIP opening on Monday. We had a six-day event. It was after five weeks of a campaign that we put on that we're going to talk about and Daniela will go through in detail, but it was significant. I think it marked a transformation of our museum and in a lot of ways, a significant asset of our city grew that day, and that week.

So, we're thankful for a lot of people and I want to thank not only the Council but the wonderful staff people that have been so helpful to us, starting with Greg and Judy and Kevin and Rachel when she was here. So, we're thankful to them as well.

Great organizations in our town that we're all significantly involved with, as well. I want to thank Old Town Scottsdale, Angelica; Scottsdale Charros, Dennis; Experience Scottsdale, Rachel; Scottsdale Arts, Gerd; Scottsdale Ambassadors Jamie; Stagebrush Theater, Maureen; Scottsdale Artist School, Trudy. All of them significant partners in pulling together this wonderful campaign and they were all with us. It was a great showing of camaraderie and all the Scottsdale organizations working together to make this a special day and we are extremely thankful for all of them.

Before we move to the next slide, I just did want to say one other thing and that is that when we were here in January to talk about this, we didn't understand a lot about what we were going to do the week of. That sort of transformed over the five weeks that we put together the six-day events. But it turned out to be almost perfect, and I applaud this lady right next to me in doing such a great job pulling that all

together.

We did the things that were most important, that we had a ribbon cutting, of course. We had VIPs that were significant in bringing the museum to the west back to Scottsdale back in 2015. We brought the last five Mayors of the city together. Probably haven't seen that in a while. I felt it was important to go back in time and make sure that we thanked all the other Councilmembers. There were a number of Councilmembers and Mayors that day at the VIP, and it was a coming together about a significant asset in our city and that is our Museum of the West. And I just probably going to say that three or four times today. But it is something that I think we feel very, very proud of. And this really showed it. This day right here, when I stood up at that podium and looked out across that crowd and saw people had transcended back to earlier times. There were people that were missing in that crowd that have passed away and I thought about them as well, but they were visionaries, as well as anybody that was in that crowd that day. So just wanted to say that real quick and say thank you to all of them. Next slide.

[Time: 00:17:54]

We created some serious impact. The video is kind of behind the scenes. I will talk over it if you don't mind, but feel free to watch it. We created 10.8 million impressions. That is the most significant amount of impressions this museum has seen probably ever for sure, and never to that amount. When we say impressions, that's the number that's the eyeballs on content that involved Scottsdale's Museum of the West. 10.8 million sets of eyeballs. 121,000 of them made the next move. They either posted something, bought a ticket, wrote wrote back to us, created a comment, liked a post or one of those one of those involved 121,000 people. And the bottom statistic, 5,625 people visited our museum over those six days. That's what we're most impressed with. And Daniela will go into the detail about how we got there.

But at the end of the day, this was a significant sort of second opening of the museum that really sort of brought people from deep down into the east valley to well across the state of Arizona to people that were there from out of town that just happened to be in town that week that saw one of our ads or something and I remember them saying, yeah, we saw this ad on TV about this museum and we love western art. We couldn't wait to be there. So, they were lucky to be in town that day, but they were there. So, we're grateful for that.

When we think about 10.8 million, that is a very significant amount of impressions. You could have seen it online, could you have got an email, could you have got direct mail or two or three TV ads or maybe you heard a radio ad, but it usually takes five to six impressions to get people to act. That's what the marketing world tells you. And we know that that was really the significance of that week, was the ability to have us bring those 5,625 people to our museum because they saw five to six impressions over the course of that time, and we couldn't have done that without you. So, there's our video. And there's our four new exhibits that we opened that day. Next slide, please.

We allocated these percentages. They have dollar amounts that go with them but the total amount was \$232,000 that we spent over the course of five weeks. And still continuing to spend some of that going

into the last few months, because we believe so strongly and we just don't stop when this event is over with. We keep going. It doesn't mean we're doing TV ads or radio ads, but we're still very deep into digital ads, social media and the things that we know, that will continue this. And we are seeing that in our attendance. We're seeing increases over last year. That is what we set out to do, but we were also set out to make an impact on people that have not ever been to the Museum of the West and have them come and see something that they had never seen and lived close by now can tell people when they come into town, this is where we're going. That's the significance of it.

So, with that, if there's any questions up to now, before I turn it over to Daniela?

Mayor Borowsky: Councilman Kwasman.

Councilman Kwasman: I will wait until Daniela speaks. Okay. Daniela.

[Time: 00:21:58]

Director of Marketing Communications Daniela Ajamie: Mayor and members of the Council, it's nice to meet you. Daniela Ajamie, I'm the Director of Marketing Communications for the museum. I have been part of the museum for less than a year now. So, I'm looking forward to sharing with you how we reached the community through this multichannel marketing campaign. Can I slide through or okay. Great.

The campaign was designed to be a two-phased approach. We knew that there were a lot of us that maybe have never heard of the museum, that it even exists. It was important that before we invite them to an event that they first learn and become a little more familiar about the museum and who we are, what we stand for and what makes us different and why should they care?

So a few months leading up to the campaign, we did spend a lot of time on messaging and making sure that the focus there was building awareness and interest through these channels of Google social ads, TV, public relations and then leading up to the opening week's celebration, we used that five weeks to really amplify that campaign to a different messaging that really concentrated on getting the attendance to the event and expanding the reach to some other media channels, some broader channels like radio, out-of-home, like direct mail, direct response tactics like direct mail and signage, email and, of course, using our great partners to help us leverage and amplify that message.

But before we could launch that expansion campaign, we recognized that awareness alone won't cut it. We first really needed to elevate how Western Spirit Museum was perceived and looked, how we displayed ourselves to the public. And so, what you see here on the left is a redesigned website. We knew that if we are driving, we knew we were going to be driving a lot of volume to our image. So we wanted to make sure to use this opportunity even more than physical expansion, but really use it as an opportunity to tell the story of our brand in a in a strong way that communicates a little bit better in reflecting what you would experience inside the museum, which is a world-class experience.

So, we worked closely with some partners in our community to help us develop a campaign we call Unmistakably West. And this idea was rooted in a simple truth, and that is that this home is this museum is home to some of the most inspiring art, artifacts and stories of the North American west. And so, bringing them together in one place really does have the power to transport us, maybe change our perspective a little bit and leave us a really meaningful impression. And so it is without a doubt, the experience we would claim as Unmistakably West.

To bring this vision to life, I'm going to share with you the 30 second TV ad that was developed to expand on this campaign concept. We used high-quality photography and video, and we hoped that the goal of this campaign was to spark curiosity and interest and pride for this museum that's nationally ranked in our very own backyard in Scottsdale. So those are the two very critical pieces to what we were hoping to inspire through this campaign.

[Time: 00:25:58]

Untamed. Unequaled. Uncharted. Unmistakably West. This is the spirit that shapes the North American West and the people who dare to live it, told through art, preserved in artifacts. Come experience a newly expanded west. 12,000 additional square feet with four new exhibits featuring the Eddie Basha Collection. Join us for the opening day celebration on March 28th. Register online for your free pass to Western Spirit Museum. Begin your journey west.

Daniela Ajamie: Thank you. And so, this is actually the second flight. We had two ads running. This is to drive people to the event. The ad before that was a little bit more deeper into the richness of the museum. So, I wanted to share that one with you particularly as it drove attendance. Our advertising strategy was based on data. What we did was we used the insights of where our members live, where the Basha community ties were strong, and areas where there were higher propensity of where we believe more museum goers would live. So that area there in the blue is the priority areas. We focused our advertising on.

Later into the campaign, we expanded our reach to the orange areas, where we continued our second flight into more more deeper more broader level channels like radio and zoned cable and some more streaming TV. Of course, digital ads were placed throughout all of these areas as well and direct mail is in that dotted area in the middle. Oh, I forgot to mention there that the museum ZIP code is highlighted in green. It's in the center of that dotted area. So, we really focused on 15 to 20-mile radius within the museum, and then that area down below outlined in black is the Basha community that we focused on as well.

Of the five-week campaign that led up to the event celebration, we had delivered 3.5 million ad impressions, and most of those ad impressions came from TV, and the balance came from our digital ads and radio. You can see there on the left, is where the TV ran on one of our broadcast channels and we extended that campaign through all the different channels with Google Search, YouTube display ads, and some more social ads there down below as well.

We partnered with our PR team, and we actively pitched media leading up to the celebration week. We secured each of our local TV news stations and actually they came back for more. Some of them came out more than once leading up to the expansion and then the day of and following. So, we did earn 120 mentions and reached 3.5 million people through those stories. And if you consider that the message is coming from a third party, it really does it really does add even more credibility to the results of this tactic, because it really adds more value and is more powerful when it comes from somebody other than yourself. So, we're really excited about that. And, of course, to our brand building, and making it more cost effective for us over time.

The campaign expanded our outreach into the community. So, we deployed postcard mailers within the 10, 15-mile radius of the museum. And spring training program, we had ads in there. Thanks to the city's partnership as well, we had street banners across Scottsdale Road in two locations. And was it was a really exciting way to expand into the community what the campaign can do for us in our aesthetic and look and feel and messaging.

I can't say enough, thank you to our partners. They are so deserving of the credit to how they amplify our message, we used our partnership with tourism and the city and they produced their own content, came out to the museum to film, used their website, email, their own social platforms to really amplify our message so that was obviously a big help in our outreach program.

Our Scottsdale ambassadors and our hotels helped us hand out these little tickets there on the right side there. Just inviting our guests and visitors outside of the market to come if they're here for the weekend to visit the museum.

[Time: 00:31:17]

Social media and emails over 100,000 impressions there. We created behind-the-scenes content ahead of the opening to help build up curiosity, and event-specific programming to really create excitement about the actual event day, a five-time email campaign helped us nurture those that were already in our constant and a thank you to several of you that actually shared if of our constant and created some of your own content on your own platforms. That was very helpful. I loved seeing some of you out there for the event. Thank you for that. It means a lot, obviously to the museum, and it says a lot to the community too. So, thank you for that.

As Todd mentioned 121,000 people engaged from those impressions. We believe that's a very healthy performance. Those are the people that clicked on the ads, that engage with our socials. We had an increase of website visits by 147%, compared to last year's five-week period. So, we did gauge that as a good measurement of success. Google Searches for Western Spirit Museum went up by 60% during this period. That tells us people saw something and acted on it. Of course, to navigate to the museum, we saw apple map clicks at an all-time high of an extra 23%, and those that were on our email contact list, engaged with us more and opened more of our emails. So, message was exciting enough for them to do that.

So, in total, 56 over 5,600 guests attended the week of the celebration. Down below is a pulse of the website. You can see the spikes. They are aligned underneath the banner, opening day campaign. I love this slide because it just kind of visually demonstrated what happens when you fire all channels during a period of time. We strategically to steward or budget carefully, we strategically throttled the delivery of the media at the beginning and amped up at the end to make sure we had people at the end. That's where you see the spike up where we amped up our digital, TV advertising spend.

And I guess our final report card here, if you will, we gained over 5,000 new email contacts which is quite a bit for the museum. We're now three times more than what we were before a year ago. We've toured our, our docents toured over 1,000 guests in the museum that month. We gained almost 1,800 new social media followers. 175 museum members and we had 248 individual gifts that totaled over \$10,000 in donations from the public.

[Time: 00:34:36]

We know the expansion created a pivotal moment for the museum, but it really is one week. And so where the opportunity now is for us, as a team, is to make sure that we maintain that momentum and try to sustain what we can with the means we have. And so through those tactics of the things that we are still deploying are through our email marketing, continue to nurture those new contacts that we gained from the opening, the 5600 people. We continue to nurture them through those channels, through email, our social feed. We have 2,000 new followers. So, we are continuing to target them and retarget them as well as we have a limited monthly spend on digital ads that we continue to use and our public relations team is still at it, pitching media and trying to get national coverage.

The campaigns that we're working on and have been have been initiating over the last month here and on to the summer is inside the expansion. We have these four great exhibits now. So, we want to remind people to come back to visit. If you missed out, come back and we want to add value for an additional cost, you can be lead by the curator of the museum and have this very private, exclusive experience with your favorite people. It could be your church group. It could be your club that you're with, your book club, whoever. A business, a corporate, a team. Come on over. We'd love to guide you through the museum and see this new expansion.

Real West Sundays, we've claimed Sunday, every Sunday at 2:00 p.m. western classic films. We'd love for everybody to come and see that. And we've just called it something is all we did now. It's Real West Sundays and we're excited about partnering with the arts district and making sure that the businesses can benefit from some of this as well. So, our hope is and we just we will initiate this here soon to the public that through the partnership of some of our local businesses, they're offering promotions. So please come for a Sunday movie and dinner or wine or what have you, and so we hope this becomes a Sunday tradition for Scottsdale residents to come in and do that.

Of course, we have all the additional summer activities you can experience in the museum and we're highlighting that and also having a few free admission days for some holidays here. And that that's it for the report what can I answer for you?

Mayor Borowsky: Thank you, Daniela. Very well done. I love the summer programs. That's great. Can you make sure you get us on your emails?

Daniela Ajamie: Yes.

Mayor Borowsky: So that we know about all of those. Thank you. Councilman Kwasman, go right ahead.

[Time: 00:37:34]

Councilman Kwasman: Thank you guys. It really just shows when the focused appropriation of funds is done right, the entire community benefits. And speaking as the as the Chair of the Economic Development Committee here, it's really it really is something that's going to we want to see you guys be so successful that that frankly, we're begging to even have an opportunity to get in the door to see you. And that's that's really the goal.

And I the only couple of things, first of all, congratulations on everything, and but I want to talk about moving forward, and one the things is the schools. Are there is there anything in place to make sure that the Scottsdale school districts know and are voluntold to make sure that the kids experience the west in the right way, learn about curation, learn about archaeology, learn about preservation, and the opportunity to have even even potential internships or workshops where they themselves can see what it's like to be part of a Smithsonian-affiliated museum and really find the future of the the future, not only museum board members but preservationists in the community?

Todd Bankofier: Mayor and Councilman Kwasman, what a wonderful question. This is one the programs we feel so very strongly about. Scottsdale Charros has sponsored our education program. We tie it with the curriculum of all the schools that we bring to the museum. We talk to the teacher. We find out where they are their history book and where it connects to where we are in their museum. We bring them to the museum at that time that they are going through that study period and we connect them to a digital art and to all the artifacts and things that they can see and touch and be visually involved with, so it's not just a textbook and they've had the opportunity. So, we take this very seriously and I've had multiple conversations with our unified school district Director Scott Menzel, and I gave him a task to bring all 18 schools to our museum, and he has 13 through this school year. He has five more. I keep telling him.

Councilman Kwasman: That's fantastic. And make sure you take a look at at Scottsdale Community College as well for those who want to get involved in preservation and curation, as well. And then and then finally, looking forward to I know Ben is going to soon be notifying making official notification so that the Mayor can make an appointment and for joining of the Board and I just think that the Council's involvement with the museum is it just goes hand in hand with the success of the city, the success of Old Town, the success of our tax base own our visitors having this ultimate experience. I truly find this museum a a crown jewel and I'm just grateful for all you're doing. Thank you very much.

Todd Bankofier: Thank you, Councilman. And I will just look forward to having one of the members of

the Council on our Board of Trustees. Thank you.

Mayor Borowsky: We'll get that to you as soon as possible. I just want to piggyback off something Councilman Kwasman said. I wouldn't limit it to the Scottsdale unified school district.

Todd Bankofier: We don't. I was just talking about Scottsdale for a second. And we have homeschooled programs in the summer. We have homeschoolers coming.

Mayor Borowsky: You might want to work with the Mayor's Task Force too, because there could be some crosspollination with the business owners down there. Okay, Vice Mayor McAllen.

[Time: 00:41:34]

Vice Mayor McAllen: Thank you, Mayor. Thank you both for the presentation, it was a great event. I was proud to be on Council when you mentioned the five Mayors, the history, seeing, you know, Jim and Sandy Brunner there and all the people who started, David Smith, you know, all of these people who worked on this for a very, very long time. And then the Basha family themselves, being a hometown kid, they were a larger-than-life family, and I was talking to Tre. I said which is your favorite painting. He said, this was in my living room growing up. And I thought, wow! That is amazing that this Smithsonian-affiliated museum this person whose father is larger than life, their family picture is there. And it was it was fascinating listening to him and his family. That being said, I have an idea for you.

Todd Bankofier: Let's hear it.

Vice Mayor McAllen: We should have an Eddie Basha Day at the museum, honoring him and make that a big to-do on his birthday, whenever it is. I don't know when it is. Just an Eddie Basha Day. And then beyond that advertising on our Old Town trolley, we're gonna start to have advertising, I believe from what I understand. I think Al was here. Inside the trolley, something of that nature, as well as internal venues, making sure that we're still putting stuff in the senior center newsletters reminding people to attend, inside all the libraries, any community center we have. If you have an event, we should be using our venues to advertise our events. But great job. I was really, really proud.

Todd Bankofier: Great ideas, Councilwoman. I appreciate that so very much. What's our coffee with seniors.

Mayor Borowsky: Thank you.

Todd Bankofier: We have this program that we are really proud of as well. All the senior centers in Scottsdale, it's called Coffee with Seniors and we take a bus and pick them all up and take them to the museum once a month. We have a program for them. We are trying to involve ourselves in those types of things. And so really want to work with WestWorld at some point because we really believe it's so many people that come to those events would love to come to the museum.

Vice Mayor McAllen: That's a great tie-in.

Mayor Borowsky: Thank you. Councilwoman Whitehead.

[Time: 00:44:09]

Councilwoman Whitehead: I'll just keep it quick. It's been fun to watching from the kernel of an idea, and all the donations, it's been really fun. Great opening event. I love the idea of getting all the school kids statewide in and I like Eddie Basha idea, cool. And thank you for featuring the cactuses in the video. I love those cacti! Thank you.

Todd Bankofier: You're welcome.

Mayor Borowsky: Councilwoman Littlefield.

Councilwoman Littlefield: Thank you, Mayor. Thank you, both, for coming tonight for this presentation. I am sorry that I did have to miss being there that night.

Todd Bankofier: We missed you.

Councilwoman Littlefield: Well, I missed doing this because actually I knew Eddie Basha as a child. He was a competitors of my dad's in work. They were fierce competitors, but one day Mr. Basha asked my dad if he wanted to see his art collection. My dad was not an artist and he wasn't into art. He said sure, I will go so it. He went over and it was so impressive to him. He came home and he said, you know, I have never seen anything like that before. I didn't know an art collection could look like that kind of stuff! And so it was it was an eye-opener for him and I can hardly wait to get myself over there now and see this collection because I heard about it growing up all my life, and from someone who was not involved in art of any kind, to say something like that's the neatest thing I've ever seen in my life, it made an impression on this very small child's brain that I have never forgotten to this day.

Todd Bankofier: Oh, right.

Councilwoman Littlefield: I would like to come over. I plan on bringing my husband too. So, I want to see this and I want to enjoy going back into my childhood and seeing some of the things that I had just heard about and never seen. Thank you.

Todd Bankofier: Thank you, Councilwoman.

Mayor Borowsky: Thank you, Councilwoman Dubauskas.

Councilwoman Dubauskas: Thank you, Madam Mayor. I believe it was my request for you guys to come back and give us a report, and this has been a very robust, wonderful report. Congratulations on the success.

Todd Bankofier: Thank you.

Councilwoman Dubauskas: That was really tremendous. It was very much money well spent. The ribbon cutting was wonderful. The event of the day was wonderful. I brought my dad. I brought my husband. I brought my daughters. My daughters ended up in your video.

Todd Bankofier: Yeah.

[Time: 00:46:32]

Councilwoman Dubauskas: They loved the scavenger hunt, and the cowboy hats are still in our house. And what I appreciate about the museum is it's something my dad enjoyed. It's something my husband and I enjoy, and my children enjoyed as well. I think you're doing a good job of reaching out to a variety of ages and thank you so much for this wonderful presentation.

Todd Bankofier: Thank you so much, Councilwoman. Very much.

Mayor Borowsky: Thank you both for being here. I had some concerns about the original presentation on where the funds would go and how they would be used. And it sounds like everything worked out great and you had some stuff up your sleeve. So, congratulations.

Todd Bankofier: Well, I...

Mayor Borowsky: Great event. Great event.

Todd Bankofier: Thank you so much.

Mayor Borowsky: Of course. Thank you.

Todd Bankofier: So significant that we talked about this at our office. The additional \$90,000 is really what put us into the stratosphere that we needed to bring in 5,625 people.

Mayor Borowsky: Great.

Todd Bankofier: Had been short and we were at \$142,000, we would not have been able to do that and we probably would have been less than half. So, thank you so very much.

Mayor Borowsky: Terrific. I'm glad it worked out. Councilman Graham.

Councilman Graham: Good presentation. Thank you very much for your time. You spent the full \$90,000; is that correct.

Todd Bankofier: Yes.

Councilman Graham: You spent that...

Todd Bankofier: It's part of the \$232,000 that we spent.

Councilman Graham: Well, that was all incumbered up to the date of the event?

Todd Bankofier: Yes.

[Time: 00:48:06]

Councilman Graham: We talked about it a little bit. Did you do any coordination with Experience Scottsdale? Did you actually...

Todd Bankofier: I thanked them at the beginning of this presentation.

Councilman Graham: I do remember that you mentioned Rachel. What do you think did you mention, I don't know if you mentioned it, but what do you think you were able to do with this money as opposed to without it specifically, could you give an example of that?

Todd Bankofier: I don't know if we can go back to the allocation, but as I just said, we've realized that our ability to get to the number of impressions that we did and to get the 5 the 5,625 people, was really a result of increasing the number of impressions to the point where it brought people. Like I just said, it takes five to six, right, impressions. Somebody needs to see Scottsdale Museum of the West five to seven times, and we knew we weren't going to be able to push that five to seven times without the \$90,000, as we started to roll out the TV ads, it started to come together because we started hearing from everybody. Wow!

Councilman Graham: Right.

Todd Bankofier: Eating breakfast, watching these ads and starting to realize that's somewhere I want to go. I will never forget the gentleman who walked in the door one day and said I lived here for 35 years and I had no idea this museum was here. I said it was only here for 12 years. So, you didn't miss out for it. You missed it for 12 years. He said when I started seeing those TV ads, I was like, I gotta get there. It was because of that \$90,000 we were able...

Councilman Graham: You think you were able to breakthrough with a lot of people because of it.

Todd Bankofier: Yep, absolutely.

Councilman Graham: Good. It's always about to hear from you guys. I thought it was very illustrative.

Todd Bankofier: Well, to me, it's a partnership. As I talked about, you seven have been so significant and the staff of this town have been unbelievable.

Councilman Graham: Like my colleagues said. We are rooting for you. We want you bursting at the seam. We want attendance to continue...

Todd Bankofier: Continue to raise.

Councilman Graham: Continue to go up and come back soon. Thank you, Todd.

Vice Mayor McAllen: Thank you, Todd and Daniela. Appreciate that. Moving on, the Mayor needed to step away momentarily. So, I will continue the meeting. With that, any Councilmember Reports? Oh, she's back, that was fast.

Mayor Borowsky: It's good. Keep going.

COUNCILMEMBER REPORTS

Vice Mayor McAllen: Councilman Graham.

Councilman Graham: Happy 4th of July. WestWorld? Are you going? I want you to go to WestWorld. And during fireworks and all that, reminder it keep those pets inside, keep an eye on them. Celebrate safely. Thank you.

Mayor Borowsky: Thank you. And with that, that concludes our meeting. Thank you very much. I think this is a record. And happy 4th of July. Thank you.

ADJOURNMENT

[Time: 00:51:25]