

SCOTTSDALE

CITY COUNCIL MEETING

WORK STUDY SESSION NOTICE AND AGENDA



COUNCIL

W.J. "Jim" Lane, Mayor

Suzanne Klapp

Virginia L. Korte

Robert W. Littlefield

Linda Milhaven

Guy Phillips

Dennis E. Robbins

Tuesday, February 11, 2014

5:00 P.M.

MARKED AGENDA

CITY COUNCIL WORK STUDY SESSION

City Hall Kiva Forum, 3939 N. Drinkwater Boulevard

Call to Order – 5:11 P.M.

Roll Call – All present

One or more members of the Council may be unable to attend the Council meeting in person and may participate telephonically, pursuant to A.R.S. §38-431(4).

Mayor's Report – Mayor Lane announced that the Mayor's annual State of the City address is tomorrow at the Scottsdale Marriott. All of the seats for the fundraiser portion of the program, which is hosted by Scottsdale Business Development Forum to benefit Operation Fix-It, have been sold. There is open seating available for the public to hear the speech, which begins at 12:30 P.M.

City Manager's Report – None

Work Study Sessions: Work study sessions provide a less formal setting for the Mayor and Council to discuss specific topics, at length, with each other and City staff; to provide an opportunity for the public to observe these discussions; to share information with the public; and for staff to receive direction from the Council.

Public Comment – None

To provide an opportunity for public input, yet continue to maximize the amount of time available for the Council to have focused discussions, a total of fifteen minutes will be set aside at the beginning of each work study session for public comment on the agenda items. If you have thoughts or suggestions on the work study session items you would like the Council to consider, you are encouraged to complete a Written Comment card and submit your written comments to the City Clerk. The Clerk will ensure the Council receives your comments at various times throughout the evening.



PERSONS WITH A DISABILITY MAY REQUEST A REASONABLE ACCOMMODATION BY CONTACTING THE CITY CLERK'S OFFICE AT (480-312-2412). REQUESTS SHOULD BE MADE 24 HOURS IN ADVANCE, OR AS EARLY AS POSSIBLE TO ALLOW TIME TO ARRANGE ACCOMMODATION. FOR TTY USERS, THE ARIZONA RELAY SERVICE (1-800-367-8939) MAY CONTACT THE CITY CLERK'S OFFICE (480-312-2412).

1. [Tourism Development and Marketing Five-Year Strategic Plan](#)

- **Tourism Development Coordinator Steve Geiogamah presentation**
- **Places Consulting Principal Consultant Valeri LeBlanc presentation**
- **Tourism Advisory Task Force Chair John Holdsworth presentation**
- **Tourism Advisory Task Force members Kate Birchler and Margaret Dunn presentation**

Request: Presentation, discussion, and possible direction to staff regarding the Tourism Development and Marketing Strategic Plan and Fiscal Year 2013/14 Plan implementation.

Presenter(s): Steve Geiogamah, Tourism Development Coordinator

Staff Contact(s): Danielle Casey, Economic Development Director, 480-312-7601, dcasey@scottsdaleaz.gov

2. [Transportation Strategy](#)

- **Transportation Director Paul Basha presentation**

Request: Presentation, discussion, and possible direction to staff regarding the City Council's priority to develop a transportation strategy that anticipates future needs.

Presenter(s): Paul Basha, Transportation Director

Staff Contact(s): Paul Basha, Transportation Director, 480-312-7651, pbasha@scottsdaleaz.gov

Mayor and Council Items – None

Adjournment – 9:04 P.M.