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CALL TO ORDER

[Time: 00:00:06]

Mayor Lane: Good evening, everyone. We are ready to start here. It is October 27th, 2015, and it's approximately 4:00. And I would like to call to order our October 27th, work study session. So we will start with a roll call, please.

ROLL CALL

[Time: 00:00:23]

City Clerk City Clerk Carolyn Jagger: Mayor Jim Lane.

Mayor Lane: Present.

City Clerk Carolyn Jagger: Vice Mayor David Smith.

Vice Mayor Smith: Present.

City Clerk Carolyn Jagger: Councilmembers Suzanne Klapp.

Councilwoman Klapp: Here.

City Clerk Carolyn Jagger: Virginia Korte.

Councilmember Korte: Here.

City Clerk Carolyn Jagger: Kathy Littlefield.

Councilwoman Littlefield: Here.

City Clerk Carolyn Jagger: Linda Milhaven.

Councilwoman Milhaven: Here.

City Clerk Carolyn Jagger: Guy Phillips.

Councilman Phillips: Here.

City Clerk Carolyn Jagger: Acting City Manager Brian Biesemeyer.

Brian Biesemeyer: Here.

City Clerk Carolyn Jagger: City Attorney Bruce Washburn.

Bruce Washburn: Here.

City Clerk Carolyn Jagger: City Treasurer Jeff Nichols.

Jeff Nichols: Here.

City Clerk Carolyn Jagger: City Auditor Sharron Walker.

Sharron Walker: Here.

City Clerk Carolyn Jagger: And the Clerk is present.

[Time: 00:00:50]

Mayor Lane: Thank you. I do not have a mayor's report. The acting city manager, do you have a report for us.

ACTING CITY MANAGER'S REPORT

Acting City Manager Brian Biesemeyer: On October 6th, you asked me to review the Artisan Market special events permit, specifically taking into consideration, any opposition from nearby merchants and property owners, the desire to keep the bridge open for trolleys, cart carriages and pedestrian traffic, the impact on limited parking in the area, the duration of the event on Thursday nights so it

doesn't compete with art walk. And the concerns of all interested parties and based on the manager's review and findings, actions taken by the city manager may include modifying or rescinding the permit.

The Artisan Market special events permit has a special provision that allowed 2015 dates only, with the 2016 dates pending council's consideration of the citizens petition committed -- under consideration for the October 6th council meeting. After the October 6th council meeting, I asked Randy Grant, as the zoning administrator to review the Artisan's Market permit with respect to the requests 2016 -- request of the 2016 dates and council's considerations. On October 16th, Mr. Grant issued a letter to artisan's market, denying the 2016 dates based on several factors. That letter was previously provided to council.

In my review, the act of denying future days via stipulation in a permit is substantially different than complete revocation of a permit. While the special permit process is under review for change, and will undoubtedly be changed, the Artisan Market permit was using standard event special process currently in code. I conducted the permit review as counsel requested and as part of that process, I had two meetings with Artisan Markets which included one with legal representation. After these meetings, Artisan Market has agreed to eliminate all Thursday night events after November 12th. This compromised proposal is being implemented and will be -- and we will be modifying the permit, eliminating Thursday nights after November 12th. All other aspects of the permit will remain in place for the remaining 2015 dates and as previously mentioned, the 2016 dates have been denied and mayor, this concludes my report.

[Time: 00:04:11]

PUBLIC COMMENT

Mayor Lane: Thank you Mr. Biesemeyer. Okay the nature of this meeting is work study sessions. The work study sessions are provided a less formal set for mayor and council to discuss specific agenda items here with the city staff. And provide an opportunity for the staff to receive direction from the council and for the public to observe these discussions. We have in years gone by in most recent years I suppose but for some time now, we do provide a maximum of five opportunities of three minutes each for the public to comment on the proceedings. Only thing to be discussed is what at hand of these two agenda items or I should say the conversation for this evening. Nevertheless, there are five opportunities of three minutes each to do that. We have the white cards available for you to speak that the city clerk is holding up over here head to my right. So we will also take the yellow cards which she's holding over her head right now, which we will read throughout the evening's proceedings. We have two items on this work study session, and one is the tourism development and marketing strategic plan implementation and the other is the Hayden/Northsight roundabout.

ITEM 1 – TOURISM DEVELOPMENT AND MARKETING STRATEGIC PLAN IMPLEMENTATION

Mayor Lane: And the first one is the tourism development and marketing strategic plan implementing, including proposed Arizona central site location and Rose Garden property use. Steve

Geiogamah, who is the acting tourism and events director and I believe we may hand it off on occasion for the two others that are with us, the chair, John Holdsworth and Valeri LeBlanc and the consultant they have been working with. I saved you the introductions, Steve but nevertheless if you would go ahead.

Acting Tourism and Events Director Steve Geiogamah: Yes, just to open up this afternoon, we will provide you an update at some point of our presentation regarding the tourism plan. We changed up our presentation order here this slightly this afternoon but we would like to get some council direction and insight regarding one enhancing the downtown visit over experience, as well as one conceptual project known as the Arizona Central. That's the working title, but it's a project within the plan. We have some questions here and we would like to get some insight regarding that particular project. And mayor as you mentioned, we have a series of presenters here. We will open it up.

[Time: 00:06:55]

Mayor Lane: Steve, if I might and it's my mistake. In view of the fact that we do have three requests to speak from the public, I will go ahead as we oftentimes do at the beginning of the presentation rather than after. I will start with Scott Eubanks if would you like to move forward to the podium over here on my left.

Scott Eubanks: Mayor, members of council, and guests. First, I would like clarification before I put my big foot in my mouth. Are we not to discuss Artisans Market? Is that not being discussed today at all? I mean, I don't want to make a presentation about it, but I was planning to allude to it.

Mayor Lane: Well, if it's relevant to the downtown tourism task force --

Scott Eubanks: Then I will not call it by name. Thank you. Just by way of trying to establish a little credibility when it seems like most of us gallery owners have had that questioned recently, I would like to tell the group that I chaired for 28 years -- I was head of tourism for the state of Rhode Island and the state of Virginia, some of you are hold enough to remember Virginia is for lovers, which is still voted as the most successful logo in the tourism industry, that was under my regime. I didn't invent it but I will take credit for it. I also chaired the marketing strategy committee when the D.F.W. airport was built. I later chaired the committee to supervise its operation from a marketing standpoint. I have chaired the marketing committee of the two major golf courses, the Ben Hogan classic, the colonial classic. So what I'm trying to tell you is some of us do have a tourism background, and some of us owe our life's blood to it. I resent being separated from anti in tourism by anyone in an elected or appointed position and I just don't think that's fair or earned. Now, as you know, as you chart the tourism future for this city, the fine city in which we all make our living, there are 200 plus businesses who for the first time in my 24 years of running a downtown art gallery had coalesced and agreed on something and it involves the use and the guidelines by which we award special event permits. We obviously know what caused this issue to catalyze so we might reference it.

I will tell you as we chart this future, that consider the use of special events and the permitting of

those we need to learn from what's going on right now and has for the last few months and try to work together. 200 businesses is simply too big to ignore. It's really too big. And we have been called a lot of names. We have been anti-free enterprise. That's ridiculous! We are the ones writing the checks. I don't want to hear that anymore. I don't think it's fair of anyone to insinuate that in any way. We are not 200 idiots that just got together to decide one business shouldn't do it. That's not what it's all about. We believe in free enterprise where everyone is playing on a level field, by the same rules. That's all. That's all. It's not fair of you to subsidize me when I'm competing with half the people out here. That's not fair to call me a special event if I may open several months and get the heck out of here in the summer when I can't pay my bills.

Mayor Lane: Mr. Eubanks if you can wrap it up. The time has expired.

Scott Eubanks: Anyway, we are free enterprise. I think that you should keep three things in mind, as you chart the future for special events. One is keep it special. A special event is a short-term event. I don't know if it's a week or ten days. I don't know. But it condition be a disguise for a permanent business. The other thing I would say is whoever it is that gets the special permit, if they are not willing to pay their way, they shouldn't be permitted.

[Time: 00:11:22]

Mayor Lane: Thank you, Mr. Eubanks. Next would be French Thompson and I would like to reiterate that this is obviously a review of the downtown marketing study and if, in fact, it's relevant, please go ahead and speak toward it but this is not a hearing on the artisan market.

French Thompson: Hello Mayor Lane, city council and TATF members. I'm French Thompson. I'm the owner of French Jewelers on Main Street, Scottsdale. I have lived and worked in Scottsdale since 1979. I came here because of the arts district. I have never been a tourist here. I have always lived here and worked here but I tell you, I make my living off of tourists and I make that living in the wintertime off those tourists. I don't make any money in the summer. I'm just here paying rent in the summer, paying air conditioning, paying my employees in the summertime. I need to make all of my money in the wintertime. And I believe in special events. You have a chairman of the special events committee, TATF, I think all of you believe in special events, we just got a little bit of side tracked over a period of time prior to this administration of what a special event is and I want to tell you what, I want to see special events in downtown. I want to see a vibrant, diversified group of special events that engage the people to come to Arizona, come to Scottsdale, come and have a good time here, walk up and down the streets and visit the businesses that are here and ride their bicycles through the neighborhoods. I mean, I was the one -- I was at an item of TATF meetings and I heard about a YouTube convention. Bigger Rodeo events. I would like to see the Ted conference come here. I don't think we ever had a Ted conference. This' an awful lot of really cool, interesting, exciting events that this city could have, but it's not the low hanging fruit of having retail vendors that aren't really special events. I offered my services to the city to help work with the group and -- and have special events. I think it might take a little bit of creativity. I think it might take a little bit more time to try to find creative interesting things to do. But this city deserves it. You guys deserve it. Everybody out here deserves it. We really need to have a vibrant, interesting, downtown

Scottsdale. And north part of Scottsdale, and the central part of Scottsdale and have events all up and down the whole entire city. I mean, I love this city. I don't think we could have, you know, Scottsdale is for lovers but I think we could, you know, work really well together and come up with some really awesome events and bring them in here. I think if the city does research and goes out there and markets to try to find those the way we go out and research and try to find winter visitors to come in and tourists to come, in I have think we could put together some packages of phenomenal events. Hell, I would sit right next to mayor lane and buy him a ticket if we get the Ted Talks. That's my request. Let's get really cool, interesting special events in Scottsdale. Thank you.

Mayor Lane: Thank you, Mr. Thompson. Next is Betty Drake.

[Time: 00:14:52]

Betty Drake: Good afternoon, I'm Betty Drake. I'm not going to talk about special events. I'm going to talk about AZ central, and my understanding is that there are two sites being evaluated for it. One down at Loloma and one at the Arizona canal and I'm here to strongly support the location at the Arizona Canal. Loloma is terrific, but it backs into neighborhoods. It's a more restricted space. If you look at the context, what it would be suited for -- and I know there will have to be a whole other discussion on this, is for a more lower key, different kinds of events, but, you know, it occurred to me that there's no real place for families on an ongoing basis in downtown, a place where kids can run around without falling in a canal. And this Loloma spot could be a terrific family oriented open space.

A place where there could be markets and events but a place for families to come on an ongoing basis, very convenient to the Marshall Way arts district. The canal, I feel strongly that it would be fabulous. We have invested so much over so many years in bringing the waterfront up to this point, unlike any other city in the valley. And what a location, you know, a little farther west on the canal would do, would really be to round it out. You would have three points of access, Marshall way and new bridge and it would take pressure off the Marshall Way bridge because we can start from scratch in designing and developing a great public space with great backdrop, when ESPN is broadcasting Super Bowl 53, but festivals and other things on an ongoing basis. They increase traffic for the retailers and we are doing great but I think putting this new space there would really be the frosting on the cake and it would really raise the bar into making Arizona canal, you know, a great public space.

And what's also cool, you know, we did a pedestrian audit, probably 10 or 12 years ago to look at barriers and opportunities for walking all over downtown. Wonderful document. Ought to go back and look at that because what we have the chance to do now is to have, a, the canal as this grand space. And then we have Civic Center Mall, and look at how you can connect that somehow. This is a future discussion to really give a sense of continuity across Indian school and connections. North and south of the canal, and all through the downtown. So thank you. And I will enjoy your discussion.

[Time: 00:18:29]

Mayor Lane: Thank you, Ms. Drake.

That completes the public testimony on the subject. And pardon the interruption on the introduction, Steve, but if you want to go ahead and continue.

Acting Tourism and Events Director Steve Geiogamah: Thank you Mayor Lane, councilmembers. In the interest of time, we are going to take a little jump ahead in our presentation here and we will jump right into the downtown visitor experience and Mr. John Holdsworth will lead us along with Valeri LeBlanc who helped us facilitate that. We have some data and information regarding that plan. If we want to revisit that, we can, but I think we will skip ahead at this point.

Tourism Advisory Task Force Chair John Holdsworth: We are not going to talk about the ordinance today. What I would like to do is try to start by creating an opportunity where we would like you to consider a very broad vision of what we believe downtown Scottsdale could be. You will see in the pictures in front of you, that I do understand that we are not London or New York or some of the other places that we are going to look at very quickly. But they all started small and they have all become great places that attract visitors for a host of different opportunities for events and festivals around the globe.

We have been working with the city consultant, Valeri LeBlanc and also with Holly Street Studios, the city's on call architects to come one something that brings downtown together and create more open space and give us an opportunity so that we can, excuse me -- so that we can have different types of activity at all times of day or night, if we should so choose. And we would like to share those thoughts with you.

Before I speak anymore, I would like to hand over to Valeri LeBlanc, who will take you through some of the activities that we believe are important to be able to create this vibrant downtown environment, and then Diane Jacobs from holly street is going to take you through some specific ideas that we have to create this vision and then, of course, we're going to have to get into detail as to how we are going to pay for it and where it will be and all of those good things. But for now, we would like you give us some time and share the vision with you and we would like some feedback as to what you think about the ideas and the thoughts we have come up with.

Mayor Lane: Thank you, Mr. Holdsworth. Valeri.

Valeri Leblanc: What I would like to do is do a short run through some of the elements that I think could be very important for -- let's see -- for downtown to consider, so it sort of makes your -- trigger thoughts in your head about what might be possible. And then I would like to stop and then say, okay, did any of those ideas shorthand conjure up some ideas for you? So I don't want you to be exhausted or think about everything. I want you to think about the top things that came up for you when we were talking and going through this and that way we can start taking notes and pursuing those ideas for what we could do in terms of the visitor experience.

I want to start by saying that one of the most significant changes in our world in the last 25 years is, of course, the digital revolution, the digital age. And it has major impacts. One of them is that

whatever we do on the Internet and in the way of commerce there happens and it happens without a lot of impact from local, right? But whatever we have available locally needs to be heightened because it's going to have more value. And so that's what we are talking about. It's not -- it's not about wholesale change. It's about layering on value. How can we layer on value?

The first thing I want to say downtown, in most places where I work belongs to everyone. And so considerations should be made for everyone to have a place downtown. I think if we can hold on to small lot development and if we can hold on to local retail, that's the very, very best place we can land on this. Some amenities that we really want to look at, we are going to go through. I do want to say that cities are not always self-righting and sometimes it takes effort on our part to help make that work differently. Sorry I'm -- all right.

So the very first thing, make downtown an everyday experience. You added a lot of residential. What can we do to make it a downtown -- an everyday downtown experience? That kind of things would make it different if you lived down this?

Second thing is encourage sociability. One of the things that happens when people get all caught up in the network is when they get out, they really want to get to know people. They want to have exchanges and participate with people. And this is an example of social ability, go in by yourself and join in with others, events, help to encourage sociability. And sometimes links spaces and third places which are sort of coffee shops and other places where people can casually sit around and sometimes it's even the park bench if you have those. The thing is the unique qualities. We have talked about this in our love of place strategy and to you guys.

The thing that I would like to do, when I have a chance to work in cities is to figure out how to make them more of who they are. So if you have a western experience, how can it be more than it is right now? If you have an arts and cultural experience, how can it be more? How can you feel it when you are down there and nothing is open? How can you have a experience of those things? The public art goes a certain way. Is there more that can be done to layer in that experience?

And you will recall that you have -- there is a sheet that you guys got in your presentation that has all of these slides and some more cues. I'm not going through all the cues. If you need more, we can hand them back out.

The next thing is downtown exploration. I put up two slides -- two examples of downtown exploration. One is the Philadelphia mural project, which you may or may not know about, but Philadelphia has commissioned murals neighborhood, after neighborhood, that the neighborhoods decide what they are going to say about themselves and lead the artist toward the discovery process. And then visitors come and they learn more about their town neighborhood by neighborhood, by understanding the murals. The second is in Denver, they have a program and I don't know how much you all know about geocaching, but where you go around the downtown Denver, and you discover things. And one of the things they say, it's a great place for families where they don't have a whole lot of money but they can have a lot of fun geocaching downtown. Those are some of the ideas.

We are working on it -- you will hear it over time, but we have been working on some bike routes that are interpretive routes and we are close to being able to put in our first route downtown. That's an example of an explore story opportunity. So think about what we might be able to do there.

Strong retail. This is obviously a New Orleans shot. Right, who else would have funky monkey and costumes and vintage clothing. But one of the things that is really important in this retail in the next phase of the retail, as defined by the seminal book and what they say is you know you have a strong retail experience if people would pay to enter. If they would -- if you could charge admission and people would pay it. That's when you know you have actually done the job of creating a strong retail experience. And actually, in New Hope where I live part time, Pennsylvania, there is a shop that charges 50 cents for people to go in. And they get it. People stand in line and they get their 50 cents. I'm not saying it's valid. It's a way to think about it. Okay?

And so what -- if you think about lifestyle centers, you have two really successful ones here with Kierland and Scottsdale Quarter. Think about how those feel as compared to maybe what we have and what we could layer in in downtown to create that stronger. And, of course, one thing that they have is mixed variety. They have a good retail mix street for street. Sometimes there are things you can do about it.

Next, strong food and beverage. We actually were involved in the very first study that was done on food for visitors, and probably won't surprise y'all, but the most interesting part of it was people are equally as attracted to unique local food as they are to fine dining and this is being able to -- this is lots of fine dining. Lots of high quality dining but you would have less of that unique local downtown and less of the kind of street service and that kind of stuff. Where could you go? What would you think about with regard to that?

Next, strong space -- public space and connectivity. So my firm just finished an arts and cultural plan in Houston and, frankly, before we went to Houston, one of the things we always thought. We know why they were our biggest market. Everybody wanted to leave and come to New Orleans, right? But if you look at it, this is how you think about it, all of those interstates and all the rest. But there's a foundation, the center for Houston's future which received \$100 million donation from the Kinders, Mr. and Mrs. Kinder had \$100 million to give away, and they have developed a project called Bayou Greenways in which they are taking all the bayous within the city of the Houston and the first one you can see the demonstration. They are connecting them in linear parks and making all of that space available. Now here's the curious thing, they are not making it possible for any neighborhood to connect. The neighborhood has to decide how they are going to do that themselves. So in Houston, where nobody ever knew each other, if they want to connect to the bayou greenways have to get together and figure out how they are going to do it. I think that's the cool thing. It's the hottest thing they were talking about and it was really important for them to think about that.

What can we do? I think we have a lot of need for public space and a lot of need for connectivity. I heard a number of stories over my time here that suggests that people are sort of hungry for that and so what can we do? How can we get there?

And then the last thing I want to -- oh, I'm sorry. That's ahead. So I thought we had one more summary slide. So we don't have a summary slide anymore. So those are the areas that I had. That doesn't mean that's all we can talk about. Those are the areas in which I'm interested in saying to you, how do you think about it? How could we think about it differently from what we have, maces you have been, all of those things.

Mayor Lane: Thank you, Ms. LeBlanc.

Valeri LeBlanc: Oh, there it is. That's just the summary of those. So I'm interested in -- does somebody want to speak first, because this is the part that is where you get to tell us what you are thinking.

[Time: 00:30:28]

Mayor Lane: Boy, it's a test already. I'm glad Virginia is ready to pounce on this one. Go ahead.

Councilmember Korte: Pounce may be strong. I really like your statement that downtowns are owned by all. I really like that. As we know that downtowns make or break a community.

Valeri LeBlanc: They do.

Councilmember Korte: So how important are activation points within downtown? So street markets, you know the tents, the events, the activation of the streets, whether that's with food or it's with crafts or it's with music. How important are those and how can we balance those with other interests downtown?

Valeri LeBlanc: Well, I think that's probably the biggest concern I have in thinking about this in terms of the ordinance coming forward and that is events are critical to the future of downtown. And they are -- they are bigger than you can imagine but not necessarily in breadth in size. So the smaller components, the ability to move people through a downtown, because there's somebody playing a cello here and something else happening over there that's interesting. The ability to attract people to downtown, that's part of layering on that experience are really important. Markets are everywhere, very important in that component.

Think of it this way. The makers movement, the ability to be able to say, hey, I'm gonna test myself as a whatever. That's how they find their market. That's how they get there. It's to have a place where they can go to open up their share of it. And so the makers movement has gotten stronger and stronger. And how you do those is -- is a big community concern. What is the right way to do it. How do you get it balanced? How do you make sure it works? But I think they are important. I think they are really important. When they come to events as a whole, there's a fair amount of research out there about their value economically, and a growing body around what they give to the value of the destination in the region and nationally and now even more how do you measure those against what's going on in retail and other things.

What I would say is Fred Unger told a story the last time he just got back from Italy not too long ago. He said they had this great little market and he brought some leather shoes. Only they didn't have his size and the guy was selling them, and said, oh, let me go back to the store. The entire marketplace was made up of people who had stores. They knew the consumer's interest in market.

I don't think there's any doubt about that here, that there's this consumer interest in markets. It's just how do we manage those things? What is the right process? And where they take that question all seriously, I think they see really good results and really good response. And so I hope we can walk down that road and figure out how to do it in.

In terms of events overall nationally, I think they are 50% per year in increases in the number of events and the number of attendees in events. So that's the marketplace. That's what people want. That's their interest.

Councilmember Korte: So can I clarify? You are saying that the trend amongst -- in downtowns across the country, there's a 50% increase in downtown events and activation, street activation within the what, five years?

Valeri LeBlanc: Over the last ten.

Councilmember Korte: Over the last ten. Thank you.

[Time: 00:34:44]

Mayor Lane: Thank, Councilwoman. Vice Mayor.

Vice Mayor Smith: Thank you, Mayor.

Valeri LeBlanc: Can I add one more thing to do that because I didn't say this. It's also the case that advertising is flowing into that marketplace. More advertising is moving out of television and radio, and moving into place-based advertising. So it's an interesting trend. Sorry, councilman Smith.

Vice Mayor Smith: It's all right. You can interrupt.

Mayor Lane: Don't do it again, though!

Vice Mayor Smith: I have think several of the ideas that you put out for us to think about are stimulating and interesting, particularly somehow exploiting the bike reputation that we have in the city. It's a well-earned reputation and it's one we have invested a great deal in. And it's multigenerational and it's -- it's an extraordinary opportunity. And several of the others are good idea as well.

What I wanted to touch on, though or you have touch on, really, are two questions. In your mind, what audience are we serving or what audience are we trying to be most responsive to or capture or

are we trying to bring people here that haven't come here before? Are we trying to serve the local citizens? Are we trying to serve people that now come here? What's our audience?

Valeri LeBlanc: Well, I have some research to show you in the end but -- in a little while, but if we are building an event economy, it is reliant on the local and regional market. So you need to be able to support things in that way or you can keep writing checks. I'm saying if you don't want to keep writing checks, you want to be able to build in the local and the regional marketplace. Everybody likes events. So it doesn't seem to segregate according to income or age. And you can decide what you want in the way of that. If I was going to profile it, the way I would profile it is trial and error. I would say, let's put this in place. Let's try it. Let's see how people like it. Let's see what kind of feedback we get and adjust. And the fortunate thing is you didn't spend a whole bunch of money and it doesn't have a permanent place and you can see how people respond. If you find that it's over burdening a certain location, you can test it in a couple of locations. You know, you can spread it out. That's one of the things that I think we don't have in an ecosystem here. We don't have the way to spread it around and make sure that people are moving for downtown. That's one of the key components that we've got to execute if we are going to do this right going forward. Does that help?

Vice Mayor Smith: It helps but let me repeat the question.

Valeri LeBlanc: Okay.

Vice Mayor Smith: How will you measure success? You have an event, 1,000 people come, is that success or is it success if 1,000 local people come or 1,000 people from west Phoenix or 1,000 people from Chicago or how will you know success?

Valeri LeBlanc: All right. So most people that are traveling travel and experience events while they are there. They don't come for the purposes of it. I'm an advocate of' robust system of events and row but system of events downtown in addition to what you are doing at WestWorld, okay? And we have a fair amount of research that we have done so far that sort of sports how we should do that, and what are the right ways to do it. But if we are going after events that are designed to attract visitors then we have to carefully decide what type of events we are going, and make the season go longer, than we are doing this on Saturday or next Thursday or whatever. So think of events as being supported locally and regionally and the big marketable events being for the securing tourists and everybody attends them otherwise. If we want to design them so they are for old people or young people, that's all content. It's all about content. That's what we are offering.

Vice Mayor Smith: The second question I had and you touched on it a little bit, but I guess in a broad sense, is to ask you in your mind what is an event. We are -- you alluded to the upcoming events discussion and ordinance change. Some people have likened this to SB-1070 and all types of horrific things. Everybody in the room here likes events. Not everybody in the room defines an event the same. And so in that context, they know everyone is interested if you think this should be an event centric thing downtown, what do you mean by events?

Valeri LeBlanc: I mean anything that attracts people to have an experience. Okay? So if you have

an experience in downtown, it's an event. I wouldn't define it as commercial or noncommercial. I watched some of your discussion about that. I think commercial -- every event is a business practically. I mean, there are a few nonprofits but they never get very big and never do as far as we -- as we -- actually, that's not true. In Austin they found a way to get those small events larger by marrying them to a commercial company. But, I mean, practically speaking, if you have ever put on an event, you wear yourself out. You did it one day this year, maybe you can do it one day next year. So you really need that commercial support behind it to make it large enough and impactful enough. So -- and, you know, they come in all flavors.

I like to tell people, you know, New Orleans is really known for the Mardi Gras. Who do you think puts on Mardi Gras? The citizens, the crews. I pay and you put on the parade. They come in all varieties.

[Time: 00:41:47]

Mayor Lane: Thank you, Vice Mayor and thank you. Yes, Councilwoman Klapp.

Councilwoman Klapp: I don't know if you want to get into the recommended events list yet, if you wanted to do any other sort of presentation, because David mentioned the bike event, and that's one I would like to talk about, but I would like to talk about it if you are ready for that or if you want to have a presentation of all the various ideas before we actually get into the specific --

Valeri LeBlanc: We're looking for your ideas. What you would like to see us pursue and what you think would help.

Councilwoman Klapp: Well, I will piggyback on his comment. Of the list of items that were recommended as possible events, I like the bike event the best. For a variety of reasons. We have spent a lot of money for infrastructure in Scottsdale on bike paths and multiuse paths. And so the infrastructure is here. Some cities are trying to create bike events and they don't have the infrastructure. And so in my mind we already have something here that we ought to use and there's also an event in Scottsdale and north Scottsdale that already happens, a one-day event. A bike race. There's no reason that we couldn't create something in downtown that ties into the event in north Scottsdale that makes it a broader activity that would tie the north Scottsdale, tour de Scottsdale to an event in Scottsdale or the middle of Scottsdale or downtown Scottsdale that would encourage the who atmosphere biking.

What I read about biking, the biking tourism concept is growing greatly in the United States. There's a lot of cities that are cultivating bike tourists. And so my feeling is that we already have a robust group of people in Scottsdale who bike. We could create an event that would draw tourists from outside the city who want to bike. They want to come here to bike, but they don't want to bike every minute. It would also create things that you mentioned about encouraging the sociability because people get together for this event and it also would develop a better sense of place in Scottsdale because when you are on a bike, you see a city differently than you do when you are in a car. It's probably easier to bike Scottsdale than walking. Biking Scottsdale is much, much easier because of

the bike paths and the green belt, we can go from the north to the south on our existing bike paths.

The concept of it being multigenerational as councilman Smith mentioned, is a very attractive idea, I think for considering something in downtown that relates biking. When you did your presentation months ago on creating a more vibrant downtown. And I made the comment that we need to tie Papago Park to downtown. That would be a way to tie Papago Park to downtown because of the bike paths. Not only downtown but the entire canal bank. It would encourage the mingling of the long distance bikers, the mountain bikers and the leisure bikers. We have various types of bikers in town and so it would encourage the intermingling of that. Families do leisure biking and in north Scottsdale there's a lot of mountain biking and then throughout the city, there's a lot of long distance biking. So there's a great deal of interest in biking. If you get out on Sunday mornings on the green belt and you ride the green belt, there's a lot of people biking in Scottsdale.

My feeling is if we wanted to do something that isn't the most expensive thing on the list and could also tie into an existing event in Scottsdale that's in the north and try to put something downtown that would tie to something existing north, there's a lot of opportunity there to develop an event that would be not like what they do in Tempe, because they do something with the tour de fat, that we would do something in Scottsdale that would actually, I believe, energize some tourists to come to Scottsdale because those people who go on biking vacations look through the magazines and find out which cities are encouraging bicycling and which are not. We are doing that now but I don't believe we are doing it to the extent we should when you consider the millions and millions and millions of dollars that we put into the city to create bike paths. So that's what I -- when I read these words in the study and then I looked at the projects, to me, that project more than any others of the events that were suggested ties it all together for me. And it's not the most expensive one on the list.

Valeri LeBlanc: Right. Right. You might be interested that the economist had an article two years ago saying that biking is the new golf.

Councilwoman Klapp: Yes. And that's a good comment if I can say one more thing about. This we have an aging population in Scottsdale. We are aging as we speak. And had the people who used to run marathons are on bikes because their knees couldn't handle it any more. That's why this type of event would be attractive. I think you would gather more people who might have an actual interest in that sport that are no longer marathon runners and they may not play golf anymore.

[Time: 00:47:50]

Mayor Lane: Thank you, Councilwoman. You know, to add on to that just a little bit, I would say that, number one, biking events are well suited to the infrastructure we have, and frankly, they bring a clientele, particularly now, that's very, very suitable and easily attracted to Scottsdale. Our downtown now is the home of some custom bike builders. They are associated with some bed and breakfasts that tie it to the idea that the bikers are like the golfers. And another thing is the large races. I would say even though we had the infrastructure, if I were to compare it with marathons. Marathons have not necessarily been a big issue for us, particularly P.F. Chang's because we are a run through. It's great for them to see it as they struggle by maybe but nonetheless, it's one of those

things have you got to measure and I would hope that we are measure and this John, it will go to you a little bit.

And that is what of these events draws the market? Now, I would say that to me, anyone who brings people, out of the state or out of the country or the west side, anybody who comes to do business, services certainly helps our merchants, helps to activate and frankly, thus adds something to a vibrant downtown and I think it serves everyone. But when I ask, who brings the market? And maybe the type of market, but we're not in the business really of just nailing it on the head as to what kind of market we want to have here. We can go that direction.

Nonetheless who comes and who gets interactive with the city services and that? That's a fair amount of discussion in the bricks and mortar and who brings what to the table. The reason I ask this this way, is for years we have tried very hard to make sure that we have an activation mechanism in downtown, even in the highest of times, downtown was -- did not have an activity level of any sort that was encouraging for any tourists to come down. It was plain and simple. If the tourists did get directed downtown, they weren't probably coming again, if the place was dark or whether there was no one on street and there were a number of things. So I oftentimes wonder what these events bring to the market. We had a program and this is where I guess I will eventually get to the question, John, for you, that we -- that we provide some assistance when there's a marketing campaign that notably goes towards heads in beds because I would also say that irrespective of whether or not they stay in lodging or not, they are still activating and doing things for the tourist industry by just being here and activating the area.

I don't know when we think of AZ central at any location, what is the intent of use for AZ central? Is it just a walk around square or what is it meant to be? Is it supposed to be for events? And then one or the other? And who brings what in the marketplace in terms of advertising their particular event. It's sort of an open question, John.

Tourism Advisory Task Force Chair John Holdsworth: Sure. I understand and there's an open answer, to some extent. Az Central is not meant to be just an event center. It's meant to be an activation hub for the center of downtown that attracts visitors, residents, repeat visitors, old, young, and can be utilized at different times of the day and different times of the year for the reason. I what hope to get to the big picture vision that I hoped to get across for you to consider, that it's not one thing for one person. It's a part of a big picture. In terms of who comes and why they come, we do have a slide, I believe, somewhere in this deck.

Valeri LeBlanc: Right there.

Tourism Advisory Task Force Chair John Holdsworth: That's convenient. Which is actually what people are doing when they come here and the types of people that come. And as you can see, by far, it's seeing friends and relatives. Those who come to see friends and relatives are a very big part of what we are trying to attract. Obviously the other sorts you see here are very significant but I don't think it can be one thing to any single group. It has to be -- and there's a -- I'm going to steal one of Diane's lines, I'm afraid. What we are thinking of trying to do is create Scottsdale's living

room. So that it's an area, a central arena that can be the hub of activation and you will see from what we are proposing shortly that we are trying to increase connectivity to your point, Councilwoman Klapp to have pedestrianization, biking opportunity, and better parking and more activities for everyone.

We are known as a resort centric destination. And you asked us to change that. You have to have a broader downtown experience. As you pointed out, there's not sometimes a lot going on and this is generally -- and businesses are now moving more generally to city than they are to stand alone resort environment. Even our own visitors, I think the number right now is about 86% of people who come here do either want to or do go downtown. How many of them actually come back or go back? We don't really know.

Valerie LeBlanc: And how many hours.

Tourism Advisory Task Force Chair John Holdsworth: And how long they spend.

Mayor Lane: Well, to that point in the last, I think, two or three years, we ended up with an extension of stay by more than a day, maybe it's five years but nevertheless, just looks at the stats from the CVB, moving the Scottsdale experience and thus, you know, widening it and broadening the scope of potential prospective experiences has apparently had some positive impact on the length of stay which is a major component.

Tourism Advisory Task Force Chair John Holdsworth: And I think that's what it is. It's having a broader opportunity for more things to do. It will eventually lengthen that stay. Especially among the touring folks. Do we have the number of how long they stay when they are touring. It could easily be lengthened if we have more activity. And as visitors are looking more and more to be where the locals are. So whatever we do, we have to make the environment to be where the locals want to be to attract the vistas as well. They want to be with the locals.

Mayor Lane: You know, I just was looking at the percentage. I'm presuming that these add up to 100%. I didn't do the math.

Tourism Advisory Task Force Chair John Holdsworth: I didn't do the math.

Mayor Lane: Special events undoubtedly, because we are an event driven city is almost 10% of the 9.1 million people, and I don't know exactly what this compares up with the total number and what year but nevertheless, 10% of that is nearly 1 million people. I realize I'm rounding up a little bit, but we have some prominent special events that attract between the two of them, nearly 800,000 people. So I'm -- in fact to tell you the truth, it's beyond that. 565 -- yeah, about 900,000. It would almost equate to what we would be looking at here. So are we really saying -- I'm not trying to analyze these numbers too very much, that all the other events don't amount to anything?

Tourism Advisory Task Force Chair John Holdsworth: That's what we are saying. I think that is -- that is the issue. We are looking to broaden the range of events to attract more people, because

you are right.

Mayor Lane: I don't know the 9.1 million, necessarily, what geographic this draws upon.

Valeri LeBlanc: This is a U.S. survey and it's 2014 by the largest research company in travel and its a projectable sample. So if you look at, that and you say, nine plus nine, touring plus special events and you look at can we increase that? That's the easiest thing possible to increase in all of those markets.

Mayor Lane: So rather than analyze those numbers and where they total to, I suspect that in addition to the Open and Barrett Jackson, there are other things that are considered in the overall.

Valeri LeBlanc: Well, remember, this is visitor markets. This is overnight visitors. So those numbers are going to include a lot of locals and regional. All right?

Mayor Lane: As will a lot of other events.

Valeri LeBlanc: Right. So these are people that were on a trip here, and stayed overnight.

Mayor Lane: And that's exactly what I was saying. What the scope of it was in the sense not only geographically but with the implications as to whether they were actually lodging here in town.

Tourism Advisory Task Force Chair John Holdsworth: These are the top two really outside of V.F.R. markets touring and special events is the low hanging fruits.

Mayor Lane: That's the direction we have utilized in the past, however successfully or otherwise. But in revising the special events, a permitting process, it's careful territory for us, and I believe it is, that with the sensitivity to the marketplace could be activated in a negative way. My thinking is as far as the events are concerned.

I like the biking event, if that's something we can take specific direction in. There's another thing as far as now, with a year-round facility at WestWorld, what we can do to enhance our off season traffic? For the resorts, are they water related? Are they summer relates those folks not put up by 110-degree temperatures but are enthralled with that aspect of it. There are some events across the country that play on to that and I think it's probably something that would have a tendency to really activate downtown in a positive way for not only the resorts but for everybody else that's established. Where it's the market for everybody who has a shop in downtown, it's hard to say, but nevertheless we would certainly have a crowd downtown.

Tourism Advisory Task Force Chair John Holdsworth: Believe it or not, our season is extending much greater than we initially believed. We thought March and into April. I think the numbers we received in the numbers that have just come in, would indicate that the season is lengthening. We are already doing a better job than we were of extending the marketable season but there's much that could still be done.

Mayor Lane: Okay. Thank you. Councilman Phillips?

[Time: 00:59:55]

Councilman Phillips: Thank you, Mayor and thank you for the job you do. I realize it's a thankless job and we appreciate the hard work and the dedication you put into it. I have a multitude of comments here, but I got these written comments and I really wanted to bring these up because I think they are very good points. One of them is about Greasewood -- Greasewood, the Sage Brush Theater. Hundreds of families would create an environment for tourists Arizona and Scottsdale. It's not a tourist destination year round. Let's not forget about the youth and the families who call this area home. Not just four months out of the year but all year round. Our families spend money in old up to all year round. They recently entered into a ten-year lease with the group, with \$90,000 in upgrades and renovations only to hear from developers that sage brush theater will likely be torn down for another redevelopment plan focusing on retail restaurants, et cetera. I urge you all to reconsider that idea. We have growing support and sponsors and impact thousands of families who live here. Not just visitors. So shouldn't our plan take into consideration residents as well?

And then another card here is we have owned Scottsdale home for 20 years. What we love about our neighborhood is the proximity to the arts district. We recently moved back to Scottsdale and our first visit to downtown was Malees on Main Street. We were surprised to see all the closures of the galleries. The city needs to support the local brick and mortar stores before it's too late. And not just the brick and mortar galleries but all the downtown businesses. We can't just keep thinking about how many events can we bring to downtown without thinking about what effect it does to the businesses that are there and how to include them.

I know you mentioned them about businesses having their own event and I think that's a great idea. That's what we need to have more of. So Scottsdale seems to have lost its heart when it comes to being a vibrant, social arts market. We don't want to live in a city that believes that white tents are art galleries. We need to revive the art thing.

To me, as far as the AZ central, I don't really see the purpose of it. It seems like, you know, it's a special concession to developers in the millennial draw. Frankly, I'm tired of hearing the word millennial. Up to this point that's all we have been hearing about is millennials, millennials, millennials. There's a market here of people with disposable income. Scottsdale is an affluent disposable income.

You pointed out here visiting friends and relatives, 47%. I can see that right? Visiting friends and relatives. They are coming here anyway. That doesn't necessarily mean that they are coming here. We got to provide events for them to keep them occupied while they are here. They are going to come here anyway. I don't see how that is included in that.

Valerie LeBlanc: Councilman, one of the misconceptions about V.F.R. is that they don't spend money and, in fact, they spend as much money as visitors except on stay. And so their daily spend is

sometimes higher than the visitors that are coming and staying in hotels. So they are important to downtown retail and other things.

Councilman Phillips: I understand they are important but I don't think it's up to us and especially the city to provide them entertainment. You know, if a team wants to come in, we will make sure that we have that allowable for them to do that. But to search for things for them to do, I think is getting a little out of character.

And that's my other point is, you know, we don't need to have social engineering. We don't need to narrow Scottsdale road so we can have -- put tables out in the streets for people on bicycles for people to ride around in. We need a voice from the local business and the residents. I just don't hear enough about that. I hear about all of these plans and the AZ central. I'm not hearing what the local businesses have to say and I'm especially not hearing what any residents have to say on this. So let's proceed with caution on this. Let's not overdo it.

You know, we talked about Houston. That's great with their waterways and such. We don't have that. They can do what they can do. You know, New Orleans can do what they can do. I think Scottsdale is special in itself. Let's do what we do. Let's not look at what other people do and try to imitate or mimic other maces or try to invent events for Scottsdale to make us better. I think we are pretty much doing good on our own. I think events come to us anyway, because we are Scottsdale and we are special.

And, you know, as far as the gathering place, I think Scottsdale mall is the place. I have think we need to utilize that more than trying to find another place to gather people. Whether it's the canal or Loloma, both of them are near residents and I think you are going to have a big push back from the residents on either of those. I heard one thing on the canal, about maybe having 3,000 people there. I think that's insane! You can't do that, that close to a residential neighborhood. You know, Scottsdale mall is pretty much away from the residents and I think that really needs to be utilized and exploited. I guess that's my comments for now. Thank you.

Mayor Lane: Thank you, councilman.

[Time: 01:06:06]

Tourism Advisory Task Force Chair John Holdsworth: May I just respond to one of the questions from Loloma residents talking about the Sage Brush? Council asked us about the potential for that site. It's in the bigger vision, if I may be so bold to ask you if you would indulge us in at least giving you opportunity to see how we believe Scottsdale could be broadened and perhaps take away some of that necessity of being in one place at one time. So if I may, I would like Diane Jacobs to share with you the thoughts of holly street architects in conjunction with both the consultants and the task force to be as good as we could be, if you will. So if you indulge us for a while, I would appreciate it.

[Time: 01:06:54]

Mayor Lane: We did have a remaining question from the Vice Mayor, presumably, but I'm not sure to whom. I'm sorry and Councilwoman Korte.

Vice Mayor Smith: And I just wanted to pose some questions or comments on this slide unless we will see this same slide later. It's both a question and a comment. I mean, I took the time to look through this Longwoods study from which this slide derived, page 21 of that study and I don't know who I'm asking the question to. Maybe it's to you, Steve or to somebody. But the slide we are looking at from page 21 of that study, is the overnight person trips to Scottsdale. A number that in this study was totaled -- totaling 4.3 million people. Unless I missed it, I found nothing that developed the logics of 4.3 million people. What I did mind is their methodology for coming up with the distribution of numbers there was they said they send out an email to people and 736 people responded to the email and from that, they developed this distribution of main purpose of trip. And I caution the commission or caution us as a council to be careful what conclusions we draw from statistics that I don't frankly see the basis for them. We used to do this internally of how many visitors we had. You just looked at the number of hotel rooms and how long people were staying here and how many people were in the rooms, blah, blah, blah and you came up with about 700,000 people. And then you grossed it up, as I recall to almost double that by saying, some people stay with relatives and whatever.

How this Longwood report comes from yours which had an understandable methodology which had 1.5 million people and now 4.3 million people. We presume that some 700 some people answered an email, we know how they are going to spend their money. I think this is statistically dangerous. So you can --

Valeri LeBlanc: Councilman?

Vice Mayor Smith: You can comment on any of part of that this you want.

Valeri LeBlanc: This is a study that has been validated in Hawaii and New Jersey by a panel of economists who have looked at the study, and I would be glad to get that research to you so that you can understand better all the ropes that they put it through. It's a study of 200,000 people a quarter of the U.S. travel market and from that, they derive how many of those people actually came to Scottsdale. And they can use that projectable sample to say from that what their distribution is because it's a projectable sample. It's not that we asked 700,000. It's 700,000 related to people who were in that projectable sample.

Vice Mayor Smith: I guess what I can say is if there is, in fact, a methodology behind the difference of the number, it would have been helpful to have that number in the study. It's given as a statement of fact.

Valeri LeBlanc: It's a well-received national standard. They are the gold standard.

Vice Mayor Smith: There can't be a well-received national standard of how many people visit Scottsdale.

Valeri LeBlanc: No, of the study, of the method for the study. In other words their number -- it's a syndicated study. There are a number of destinations that use it. And as a result, it's been tested in a lot of places by the -- all the people that are involved in testing research and understanding whether or not it works. So those pieces of research on the research are available and I can get them to you so that you understand what they have asked, how it happened and all the rest. They don't send an email. They are part of a panel.

Vice Mayor Smith: It says here --

Valeri LeBlanc: It's an online panel.

Vice Mayor Smith: It says here the following sample was achieved by sending an email invitation to people to participate in the survey and then they send a reminder several days later to nonresponders and this was the result.

Valeri LeBlanc: But it's not a vague panel. It's a projectable sample of travelers who have agreed to respond. It's not like I found Joe and I sent him an email.

Vice Mayor Smith: And from 736 people they have deduced that 3.4 million people --

Valeri LeBlanc: They only needed 400 to deduce that from a projectable sample from a reliable source. But obviously you know a lot about research and I will get the material.

Vice Mayor Smith: I know we have x number of hotel rooms in this metro area, and you can fill them all up to the brim and it won't be 4.3 million people but --

Acting Tourism and Events Director Steve Geiogamah: Councilman Smith, we will be happy to get the methodology. Talking about some of the older data, we shared that back and forth with our visitor reports and data with. That was a compilation of different reports and data sources and in some cases, we felt some of the data was a little bit older than we would have hoped for. This is a process we are hoping to enhance our report functions and as Valeri said, we will be happy to show the methodology and how the numbers are brought about.

Vice Mayor Smith: I think it would be helpful when you put out a report that has a conclusion if you also share the methodology. My only other comment on this was the -- I think Valeri you made the comment, the low hanging fruit is the top two green bars, touring and special event. And I guess to my way of thinking, the low hanging fruit that jumps off the page at me is half the people who come to town come here to relatives and friends. To me, that's the low hanging fruit we should be trying to recruit, advertise, bring downtown, do whatever.

Valeri LeBlanc: Well, certainly for downtown, you are right. But if you look at the green thing on the side, it says marketable trips. The VFR are generally not thought of -- your grandmother lives here or she doesn't. You can't recruit them to come. They come and they certainly are participants

in all the good things that Scottsdale has to offer. But the marketable trips are the ones that are identified in green.

Vice Mayor Smith: So then my question and this is really what I asked before, I think, what is the audience we are trying to serve? Are we trying to recruit more people to come here? Or are we trying to take these 4.3 million overnight visitors plus I think another 4 million estimated daytime visitors and churn that pool of people? And turn them into spenders and shoppers and golfers and outdoors people?

Valeri LeBlanc: Well, the -- as the mayor mentioned, seasonality was an issue, but it's not as big an issue as we thought. But the spend in the hotels still has a big range, right? You spend a lot more if you come here in January or February or March, and your sales tax collection is a lot higher on the hotels than -- and all the rest. So we have an opportunity if we build more demand to see more results from that. And more outflow for retail or Museum of the West or anybody else, if we have got that. And in terms of marketable. You are thinking of the repeat visit I come and play golf in the winter or something like that. This survey says that although the fly market is more important than the drive market, the drive market is 47% of your business. And so that drive market can -- you can go to the well faster and more often to get them here. And it comments new opportunities that we -- we don't know how long that has been going on. That may be a post-recession effect. You know, if we have been doing this study for five years, we know but we don't know now. But an interesting proposition that I think the SVB will be looking at.

Vice Mayor Smith: On this page are and on the screen are 4.3 million visitors who have come to the city allegedly and to that, we would add what the report said were the day visitors coming to the city. 8.3 million people. The question was: What is our objective? Is our objective to increase that number from 8.3, to 8.4? Or is our objective to serve that 8.3 million people and find ways for them to energy the market and spend their money and grow the economy.

Valeri LeBlanc: Both.

Vice Mayor Smith: All I'm hearing is the former. How do I get from the 8.3 to 8.4.

Valeri LeBlanc: In terms of the touring and the special events. The touring market, if you think of where you are located in the west, there are a lot people who take touring trips. We didn't really know -- we suspected in our work that we were going to have a really strong touring market and it wasn't something that we were really served that if we got them in Scottsdale it was because of the reputation of Scottsdale not because we were providing something special for touring but that touring market is enormous. And it's people who fly in, they rent a car and drive there's Fungibility and they come back and it has a tremendous upside potential, especially because more than half of Arizona visitors never come to Scottsdale on touring trips. So it's like they are here. And we just need to invite them.

That's the surprise of Arizona Central is to have something there that interprets the rest of the state. I apologize for the name. I put it there, just trying to communicate a concept. I'm sure we will

rename it. That's the purpose of creating that and if you combine it with some special events it will be a win/win. And that will have an impact on the really marketable trips.

[Time: 01:19:10]

Mayor Lane: Thank you, Vice Mayor. Thank you. Councilwoman Korte.

Councilmember Korte: Thank you, Mayor. I would like to go back to your main topics from everyday downtown experience, sociability, unique qualities. First of all, I would like to share a story. So when we talked about -- when you talked about strong detail, and strong detail would be mixed variety, encourages browsing, market street life, fun to be there, right? You used Scottsdale Quarter as an example. It doesn't matter if it's in the middle of summer or middle of the winter, there are people going through that and kids playing in the water feature and it is active and it is lively. It is fun. And a friend of mine had been staying in a hotel up in Sedona. This was about a year ago, and they asked -- they were just playing outside tourists outside the states they said, well where is downtown Scottsdale? Where should I go in downtown Scottsdale? They said Downtown Scottsdale is Scottsdale quarter. We still have an identity -- an identity crisis for downtown.

It's the connectivity thread that I think is critical and it's the connectivity thread to support the strong food and beverage and downtown explorations, the biking experiences, the geocaching, the murals, if there's anything that I believe is important for this community to succeed, is better the connectivity in our downtown and that's from our Fifth Avenue and the canal banks to our old town main street and that whole area. The pedestrian experience is atrocious through downtown. When you try to go from one to another, it is dangerous. It needs improvement. So it's not only a pedestrian experience, but it's creating those shade -- the shaded walks, the pocket parks and all of that, that creates a tense of place and that, I believe would just do great things to better our retail experience to increase that -- that visitor from traveling from the bridge to the -- to main street if the walkability -- if there was a walkability factor, if it was an easy way to get this. The sidewalks were square and straight and wide and safe.

Valeri LeBlanc: The Scottsdale Quarter and those kind of things have much higher sales in terms of retail, than downtown.

[Time: 01:22:47]

Mayor Lane: Thank you, Councilwoman. I think we have run the gamut here but one final thing and Valeri, you might stay for this. One of the things we can't lose sight of, when we talk about whether we go after the low hanging fruit or any of the other factors that are seemingly out there. You see business conventions and business trips and that. You know, our resort market, our hotel and resort market, 60% of their business is in that category right there. And, you know, other than what I have already said before about the off-season and some of the things we do, as a city, our real mission is to provide an environment that's conducive for tourism and attraction, activate areas and provide facilities even venues on occasion for those events. We have very limited ability to actually advertise and we have a great organization that does that for us and they have done it for us in a very,

very good way.

So speaking of connectivity, the connectivity between what we do here, what the task force does and the CVB is essential, and I'm very interested as to what interaction might have taken place with regard to some of the thoughts about some of the -- well, frankly, all of what we have talked about here at some point in time. That has to come together.

Tourism Advisory Task Force Chair John Holdsworth: Thank you. We have been working really hard to cooperate and collaborate with the SCVB, the TDC and other entities within tourism. I think one of the things that I realized when I first took on this task on your behalf was while everybody was working really hard at doing the things that they thought they needed to do, this really wasn't a lot of interdiscussion amongst the parties and I do believe we are now doing that much more significantly. We've got a couple of initiatives where we intend to talk more frequently and about the same items that we are addressing on behalf of city council in the five-year plan, and align them much along the requests that we have received from new, with some of the activities that are going on at the CVB, some of the items that the TDC is being asked to review, and make sure that we are more closely aligned and understand each other's priorities that you have set for us.

Mayor Lane: Thank you, John. I appreciate that and I think that's an important factor, absolutely, and I would just say that, you know when it gets right down to brass tacks, even the branding exercise that the CVB is doing on behalf of Scottsdale tourism and how we appear is really -- it has to be coordinated with what we are going to produce and what direction we are thinking to go or not go. And so I know some of those things are on deck right now, for some decision. So thanks very much for that earlier presentation. And if you would like to introduce -- Diane, welcome.

[Time: 01:25:55]

Diane Jacobs: Thank you Mayor, city of Scottsdale, it's a privilege to be here. I have been starting some of our presentations by mentioning -- maybe some of you have heard this, but my family moved to Scottsdale in 1980, and I was in the last graduating class of Scottsdale High School. I spent a lot of time at the Civic Center in downtown Scottsdale.

Mayor Lane: Do you have a brick?

Diane Jacobs: I do have a brick!

Mayor Lane: Very good. They are calling them in to reassemble the school.

Diane Jacobs: I will draw it for you. My father when I was an intern in Boston called up and said, would you like a brick? Of course! I have it. Thanks for asking.

I don't know much about tourism. I know quite a bit about cities and I know a lot about the infrastructure in cities. I'm an architect mostly because I believe that spaces have a great deal of impact on human beings. I don't design custom residential homes, although I like to go in one, once in a while. My practice which is Holly Street Studio that I founded in 2005 specializes in public

spaces. The first thing we did when we were engaged for this project was as usual, asked to redefine the problem. Just like if somebody came to a residential architect and said I wanted four bedrooms and three baths and a red tile roof, a good architect would tell me who you are and how you like to live. So I don't know that the tourism task force expected this. In fact, I know that they did not. But we said, much like Councilman Smith, what is your objective? And initially, they said can you take a look at this site up at the canal and tell us if, you know, the things we would like to do there can happen? Of course, they can happen. We can build anything just about anywhere, and we can do that in a way that honors the resident whys and follows the rules.

There are many ways to do things in a win/win situation. However, we are not comfortable sort of operating under the umbrella of a pure sort of tourist event and attraction. The words that were handed over to us were events, infrastructure for photography during special occasions, the venue, the word theme, all of these things reminded me of another place I light to go to with my family -- I like to go to with my family which is Disneyland. My city is not Disney land.

And so we studied some of the statistics having to do with tourism and really what was the objective, was to invite more people to enjoy our beautiful city. But at the same time, once we settled on whether these things could happen, we wanted to make sure that whatever we did up at that site really tied to the greater valley, not just the city of Scottsdale. We wanted to tie to the strategic plan that the tourism task force had put together. But more importantly, the downtown character area plan, which Scottsdale has put a lot of time and energy in considering and also, of course, very importantly, the economic development plan, because long after ESPN goes home, we're going to be walking our dogs in this city.

So how can we look at this in a win/win situation? We decided to study the details of this vision, and to consider the city of Scottsdale and anything that goes into it, to be an investment, a permanent investment in the long-term infrastructure of downtown Scottsdale. Cities everywhere are evolving. There's a lot of really beautiful things about Scottsdale that you mentioned today that are absolutely perfect. We are frequent visitors to the Cartel Coffee shop on Fifth Avenue which pretty much makes the best coffee in the state. There are a lot of galleries that we take visitors and my niece goes to the Scottsdale artist school her whole entire childhood, and it's a beautiful place.

There are a few things missing. And those things are missing, and they are not for tourists they are for residents. All of the multifamily housing that's cropping up around Scottsdale, these folks need open spaces and need connections to one another, even more than visitors do. And I would submit you to that a tourist or anybody visiting Scottsdale would visit because it's a beautiful place to live, not just a beautiful place to visit.

So this was the narrative that informed the work that we did with the city of Scottsdale. I will say as an aside, that my company is also looking at the infrastructure and doing public outreach on the first public meeting is tomorrow morning at 8 a.m. to discuss the civic center, which is also an amazing valuable asset. So because we are looking at downtown Scottsdale in a holistic way, Arizona central was just one piece in the bigger puzzle.

None of this is new. You can look at some of the best cities in the country and the world that are not as big and old as some of the ones -- some of the ones that John shared earlier, but ordinary, beautiful places like Santa Monica and San Diego, Austin, Texas, Pasadena, cities that are a lot like Scottsdale. Jane Jacobs wrote about the death and the life of American cities. She's a wonderful author. I wish I was related to her, but I don't think I am. She talks about the idea of ordinary everyday life on the stoop in the city.

So how will we measure success? That was the question that you asked. And also, the idea of the bicycle. The bicycle is a beautiful idea. The Bicycle Haus which won an architecture award is a wonderful example of what is coming down there. I would say we would measure success in Scottsdale when it's no longer difficult to walk, to tie to your question.

So this is an exciting moment for Scottsdale. I would say for three distinct reasons. People are coming back. Not just to visit again, but to live. I remember when Los Arcos was the place to be. That's now becoming, once again, slowly, a place for people to raise their families. Word of mouth in our culture is in real time. If anybody has seen the movie "Chef" this tiny little food truck had the ability to call hundreds of people to eat there empanada's within an hour's worth of time. Our success in bricks and mortar is directly tied to things that are dynamic and things that are moving on a regular basis. It's a yes and yes proposition.

I would also submit that because of difficult economic times, I think this generation, I won't say the "m" word, but my generation as well, has a bit of humility and is searching for an authentic experience when we visit places. The restaurants with themes are sort of a thing of the past. We want to look at buildings in their raw structure form and eat really, really good food in and amongst the folks that live there. So I would say in this presentation that great cities really provide a backdrop for multiple purposes. We are diverse people and activities coexist in harmony, creating kind of a contagious energy. An energy that is on par with those great cities that John mentioned, like London and Paris, but also Pasadena and also Scottsdale on a really fun day.

So with, that I would like to just present to you a few images to help illustrate some of these ideas. So here's an image of a part of Scottsdale that's definitely thriving and has demonstrated a great deal of kind of kinetic energy and density and excitement. And what was once kind of back of house, infrastructure element, the canal. This area here demonstrates that both the partnership with private entities and public enters help to make this happen, and I believe in some ways it's only the beginning when you think about how the canal connects all of Arizona really. Billion, you all know probably better than I do that Scottsdale has a diverse history and we believe anything that happens in downtown Scottsdale should be directly tied to where we came from. There are folks who appreciate the open outdoor spaces and folks that appreciate engaging with one another in everyday activities not just special occasions.

The city has invested quite a lot of thought and resources into reimagining itself physically. So as part of what we are studying for Arizona central, we looked at some of the aspirations and connectivity just like this evening continues to arise over and over and over and over again. People love this city and don't always want to get in their car to move around it. So I realize that Scottsdale is like Scottsdale

is no other place. But we have to turn around and look around at other cities.

What are some distinct lessons we might learn from other places? Boston, Massachusetts, has some lessons to teach us. The public garden and the Boston common are small open spaces needed connecting to other large open spaces. And Frederick Law Olmsted creates the emerald necklace and even in the most harshest of climates, all of the open spaces in Boston are connected, making it one of the most walkable cities and actually now growing even more one of the fastest growing cities in the nation. San Antonio, the River Walk. What we learned from the River Walk was that it took an asset that exists for them and they made something special out of it. Also you can see there's a variety of energy from long established businesses to things that pop up on occasion sort of fueling each other. Millennium Park. Now these were the old rail yards and the point here is that cities all over the nation are taking old sort of decrepit leftover brown fields and creating open space. Millennium Park is a place for events but most of the time, it's a place for people of the city and it's directly engaged with the edges of the city.

So in the city, these public spaces serve everyday residents as well as I keep mentioning, there are play space. These open spaces are dining rooms. They are pantry and as we look at Arizona center, we imagine that place serving as someone's living room, a place to have lunch with a friend on a Tuesday morning, as well as a place to hold special events with the city's guidelines making sure that all concerns are addressed. These are examples of sometimes everyday spaces but more thematic spaces, Fisherman's Wharf and Quincy Gardens and Tanglewood in Berkshires, Massachusetts, there's a place for some use some of the time but we imagined Arizona central would be more of less of this and more of the reverse that you saw earlier but this only on special occasions.

So what are the existing assets which we have many of in the city of Scottsdale? Well, first of all, if you look at the red dots in the center of the image, you can see that in some ways we are at the epicenter of some of the most interesting and important open spaces within the valley of the sun. We have great sort of starting point, or more than a starting point, great assets with the Scottsdale service center as an example of open spaces that addresses one very mar thing. With, multiple things but it has the particular identity separate from other open spaces. The variety of mixed use in downtown Scottsdale is quite fortunate in some ways, very enviable by other cities. A lot of cities that are trying to reinvent themselves with will have one or two colors on the map. It represents multifamily, single family, healthcare, small business, civic spaces which is very important, sports arenas and religious institutions. We are lucky in that we have this great start or a great infrastructure.

One of the things we talked about are what are the particular open spaces in Scottsdale besides, the Civic Center that we can now look at? So the dot at the very top is Fashion Square Mall, down at the lower left is the Scottsdale Museum of the West. To the east of that, at the end of the arrow is Scottsdale Civic Center and down a little bit lower on the southeast corner is the baseball stadium. You can see that there's already the city axis. We don't need a city planner to come in and show us, but there's also very, very capable linkages.

So how do we take something good and make it better? Well, we were asked to look at this event

space up at the canal. And then we were asked to look at the Loloma space down below. You can see that they are both -- that they are both -- how do I go back? There we go. They are both directly to an infrastructure that exists already, whether it's access by car, by bike, by foot, or by some kind of trolley system. They are both on -- within that zone.

So let's look at the canal space for a moment. The energy that the city brings to come up to this relatively small piece of land is quite astounding when you think about all of these major corridors, mostly on foot, I will say, because of the scale of spaces, is formidable. This has a view to some of the most important sights in the valley and a direct connection to the energy that already exists on the canal. If you look at this sort of curved path that's on the right side of the screen, it also has direct access to the entertainment district open the north side to the energy of the retail zone, with fashion square, and on the west side people coming in from other parts of the city and then on the south that direct access to Marshall way.

The Marshall Way bridge and the Soleri bridge are already enlightening that area and energizing that space and anything that happens in that zone will for sure create a great deal of density. So leaving that space open and creating that view corridor from north to south, for the everyday period but also special events would create an epicenter for activities and events in northern parts of Scottsdale.

If you look at the Loloma site, it has the very direct axes. The proximity to the Scottsdale Museum of the West, the Scottsdale art school and the couplet on the southern part of the site, that's almost like -- like the view that you get on Apache when you come up to Gammage. It's sort of our Gammage view. So in some ways, that's kind of a gateway to the city of Scottsdale.

But one thing that's important to notice here is that there is already an energy in this space which is a little bit different from the energy in the canal and this is from a purely sort of analytical point of view. The other significant thing is that there's not a lot of retail around. There's something a little bit up further to the north and the west, but generally speaking, people's homes are near this site. And so we looked at this space, not as a take it off the table proposition, in terms of the energy that Arizona Central by definition would want to bring, but how might we look at it as an asset to the city, as well as Arizona Central. I told you we don't always follow the rules so we will see.

One thing we came up with originally by studying several different other cities was this idea of Scottsdale's living room for Arizona Central up above, but perhaps one idea would be that there would be two spaces envisioned as wonderful connected, quite, living rooms in the center of Scottsdale, where people come together to enjoy fresh air views and each other, and family gatherings and farmer's markets. One designated for major events and the other given back to the city of Scottsdale, and residents, offering respite for those who seek to live and play in the heart of the city. And so remember, we are focused on those who seek to live and play in the heart of the city.

So what we did during the tourism task force meeting was what we called a curveball and we said, what if you look at both of these things as distinct assets. Since one site cannot be everything to all people. And if the city over time made long-term investments through these open spaces that are connected to you through multiple modes of transportation, then perhaps this could achieve the goals

of economic development plan, the tourism strategic plan, and the downtown character area plan. I might be getting that backwards, all at the same time.

So this is a diagram. It was a quick sketch. It might read a little light on your screens but essentially, this was the diagram we came home with one evening and sat down to draw. It sort of describes the epicenter of downtown Scottsdale and how these open spaces can now contribute to these as mentioned and you can form your own emerald necklace like in the other cities. So the canal site could be more like an urban plaza, still highly regulated to honor and respect those who live around you, or live around it. And the lower portion can be sort of a quiet but public space directed towards children and families and the educational tunes already wide spread and available down in the southern site. So there could be activities related to the Scottsdale Museum of the West. There could be farmer's markets. There could be small children's theater events, and they could coincide with whatever is happening at the Scottsdale civic center and more broadly, that will then lead to Indian bend wash. So you can see how these investments in these distinct sort of amenities at different locations actually form a good big picture strategy. Rather than a question mark, we took the question mark off and this is what we are proposing.

So the -- I guess in closing, we were asked to look at one site. We can fit an auditorium wherever it needs to be fitted. It just depends on how many seats you can accommodate, and what the rules are. But what we submit to you with all of the research and thought going in to the downtown area, from so many different points of view, is that it's possible to achieve all of these goals, kind of on the back of one holistic solution. And as architects and city planners, we recommend that you look at things in unison than individual silos. That's our recommendation and I'm happy to answer any questions.

[Time: 01:47:26]

Mayor Lane: Thank you very much. It was very informative and certainly well presented. So thank you. Yes, Councilwoman Milhaven.

Councilwoman Milhaven: Okay. So what's next? No, I mean the -- absolutely -- it's like there's more detail that needs to go into here.

Diane Jacobs: Yes, in some ways, the detail, at least from our point of view, even though it's, you know, effort and technical effort, is less significant than sort of the well to make this happen. If you look at the history of the Scottsdale, we have this background of very unrealistic projects coming to fruition. So the history of Indian bend wash for some who may not know this was that it was going to be an Army Corps of Engineers very ugly concrete canal, a lot like what they have in L.A. and if you come to the Civic Center meeting tomorrow, I will show you a picture of how ugly that is. But the citizens of Scottsdale said no, we are not going there and we are going to make this wash. And not only did they make it in their little zone, but actually they decided to reach that wash all the way to the south, and all the way to the north and then Scottsdale citizens said, and we want to buy up land in the preserve so that we can also link to something that's even bigger than this patch of green. And then there's the canal system and if you look at the Players Club and WestWorld, there's multiple, multiple

examples.

So I would say that it's really up to the citizens of Scottsdale and this governing body to designate these sites. I realize that there's money that can be earned by selling the site at Loloma and I don't take that lightly for a second but I do believe that in the long term, by activating that open space, the property values around that area and the kind of everyday sort of infrastructure that will come from that open space will potentially exceed that earning multiple times by the way the city is developed around that. So can you designate that site as public land? I guess that's my question back to you.

Councilwoman Milhaven: So for me, I got to spend some time in the cities she showed us. When I came home, it was pretty clear that we are much better off to use this as open space and public amenities and public uses than we are in selling it or developing it for commercial uses that don't support the tourism community. So I am for -- I for one believe all the city owned assets should go toward this effort. We had bed tax dollars to spend in support of that at the tourism community believes this is the highest and the best use of that money, I'm supportive of that.

Valeri started out with what do you guys think? And I turn it back and say, you the folks in the room who are on the tourism master plan task force who are part of the TDC, you tell us what you think the highest and best use is and if you think this is it, I'm 1,000% behind you. And want to know how can I help you move this forward.

Mayor Lane: Do you want to respond?

Tourism Advisory Task Force Chair John Holdsworth: Obviously, there's a lot beyond just bed tax in this discussion. We do need to look at some of the other things that we started to address in the plan that we talked about, potentially from the foundation to help fund some of this activity. We have talked about the business improvement district in parts of downtown and all ever those things need to be taken into account. If we do decide on the canal site, I do know Mr. Worth from public works has some guidance on two particular issues pertaining to that. So there's lots and lots of work along the way. There's an economic planning exercise and RFP that needs to go out for the downtown area. Transportation needs to be more involved although we have several biking initiatives underway already. The pedestrianization issue and the transportation generally needs to be addressed in concept with this as we move forward. So it's a very, very complex request that we are making of you, but you -- we need you to buy into the vision that we have, that this is something worth aspiring to. And take the next steps to get there.

Councilwoman Milhaven: And if I could follow up on, that it sounds like you have a lot of work to do. But I would also suggest, let's not start with how much it costs. Let's -- just as you suggested, Diane, let's think big and let's imagine what could be really amazing and really special and really wonderful and not be limited by how much bed tax money we have, but rather imagine what's amazing and if the price tag is more than what we have resources for, perhaps we go back to the citizens and say, you know, gee, you have the history of doing amazing things to make this community amazing.

But before we even go there, please put more detail around what this is going to look like and what

this is going to do and answer a lot of those questions. I don't know today if you say, do you want to put Arizona Central here or here? I would say go back to work. Come back and make a recommendation. Don't ask us. Have the experts tell us.

Tourism Advisory Task Force Chair John Holdsworth: We do actually have a study that Holly Street has started for us, as to why things should be where they are. So when we have more time, if you would indulge us again, we would be happy to share that with you.

Councilwoman Milhaven: Not tonight, though. Are you prepared to do that tonight?

Tourism Advisory Task Force Chair John Holdsworth: No, not really.

Councilwoman Milhaven: Good. You bring it back. We are looking for you to tell us what you think is best.

Tourism Advisory Task Force Chair John Holdsworth: We certainly have some thought processes and we have been through some research items, and we have given it a lot of thought. But before we extended any more time on the plan, we wanted to get your buy-in to the greater vision and if you at least would indulge us that far to say you are completely nuts which we know we are or this is something for the community to aspire to and then we will go through the next part.

Councilwoman Milhaven: This is something for the community to aspire to.

Tourism Advisory Task Force Chair John Holdsworth: Thank you.

[Time: 01:53:57]

Mayor Lane: Thank you, Councilwoman. Yes, Mr. Worth.

Public Works Director Dan Worth: Mayor, if I could. I felt like it was a good opportunity for the engineer to come in and talk about the street objective things instead of aspirations. But if the -- one of the questions that I was looking for direction on, the slide that's showing on the screen now, is some indication as to whether or not council wishes to proceed with a possible location for the Arizona central facility at the Fifth Avenue site. It could be just that location, or it could be at two different locations as Diane presented but if we believe that we wish to at least continue to consider and do as we were just mentioning a moment ago.

If you gave me that indication, what we would do is pursue two different tracks parallel to each other. One is working with Holly Street to more fully develop the concept and be able to come back in an appropriate time and tell you what this facility is going to look like and what functionality is going to be and give you an opportunity to make sure that it meets your expectations as far as meeting the community's needs. And more importantly, to start the developing idea of what the cost is going to be. At the same time, we would pursue the other track, obtaining the land. We don't own all of the land that's required to use that Fifth Avenue site and we have been talking with a property owner that

has control of a portion of it. And there are some different objectives or different alternatives that we can pursue to try to obtain that land but before we spend any more time and money, to pursue, that I wanted to get an indication as to whether or not we are on the right track.

Mayor Lane: Thank you, Mr. Worth and I think you are right along some of the thinking I wanted to present as well. And even though I very much appreciate Councilwoman Milhaven's enthusiasm, there is a consideration for some -- a direction on this where regard to what we do with the land on the overall. And frankly, what the amenities we would like to see around it, whether they are the public and private amenities around an open space. I don't know what is being formulated but I think as part of that, certainly this could, in part, be self-funded, whether it's a rose garden, Mr. Worth, I'm presuming that's one of the things you were talking about as far as downtown is concerned because with the collapse of the previous development agreement, that's back in our hands.

Public Works Director Dan Worth: Exactly, Mayor. The previous development agreement had a particular use for the rose garden which would in some ways be compatible for the tourism it envisioned a 125 unit hotel and if -- while the Rose Garden agreement no longer exists. So it would be a decision of the council as to what to do with that parcel to determine that we want to continue to pursue putting the hotel, there some other use or selling it for revenue to fund another portion of the project. There's a range of options that are available.

Mayor Lane: You know, I like the overall idea and I think certainly it's something that's been around for quite some time. A lot of presentations have been made and I know some here on the council otherwise had fully embraced it without maybe a total workout of exactly what's being planned. I think that something dynamic and dramatic for downtown is going to be an important component. I have think what we are contemplating, even with special events. I'm not trying to bring that subject back up, but I do think that we need to make sure that we have a solid policy and it's not the only reason and not the only use of these open spaces but it's certainly a way to keep activity in it.

The other is the bordering of those -- if I was to look at the parcels -- the parcels incidentally, another failed agreement, which is where the city now owns that property, that's a perfect opportunity to -- to establish something that creates value in the area and thus could certainly fund it and at the same time activate it with willing partners in the private sector on it. I just only say that it's something that we need to look at on the basis of the broader scope of what is being contemplated.

Just an open plaza, isn't going to necessarily activate that sort of southwestern corner of the downtown envelope, as Goldwater comes around. It's nicely developing as it is right now, but nevertheless, this would be an opportunity to really -- to bring that into fruition, in some of the ways, Diane, that you have shown. But frankly, at a point in time, returned some of that property back to the tax rolls too, which is an ongoing expense when we don't do that type of thing. I don't know how that denigrates the open space aspect of it, but I think it's something that has to include a couple of elements in it and it would certainly be great from an activation standpoint, as well as just the -- God help me that I say it, sort of practical approach of how we might fund this and make sure that it actually is -- makes sense for the city on the overall. So I like the idea and I think both spots are very good. We know on one case, the canal bank is not owned by the city right now. It's an opportunity

possibly for a trade or otherwise, but then it's also dependent upon who benefits from that kind of plaza, the adjacent properties.

And John to your point, whether or not that's a -- just like underground power lines who benefits from it might be contributing to it. I think it's an important factor to consider too. I'm presuming if it's not ready for prime time to go on this might include some of those thoughts as well.

And I'm sorry, but Councilwoman Littlefield. Yes? Oh, all right. I'm sorry.

[Time: 02:00:12]

Councilwoman Littlefield: Certainly.

Diane Jacobs: Well, this is a very near and dear topic and I can probably go on way too long. The idea of envisioning what those two spaces have the potential of creating for the citizens of Scottsdale is really in some ways the next step. We can talk about these things that we have kind of in loose sketch form, but I think it's really critical to tell the whole story. The city is a bit of a narrative, when you think about, it and there's different parts of the story that happen in different locations. When we were asked to look at Arizona central as a concept, it was really a place of gathering. And the word event has been thrown around a lot. I don't really know how to define event in this context.

Mayor Lane: Part of our problem too.

Diane Jacobs: And urban is another word that's like a really scary word to a lot of people. To me, it's just about human interactions and in some ways Arizona Central was kind of a clean slate and open canvas for crazy stuff to happen, let's say, during Super Bowl week and also things like the Arizona storytellers project, where Megan Finnerty from the Republic needs a place for 300 people to listen to storytelling once a month and these are all Arizona residents. There is a shortage of this kind of space available in Arizona, whether it's the crazy fun events or it's actually just people getting together. And people just want to be around each other. That's half the reason why our teenagers go to Fashion Square. They are not really buying stuff. They just want to be together. You know when we were teenagers this was the Circles Record store, where Nordstrom's is. My sister worked there and we would go and hang out and I always tell the story because my teenagers are buying records in their underwear in the middle of the night, you know, in the kitchen. And -- not to be too graphic. But the point is there's very little opportunity for people to sort of run into one another and that's why these coffee shops and these places have meant something. And you better believe if I'm meeting a friend there or going for an event, the shops that are around there are going to pique my interest and will be on my sort of regular route of praises to bring people.

As far as Arizona central goes, the canal really feels right. I didn't want to lose the opportunity of looking at Loloma and you think of all of those people that live down there and often they are sort of young, maybe married or single folks. What about the families that want to live in downtown, when you want to go to the children's theater or schools want to have events there on a Wednesday afternoon. Where do they go? Well, they go to Chandler. Or Ahwatukee or Peoria, because

there's no such thing in downtown Scottsdale. And now the schools that are cropping up are viable options for young families. Can we give them 5 acres and can we tie it to something that's viable and self-funding like the art museum, like the theater, like all the shops that are coming in and around. I think we can. I really do.

[Time: 02:03:31]

Mayor Lane: Thank you. Councilwoman Littlefield.

Councilwoman Littlefield: Well, I will tell you, it's difficult getting older because ideas go in and out of your head very fast! Before I forget it as far as the rose garden site is concerned, I would make sure that there is' caveat that the rose garden stays there. There's lot of people in Scottsdale for whom that rose garden is very important and it needs to remain, whether it's part of something else is fine, but I think the garden itself needs to stay historical monument for all the people that did all that work.

Mayor Lane: If I might, just the rose garden we are talking about is the one that ask just west of Goldwater. The current rose garden is around the art school, is that what you are referring to?

Councilwoman Littlefield: Right. Yeah. I like the idea -- and I'm just going to start from scratch here. I like the idea of the open air market in the downtown area that are run by the scores. I think that's kind of a neat thing. It's kind of like what you said when you were in Europe and could you run back to the store and get what they needed and bring it back and have kind of a continuum action. I like that.

I don't have any particular problem with any individual event that you had listed and itemized up here. They seemed good. My favorite is the same one that Councilwoman Klapp had, the bike tourism race pedaling whatever. I don't bike. I liked that for a number of reasons. It builds on our strength which is good. It's something that people do come here for already. We have a lot of the infrastructure in place, and it also seems to at least partially work with one of the problems that you had said we had, which I kind of agree with and that is it's a way to spread the events around, if you can have events at the different points of a bike ride, then perhaps that adds to that cache and makes that more popular, has more meaning to the people that participate in it or that are also at the different points. So you can have all different kinds of points in a bike ride that have different activities, different you know, music, act, physical activity, whatever, swimming. That would be good in our summertime. So to me, that makes sense. And it -- it makes a lot of economic sense for Scottsdale.

I had a lot of things here so forgive me if it takes a minute or two to go through all of this. One of the things and you touched on it a little bit. When I read through the packet that we were given, I didn't hear a single word about it, and that is the neighbors and the neighborhoods and I would want to ensure or really focus that anything that we do regarding this is vetted through the neighbors that live around it. We are rather unique in that our downtown area is in very close proximity to many, many established neighborhoods and those people need to be protected, if you will, against a quality of life decrease in their standard of living by what we do because we think it will bring money to Scottsdale.

To my mind, we are the council, the guardians of Scottsdale's special character and the wellbeing and the quality of life of residents and it is our duty and our responsibility to protect those people who put us in these chairs who voted for us. And so to me, that's vital. That's very, very vital.

And one of the things that we touched a little bit about the special events and ordinances and all of this stuff. To me, one of the things that does that is to uphold tough standards in our Scottsdale areas for both special events and for development. By upholding those standards, we are not going against a business or against tourism. We are upholding and keeping those things special, like they have always been here in Scottsdale and maintaining its specialness so we don't degrade the quality.

Another thing I had some questions on here, on what was spoken about. I liked the comments that were made about the Sagebrush. I think we need to make sure that we have enough activities and interests for our young people, that we can't forget them and leave them in the dust so to speak while we are looking for that "m" word or others. We need to make sure that there's stuff for the kids to do and that they enjoy doing it. That will bring the parents, trust me. I know this.

I like the long-term investment. I had a question about where the money is coming from. That's going to be a huge -- a huge problem. I don't know if you have noticed, but it's not quite so forthcoming as it was.

I think that your concept of making it not so difficult to walk to get around is good. I have a real problem with bringing thousands and thousands and thousands of people into the downtown area that didn't come before and while we try to do that, we narrow our streets. We need to keep the transportation roads open. This is how people travel in Scottsdale. They come by their cars. We have to have a place for them to come and we have to have a place for them to park. Those are huge, huge problems with all of this.

Problems. The roads, we need to make sure we leave them open or expand them if we can. Parking and the neighbors. Those are the three major problems that I saw in this whole thing. And, of course the money. That's always a problem.

One of the things when I was reading this through -- I read it twice. I listened to the tourism task force meeting all the way from beginning to end and one of the things that kind of made me stop and shudder a little bit was when we were talking, and they made the words bed tax stabilization fund. It made me grab for my wallet. I didn't know what that meant but I have very deep concerns as to where that is going and I would like a little more detail on that. Voters approved the bed tax in 2010 to fund the development of tourism and all of the venues that we have put in place, and I believe there's a little more of that money available yet. But this was sold to the voters as a way to enhance tourism without having to dip into our general fund which is responsible for our maintenance and ongoing operations of the city. I think there's already been a little leakage from the general fund into the tourism events and I think that that is something we promised the voters that we wouldn't do. So that needs to be taken into consideration also.

Let's see, any other questions that I had? I like the bike shops, the B & Bs, the current

strengths -- deal to the current strengths of Scottsdale and also don't -- don't make us less than we are. Don't make us one of many other cities, any city U.S.A., these other cities are doing it and we have to do it too. That denigrates what we built up over the year. So keep our specialness, our unique character of what and who we are. Don't make us Tempe north, basically.

And that's really what I had to say, except to you, hi something -- I had something personal to tell you. As an Arcadia graduate, my sisters both went to Scottsdale high and if you haven't participated in or would like to participate in some of their annual get-togethers I will give you my brother-in-law's phone number because he has been working on that for many years. Yay. That's it. Thank you.

[Time: 02:12:44]

Mayor Lane: Thank you Councilwoman. Councilwoman Korte, please.

Councilmember Korte: Thank you, Mayor. So I really enjoyed your connection to this big idea -- of this big idea to the McDowell Sonoran Preserve. That audacious goal and -- and bear with me for a minute, that goes back to a group of grass roots boots on the ground citizens that made that happen, and for two years, they showed up in front of city council and Jane Rau was the burr under Scottsdale's saddle for several years and I'm sure it was very painful for the council, but it was a big audacious goal that was driven by home grown tree huggers. When we asked that tax, we said, well, we think that .2% is probably going to raise, oh, maybe around \$500 million, you know, maybe 600, we don't know. We don't really know how much the land is going to cost either and if we can buy all the 16,645 acres within the recommended study. We didn't know any of that.

And so that's why we need to move forward with this at the 30,000-foot level and say, okay, what can we do? And not talk about dollars first, but let's talk about vision. Let's talk about what we want to create. Let's talk about the innovative, creative things that we can bring into this circle of activity, and being that I was one of those grass roots tree huggers back in 1993, I'm still a proponent of open space and we talk about open space, and the mayor has talked about, you know, maybe we need to put some of that back in the taxpayers' -- give some back to the taxpayers but I say that that value of open space will over time far exceed the sale price and that value of open space we talked about it, we talked about pocket parks. That, I believe, is critical to this plan.

Mayor Lane: Thank you, Councilwoman. Did you want to respond?

Diane Jacobs: Yes, I have think what sort of unifies Councilwoman Littlefield's and Councilwoman Korte's notions that this is for citizens and by citizens, they are incredibly dedicated to Scottsdale but we wanted to look at this on a different level, in part because of the importance of these spaces, again long after people go home. So what would be critical here is that there are ground rules created for these open spaces, and that we follow those guidelines, in other words, you know, bringing up something physical that actually reflects not just Scottsdale and Scottsdale's history, but our distinct climate. Things that are authentically part of who we are. I would propose that whatever we lay out there be something that has multiple points of view and that the ground rules are very clear, so that this idea can stick.

[Time: 02:16:35]

Mayor Lane: Thank you. Yes, Vice Mayor?

Vice Mayor Smith: Thank you, Mr. Mayor. One of the advantages of speaking after several people have spoken is you can kind of pick and choose what you agree with.

Mayor Lane: So why don't you just indicate would you agree with. That will cut it shorter.

Vice Mayor Smith: But the -- Scottsdale -- you are going to make me lose my place.

Mayor Lane: I'm sorry about, that Vice Mayor.

Vice Mayor Smith: One of the things that has been said by many people is that it reminds them of the big audacious items in the past, and we had a number of them and they make Scottsdale special. The Indian Bend Wash, people talked about that and other items like the TPC. I want to give a shout out to somebody who is in our audience who was the visionary who made that happen. Mr. Bill Walton, why don't you stand up. I think many of us here would be --

Mayor Lane: I didn't gavel that down since you called for it.

Vice Mayor Smith: I did, indeed, because I think many of us would be in the company of Bill Walton and the big audacious ideas for Scottsdale and what we have now. Somebody made the comment that we got more work to do, to identify that we could do with these -- with these properties, both of them, and I'm in favor of figuring out how to make both of them part of our downtown presence. I don't know what the functionality would be, but that's the next assignment.

I think the -- I certainly agree with Councilwoman Littlefield that the neighbors are an important consideration, and also be mindful, I mean, we -- it's not like we don't have neighbors on the canal, based on decisions that we have made for the dense housing on the north side. We have a lot of neighbors there and you are going to have to consider their needs and wants and lifestyle as well.

Somebody made the comment on connectivity and I see the value of that and the opportunity to create connectivity through the whole downtown if it's done right. And I look forward to your thoughts in that regard. I'm not prepared to make any recommendation on the rose garden, only because we have no predicate for making that decision. We have -- I think that's a talk for another day. I'm certainly not in a position to say that it should be a hotel or anything else at this point.

But I think it's -- these are -- these have the potential of being the next great idea for the city. And I urge you to continue the work and thinking.

[Time: 02:20:01]

Mayor Lane: Thank you, Vice Mayor. Councilwoman Klapp.

Councilwoman Klapp: Yeah, I haven't weighed in on the Arizona Central site or the Loloma site. I would support both of those sites being public spaces as well. One at the canal bank, we do need to have some kind of a plaza that's available for the public and that's, in my mind the best place for it. And obviously, as has been stated, we need to know how it would be laid out and how it would be used but that would be the place that I could see it being a great space and probably as was suggested a bridge that would connect to it and make sense as well to have more connections between the north and the south bank over the canal.

As far as Loloma is concerned, a couple of things that you mentioned resonated with me, the Sagebrush Theater is already there. You mentioned other kind of performances that could be done. I really like that idea. One of the things that is lack in Scottsdale is performance art. We have a performing arts center and that's a wonderful facility, but it's all inside. So if that particular site could be activated in such a way that there would be more performances of some of sort, I think that would be great and it could be a park as was mentioned for families. We haven't utilized any of our public spaces for performance art. We could do it at the mall as well. We put on some things in the middle of Civic Center Mall, there's a stage that is built. I'm thinking of more outdoor actual performances including theater. We don't do any kind of outdoor theater in Scottsdale and I think that's a real shame when we are considered to be a cultural city that we don't do outdoor performances.

You know, you put up a picture of London. This was the way London was, you know, if you think of London in the 1550s they had performance art and the masses loved it. I think the masses still love it.

I think we should consider having more performance art in many of our downtown areas because it's something that I believe is -- is a -- it's not only good for the local people, but I believe that tourists are looking for this kind of performance art as well. Maybe it's been done in other cities but I think Shakespeare in the park is a fabulous thing that could be done well in Scottsdale. They do it in Kansas City. They will -- we ought to be able to do it in Scottsdale and there's no one doing it anywhere in the whole state of Arizona as well as a couple of -- a couple of cities in the -- in the valley participate with Ballet Arizona. Some have ballet in the park and Scottsdale do not. We are a cultural city, and why don't we have ballet. I don't know that ballet is for everybody but the ballet that's done in the park is very, very -- it's designed to bring it to the masses and you would enjoy ballet in a different way.

So you have bands. You have theater. You have musical performances. There are a lot of things that can be done. I'm not talking about loud bands. I'm talking about small performances that could be very exciting for the local residents. We just don't have enough of that in Scottsdale. For us to be an arts and cultural city, we need to take some of the things out of the buildings and take them to the people in parks or in facilities that are being developed in the downtown area and make our city even more culturally alive than it is today.

[Time: 02:23:57]

Mayor Lane: Thank you, Councilwoman. Yes, Councilman Phillips?

Councilman Phillips: So just for my two cents worth and thank you for that presentation. It was really good. And I really like the fact that you talked about the neighborhoods and the residents and, you know, being mindful of them.

I would like to say, you know, this AZ Central thing, you know, maybe we can think of it as, you know, if you got the Loloma and the waterfront, maybe just a portion of both. It doesn't necessarily mean that we have to have all of it, and a portion would definitely be -- cost a lot less in the long run as far as planning funding from the city to do that kind of stuff. And let's not forget the Civic Center Mall. Okay. All right. Thank you.

Mayor Lane: Thank you, Councilman. Thank you very much for that presentation and I hope you have taken away -- oh, I'm sorry. Yes, Councilwoman Milhaven.

[Time: 02:24:57]

Councilwoman Milhaven: I was waiting until the end. We mentioned the Greasepaint Theatre and I wanted to put in my two cents. That's a sense of community pride. And I hear some of my colleagues express the value that they see in it and I would like to say whatever we do on this site, we need to make sure that we protect Greasepaint Theatre and if any of my colleagues think differently, they should probably talk about it now.

Mayor Lane: Well, interestingly enough, it's obviously one of those things that we have talked about for the last several years when we tried to renew the lease and ultimately what had to be found out is what we were going to do in the area, a consistency with the school of art, as well as museum now, and what was going to activate the area, whether it's just an open space or whether it's going to become another point of attraction on the overall. But with that emphasis and, of course, being just south of main street with the gallery district to it, it's sort of -- it sort of builds up the notion of this is arts and cultural area. So, you know, I think it's one of those things that has to be evaluated from the standpoint of how it plays into this overall role. I'm not necessarily -- personally, I'm not necessarily opposed to, it but at the same time, I think it's something that now as we start to draw some boundary around what we are looking to try to do there, we can certainly figure that into it, one way or another.

Yes Councilwoman Littlefield. I was obviously premature in signing off.

[Time: 02:26:31]

Councilwoman Littlefield: One last comment too, as far as the arts and culture area down in the Loloma area, and Civic Center area, I think we need to make sure too that the Scottsdale Artists School is kept -- it's very, very unique institution here in Scottsdale and it's marvelous asset for our city and for a lot of people that go there and that study there and it's -- it's an amazing thing. I think it's something we definitely need to keep and maintain as kind of a standard for that kind of thing.

Mayor Lane: Thank you, Councilwoman. I'm sorry would you like to say something?

Diane Jacobs: You gave me an architectural softball there. So I have to capitalize on that. I think part of -- okay. Part of creating a vibrant city is respecting your past, and the Loloma school is very important. The Phoenix metro area in general have not been the best stewards of historic property. We do a lot of historic preservation and unfortunately, some humble but very important buildings are no longer with us. And downtown Scottsdale has been doing a really good job of nurturing and preserving these elements.

But also architecturally speaking, in terms of contemporary architecture, the Scottsdale Museum of the West, just won an honor award from the American institution of architects and that is an exemplary piece of contemporary architecture, actually done at fairly low budget and right in a very prominent, courageous part of the city. And so to see apartments or developer driven things occur on that site would be a shame because your architectural past and present convenes there and also the educational energy that the galleries bring to not only, you know, one day art buyers but now, you know, young art producers. It really is a legacy spot along with the prominent sort of entrance point on the curve, even if it's open space, that is a -- that is a postcard opportunity waiting to happen right as you enter Scottsdale even without any sort of signage, you know, public art or performances occurring.

But one thing I want to mention is where things are not happening. And I think it's important to consider the ideas of catalysts and the ideas of kind of creative tension. So create corners surrounding this area again, as long as there are decent ground rules and I don't anticipate thousands of people, but just a nice sort of healthy group. People coming here on a regular basis. The street corners will be activated. Now when somebody comes for giants games, their chances are there are three or four people coming who are interested in Shakespeare in the park. So we have to consider when one thing happens and this an opportunity for something, the sum is greater than the parts. So it's limitless.

[Time: 02:29:51]

Mayor Lane: Thank you, Diane. I would have to say there's a little bit of the lament of the loss of that architecture, of the school of the downtown Scottsdale, Scottsdale High. But -- I knew that would call you out again.

Diane Jacobs: Somewhere, there's news footage of 1983 of me in this room, saying "save my school." So since that didn't happen, we are on to other things.

Mayor Lane: Then with, that I want to thank you very much. I hope we did impart some ideas and some thoughts about the direction we were looking to go on all of this. So --

Tourism Advisory Task Force Chair John Holdsworth: First of all, thank you all for hearing us out. Sometimes we are a little bit out of left field but we are doing it in the best interest of maintain and

enhancing the quality of life in Scottsdale and taking into account the needs of residents as well as visitors. We will come back with some specificity of some ideas that we are already putting together. But to your earlier point, I would be very much amiss if I didn't recognize some of the folks in the back of the room from the TDC members of the task force, exec team members from the Scottsdale CVB, all who came tonight to be with us while we shared this.

Mayor Lane: Well, we thank you for that.

Tourism Advisory Task Force Chair John Holdsworth: We couldn't do it without them.

Mayor Lane: Good. Very good. Well, as I was saying we do very much appreciate all the work that's being done in this regard and incidentally to a point you just made, and this wasn't a call out on it, but nevertheless, everyone at this table here right now and on the task force and within our community, we're all looking for the betterment of Scottsdale. Nobody is being targeted. That's not the -- there may be different approaches to how we think it should happen or the concerns that we might have. But there is a real desire to make sure that our residents are protected. There's a first and foremost, with everybody peace mind, and how we go about making sure that we have a vital and positive downtown which is a good representation of Scottsdale. There are sometimes some differences of opinions of how we get there and how we do that. We need to keep that in mind. There's no enemies of city or of each other that's in this room or on our task force. We are trying to move forward in a positive way.

So, again, thanks so very much for all that you are doing and I do hope that you were able to take some things away from here as far as the guidance is concerned. Okay. With that, very good conversation all the way around. Next item, and we are just -- we are just two and a half hours into this. We'll segue into roundabouts here, but we do have our second item is Hayden/Northsight roundabout, incidentally, I'm sorry, if you could -- excuse me. If you could leave, quietly, we would appreciate it. We would like to proceed with the business here at hand but thank you very much for being here.

ITEM 2 – HAYDEN/NORTHSIGHT ROUNDABOUT INITIAL OPERATION

[Time: 02:33:07]

Mayor Lane: The second item is the Hayden/north site roundabout initial operation and it's for presentation, discussion, and possible direction to staff regarding the Hayden/Northsight roundabout initial operation. This is more on the results of. And we have a presentation by George Williams. Are you moving forward to the podium or to the chair? To the chair. George is our principal traffic engineer and is making the initial presentation, with backup from Paul Basha. I don't know if he's here or not, but --

Acting City Manager Brian Biesemeyer: He's here Mayor, up above.

Mayor Lane: Mr. Basha. You are on the script, Mr. Basha. You are expected here. All right.

Very good. Designated audience. His boss. Very good. I'm sorry. Mr. Williams, if you would go ahead and continue and thank you for being here for this presentation.

[Time: 02:34:22]

Principal Traffic Engineer George Williams: Thank you Mayor. Thank you, council. Oh, sorry about that. Thank you for letting me be here tonight. I'm George Williams, principal traffic engineer with the city here to give a quick update on the Northsight extension project, emphasizing the Northsight roundabout, and with that, I will above right into it. I want to talk about what the issue was that we were trying to address.

As you can see up on the screen, you've got the State Route 101 and the Frank Lloyd Wright interchange and you also have the -- to the left of that, you have the Hayden Road and Frank Lloyd Wright intersection. It's a very congested area and it's both because of the proximity because of the intersection and the interchange but also because it's the termination of one of the three major north-south roads in the south part of the city. Hayden basically terminates at Frank Lloyd Wright and you end up with a lot of turning. So what happens is while the rights can turn on, the lefts cause an issue. You have to stop all the traffic on Frank Lloyd Wright for the lefts to occur and the lefts happen at a less efficient rate than a through movement.

To give you an idea looking at 10 major Scottsdale intersections, the left turning is 15 to 20%. And in the location, it's about 50%. So looking at a typical Scottsdale intersection, you've got those left turns sitting there waiting to make the -- make the left, or red light and they are finally allowed to go. You have a few left turns that ends up with a lot of through vehicles waiting for them. So it's a very inefficient movement having left turns versus the through.

So what we looked at is looking at alternatives to the intersection. We looked at realigning Hayden Road and extending Northsight. So nine alternatives were considered. The major goals of reducing street congestion improving east-west connection and minimizing the business impact and minimizing the airport impact and the lane costs. So those are narrowed down to three alternatives which were the extension of Northsight, and then the final green alignment was chosen. And it went through quite a process with Transportation Commission and public meetings and outreach with the property owners.

So previously, we basically have one choice, if you are going north on Hayden and that goes west on Frank Lloyd Wright and it's also the termination of Northsight, which is where that blue arrow is. So you both have Northsight traffic terminating and going up Hayden and Hayden traffic going up and coming to the end at Frank Lloyd Wright and so all of this is exacerbating that issue.

So the objective was to give two choices, try to spread out that traffic so we can get more green time back to Frank Lloyd Wright so we can have better coordination with the interchange. To do that, the critical decision point was at Hayden and Northsight. So this really comes to the crux of why the roundabout was considered. So if you are headed north on Hayden Road, if -- previously, or with the traffic signal, 80% of the time, or so, it was green for -- so you are not going to get into the left turn, hit

behind a red arrow and go up Northsight. It doesn't matter how nice we make Northsight or how quick it moves, or any of the other nice bells and whistles about it. The people on Hayden are not likely to turn left. The people on Northsight were coming up and they would see a red ball, 80% of the time. So they are not going to sit and wait to make the through movement when they can make the right turn as soon as there's a gap. So, again, they are going to want to choose, again, to go up Hayden, so even if we make Northsight and make the Northsight extension and give them that option, it's not going to be inviting and have good travel times is really what people are looking for, as far as they are going to be sitting there at a red light.

So that's why we looked at the roundabout initially from the engineering standpoint if you are going to put an extension in to give two choices, you can't -- the major decision point of Hayden and Northsight has to be inviting to people. And once you are in a roundabout it doesn't matter if you make the right turn on to Hayden or if you continue and make the right turn on Northsight. Either one is right turns and you have eliminated the left turn versus through, or waiting for the red light in either case.

So, again, looking at this on the left, previously, you have 100% of the left turns happening at Hayden. We were trying to get 33% of the left turns to happen at Northsight. Looking at the analysis even 10% would actually provide some benefit to Hayden and Frank Lloyd Wright, and 20% would give us a significant benefit, as far as travel time and what we could do to coordinate the lights but our goal was 33%.

So we collected the after counts the before counts and the after counts at both intersections. This is the noon midday peak and the traffic, the left turn volume has actually increased by 37%. But the left turns at Hayden have actually decreased by 70% -- 17%, sorry. Which means that Northsight is basically servicing 39% of the left turns that are wanting to go westbound on Frank Lloyd Wright. Previously we had 608 left turns happening at Hayden Road. After the project had been in, there's again, a 30% increase in the total number of left turns demand. But a 37% decrease in the Hayden left turns, more people are choosing to use Northsight and Northsight is actually servicing 54% of the left turns.

[Time: 02:40:52]

Mayor Lane: Mr. Williams, this certainly is very interesting statistic, as far as I can see, what -- how recent are these accumulations and when you say these numbers, are these over the course of the last year or is it some longer period or shorter period of time?

Principal Traffic Engineer George Williams: Mayor, yes, these counts were taken in the spring of this year.

Mayor Lane: Okay for -- does this represent -- I'm sorry. I got to believe that 381, what, a day?

Principal Traffic Engineer George Williams: Peak hour.

Mayor Lane: Peak hour. You probably did say that, yeah, peak. The other thing is, what are we

seeing? Are we seeing or have we accumulated data to see how we are trending on this.

Principal Traffic Engineer George Williams: We don't have the turning movements. We have been watching it quite a bit and certainly talked to the business owners. Certainly it's trending more on to Northside. Whether we reached a maturation point or not, we certainly think that it will slow down. We just don't know if it's kind of stopped and balanced out yet. And we'll get to a little bit of travel time on that and, you know, certainly when your travel time evens out, it will even out. That's usually how those things work. But even before that happens, we may have a balance, just because of traffic demand and kind of your capacity of what people view as hey, there's a little bit more of a delay here than that. So once that balances out, we think we are getting close but we are not.

Mayor Lane: Two things. One is that these numbers are taken in the spring. How many months after the installation was the --

Principal Traffic Engineer George Williams: The roundabout opened in January of '14. So I believe this is about 16 months in.

Mayor Lane: Okay. So a little bit more than -- obviously a little bit more than a year and four months. These numbers -- I suppose we could go back. Frankly it looks like the percentages of the reduction of the left-hand turn coming off the Hayden on to Frank Lloyd Wright and then the rerouting of it are significantly better than what were projected. Is that a simple statement? Or is that a true statement? Is it simple and true?

Principal Traffic Engineer George Williams: Yes. Yes. Yes and yes.

Mayor Lane: Yes and yes. Okay.

Principal Traffic Engineer George Williams: We were optimistic and I thought we could work about what we are doing but it's probably exceeding that slightly.

Mayor Lane: I thought you had indicated and I may have gotten my numbers wrong of 20 to 33% and I see that exceeded by what I see here.

Principal Traffic Engineer George Williams: Some of us thought it would be closer to 20, and some closer to 33%, but either way. We didn't expect it to go over 40 but some of us thought it would go to 40.

Mayor Lane: Well, more than half if this sample is indicated. I can't do that math in my head, is -- which is significantly better than the top number I saw before. Increase flow as well. We have more traffic flowing through it.

Principal Traffic Engineer George Williams: Correct.

[Time: 02:44:08]

Principal Traffic Engineer George Williams: So here's 2012 with the signal and 2014 with the roundabout, both in the evening periods. We also looked at travel time. That's what people choose their route on. More and more people are using Google maps and it will help. There are other programs out there too. That seems to be the big one.

We looked at trying to get from point A. to point B. So on Hayden Road, prior to the intersection of Hayden/Northsight to Frank Lloyd Wright west of Northsight. So basically taking the new extension, that travel time is taking on average 1:58. We also looked at the previous -- the only route previously which was Hayden going up to Frank Lloyd Wright and previously with the signal before the project, it was taking approximately three and a half minutes. After the project, it's taking about two and a half minutes.

For the most part, there's some benefit from the roundabout delay itself but the big delay is having the secondary route, the extension, a lot of those vehicles are not waiting through the second cycle of the light. That's the minute and less delay and less frustration for the driving public.

We also looked at Frank Lloyd Wright itself and wanted to make sure that putting the additional signal on Frank Lloyd Wright we did not increase delay for Frank Lloyd Wright traffic. And actually as you can see it went from about two and a half minutes to 1:43 on average, and so again, about a third of the time reduced and, again, that's more traffic is getting through on the first cycle of the light and that was basically because we were able to get more green time back to Frank Lloyd Wright and let green time to Hayden Road.

[Time: 02:46:15]

Mayor Lane: Mr. Williams, under normal circumstances, you make a comparison with a roundabout and a signal intersection, just in this case, are there any stats that you can draw upon? I'm sure we don't have the capacity to do it, but to eliminate the stop and start, and quicken maybe the pace a bit, as much as shortening the route from what, environmentally, is there any indication as over the course of a year the kinds of savings to the environment and maybe fuel?

Principal Traffic Engineer George Williams: Mayor, there's -- there is data on that, and I actually have -- there was a study done by I believe the insurance institute of highway safety and they looked at 10 intersections and I believe it was Caramel, Indiana, they were considering converting but basically they compared the roundabout versus the traffic signal and the reductions were very significant, on the order of something like 235,000 gallons of fuel saved annually, but -- and a number of other pollution --

Mayor Lane: Are we talking about all roundabouts in the world?

Principal Traffic Engineer George Williams: No, no, no it's based on the 10 roundabouts in Caramel and I will check to see if I have that slide in the back of this presentation. If I don't, I can get that information to you.

Mayor Lane: Yes, but there is a particular number that we might be able to apply to this particular situation with traffic flows that we know exist?

Principal Traffic Engineer George Williams: We could probably do that. There's some computer modeling that is available for us to do that.

Mayor Lane: Bottom line then, I suppose, is that it is positive for the environment and fuel consumption, all of those things?

Principal Traffic Engineer George Williams: Absolutely.

Mayor Lane: A significant improvement.

Principal Traffic Engineer George Williams: The studies are very clear on that.

Mayor Lane: Okay. Thank you.

[Time: 02:48:01]

Principal Traffic Engineer George Williams: We also looked at the crash comparison before and after. The intersection was performing well before, and it's performing well after. The signal looking at the previous several years, six years, I believe, it was averaging eight crashes per year. With the year and a half of data we have so far, we have had average of 10 crashes per year. So this is a slight increase. The daily traffic going through roundabout has increased by 28%. So basically our crash rate has not changed. The annual injuries were just over three injuries per year. It's now less than one injury per year and the injury rate, which is the rate of -- the likelihood of getting an injury has gone down by about 84%. So the intersection is much safer because you are much less likely getting into an injury going into intersection.

[Time: 02:49:05]

Mayor Lane: Is this over the same 16 month period.

Principal Traffic Engineer George Williams: Over the last 18 months. We are looking to try to minimize the impacts on all of these projects. We compared the common right of way and we looked at the common right-of-way and then we compared the roundabout, the additional requirement for the roundabout and then also the additional right-of-way required for the signal. So with the roundabout, the extra right-of-way is this for the right turn. It would be where the catch lanes and the additional turn bays and it actually needed less right-of-way.

We have also looked at some of the other projects as we were working through some of our design concept reports and so, again, looking at the analysis. This is Raintree, and we looked at five intersections along Raintree and we looked at two peak hours each. So there are ten possible

intersection times to compare. And, again, the intersections for the signal, none of those are performing at level of service A. and all 10 would perform at level of service A. under the roundabout and, again, going back to some of the computer modeling. We can take this and based on that delay, based on the stops and based on the fuel used during those stops, we can come up with the fuel use saved and then also the average emissions as well.

And also you can look at each approach. Looking at each approach. There are 19 approaches with two peak hours each and there are 38 possibles as far as peak travel directions and times to look at, and, again, all 38 are shown level of service a and five with the level service a and just going back to the performance and the point that both delay and then the associated fuel use and emission that go along with those stops and starts and idling would also be reduced and you can see the maximum delay under the signal is 59 seconds and the maximum delay on the roundabout is seven.

Also let me touch a little bit, we talked about this prior to the projects but I want to touch on this a little bit. What we are talking about are modern roundabouts. It's not the old, large, rotaries that have high speeds and weaving sections they are back east. There are a lot of them in Europe. They were done really poorly. They don't function well. They don't have good capacity. Their safety histories are not good and those are being taken out and those are being replaced and they are being replaced by the modern roundabout. Basically what we did or what has been done in this country over the last 20 years ago or so. We looked at the best examples. We looked at the best examples and the best examples in Australia, and we have taken those. We have refined them and made them better. The modern American design of the roundabout is safer, more efficient. We have all-way yielding and lower speeds and that's why the numbers are coming out both better for capacity and safer. So these are not your back east versions. These are not necessarily your European or Australian versions. These are modern American designed roundabouts.

There's a number of transportation safety organizations that support roundabouts. Everything from Federal Highway Administration to the insurance institute of highway safety to the American association of retired persons and, again, it's just because the data is coming out that we are eliminating most of the severe crashes and the injuries are going down. Again, here's a number of different studies. They all show the collisions going down. The injuries are going down and the serious injuries going down. When you start looking at large scale numbers they really are good. And the reason for that is that your typical traditional signal has 32 conflict points. Your roundabouts have eight conflict points. Those conflicts also happen at lower speeds. So as your speeds go up, your accident severity goes up. The conflicts at roundabouts tend to happen at around 20 miles per hour. Your conflicts at signals happen between 30 and 50 miles per hour. So it's just pure metrics that your accident severity is going to go down because those conflicts that do happen are happening at lower speeds.

You also have just the human factor of your travel speed versus your action and braking time. At 40-mile-per-hour, you are over 300 feet before you can stop by the time you react and brake. At 20 miles per hour, by cutting that speed in half, you have actually reduced two-thirds of your braking and stopping distance. You are more likely to avoid a collision and if you do have one, it's much less severe.

Also we look at the pedestrians. Again, you have 16 conflict points for pedestrians on the traffic signal, and you have eight conflict points for pedestrians on the roundabouts. You also look at the speeds that those conflicts potentially happen at. The traffic signals, again, looking at that 30 to 50 miles per hour. At 30 to 50 miles per hour if the pedestrian is involved in a crash with a vehicle, it's an 85% chance that it's a fatality. And again going back to the severity of the potential collisions.

I want to talk about the roundabout characteristics. When you are reducing -- I'm sorry. When you are building a new roundabout, a new intersection from scratch, the roundabouts cost less because you don't have the cost of this signal. That's just initial cost. Building the asphalt and the curve and the gutter is basically the same as building the asphalt and the curb and gutter. Difference is you have a single cost. Any time you are doing a retrofit, you have to have an increased cost.

If you convert it to a traffic signal, there will be a higher cost. If we are going to rebuild the majority of the curb and gutter and asphalt anyway with the signalized intersections by putting in dual lefts and you do that on all four corners then you are looking at comparable costs that you don't have the initial cost. And you also don't have the long-term cost but also with that you have the roundabout, you get greater street system efficiency. And you have fewer lane restrictions due to crash closures.

[Time: 02:56:13]

Mayor Lane: I'm sorry, go ahead.

Councilwoman Milhaven: I want to ask a question about costs because way see you telling us here is that the roundabout costs less than signalized intersections. But having been out in the community recently, there are citizens who somehow have gotten the impression that the cost of a roundabout is \$7 million. Could you speak to what you have shared here as the relative cost? Could you speak to the total cost of the roundabout?

Principal Traffic Engineer George Williams: Absolutely.

Councilwoman Milhaven: Thank you.

Principal Traffic Engineer George Williams: The \$7 million is the actual construction cost. I will just make a total leap here, but the construction contract for the entire north side extension project was the \$7 million which included a waterline and included I.T.S. and it included a quarter mile of new roadway. And it had a roundabout. So the roundabout did not cost, that but that was a total construction cost for all of the construction of that project.

[off microphone comment]

Principal Traffic Engineer George Williams: I don't have that, unfortunately. We did look at comparing prior to -- we did look at that a little bit and we expected it to be about -- if we remembered, I thought it was about 20% more than the traffic signal because of some of the

infrastructure was in place. But, again, looking back at the -- at the intersection, we were going to have to add right turn lanes and dual lefts to that intersection. So about three-quarters of that intersection was going to have to be rebuilt, either out of the traffic signal, or as a roundabout to make -- to make the intersection function well and handle the future capacities. And, again, we didn't think that the overall project would be successful, because again, we didn't think that enough people would choose to make those left turns off the Hayden or to wait for the light to make the through movement on Northside. So even with the potential slight less cost to the signal in that particular case, we didn't think the overall project would be as successful and therefore it would not be as justified.

Councilwoman Milhaven: \$7 million was the of the entire project, and the roundabout was a portion of that project?

Principal Traffic Engineer George Williams: Yes.

Councilwoman Milhaven: Thank you.

Principal Traffic Engineer George Williams: And so what I'm talking about here with the cost being \$200,000 left, it's apples to apples. New roundabout, versus new signalized intersection.

[Time: 02:58:41]

Mayor Lane: You know, Mr. Williams, as far as that is concerned and as far as this particular slide is concerned, reduces new intersection costs by approximately \$200,000. We are not talking about build out costs we are talking about annual operating costs and associated costs of the roundabout?

Principal Traffic Engineer George Williams: No, mayor, we are talking about the cost of installing a traffic signal with all the poles, the traffic -- the signal heads and all of those things cost us.

Mayor Lane: So the lower maintenance costs, the lower operating costs, those are not part of the \$200,000?

Principal Traffic Engineer George Williams: They are in addition to the \$200,000.

Mayor Lane: So what would you suppose, just on the basis of maintenance, operations, power, all of those things, on an annual basis that we would say on a round about?

Principal Traffic Engineer George Williams: Somewhere between 5 and \$10,000 on the intersection.

Mayor Lane: So it's as low as \$5,000 as far the operating and maintenance, even in the replacement, I presume replacing lights and make fixtures from time to time.

Principal Traffic Engineer George Williams: That doesn't include things that get hit. We do have to replace poles that get hit in car crashes, but a typical yearly -- the numbers we have been looking at

are around \$5,000 to \$10,000 per year.

Mayor Lane: When we voted on this initially, this particular intersection, I don't remember what the numbers were. So we fully understood that the roundabout presumably by itself, we were trying to make the comparison of a signalized intersection versus a roundabout, was going to cost us more but we weren't at that time thinking about the additional roadway. Frankly we did include the additional cost of right-of-way that had to be purchased, but it was more. I'm talking about on the installation, but there was seemingly and maybe this is part of it too, I'm talking about now the signal, the installation of the kind of equipment, much less maintaining it, was offset that we have seen on it as well. Much less better efficient use of the intersection and the environmental impact, the whole -- the whole thing.

Principal Traffic Engineer George Williams: Yes.

Mayor Lane: But thank you, Mr. Williams.

[Time: 03:00:51]

Principal Traffic Engineer George Williams: So just going back to kind of the street system efficiency, also you have the fuel use and less emissions and pollution and you have reduced driver risk because of the likelihood of getting into a collision and it also reduces government because you have lower operating costs. You have lower maintenance costs and you have lower emergency response costs. And to go into that a little bit, basically, whenever we put in the traffic signal, you end up having people operating it and we have a TMC, I'm sure you guys are pretty aware of the its system that the city of Scottsdale has and it's great and it has some costs that go with it, that, again, you don't have. It eliminates the government need for kind of deciding 9 control of the driver is going and stopping and so from that standpoint and what I mean by that is we have to decide when we put in the traffic signal, we do leading left turns do. We do lagging left turns. Do we change the signal timing and there's a lot of different analysis that goes into that constantly. You have permitted protected lefts and then photo enforcements and all of those types of things that take time and effort and manpower from the government that we really don't need if we put in the roundabout. So from that standpoint it eliminates all of those government tasks.

[Time: 03:02:08]

Mayor Lane: Yes, Councilwoman Klapp.

Councilwoman Klapp: A minor point I would say it reduces driver and pedestrian risk.

Principal Traffic Engineer George Williams: It does. And certainly we can look at all the users and that's what we do all users. That's probably a poor choice of word on my part. So, yes.

Councilwoman Klapp: You could add the word driver and pedestrian, because there's a definite lowering risk of person trying to cross that treat than there was before.

Mayor Lane: You know to add to that, one of the other obviously public safety was another factor, the safety of it versus the signalized intersection. We demonstrated here rather quickly even the conflict points. I think it's worthy of note, but the one thing that stood in question when we talked about safety on the overall was what the impact would be on pedestrian safety. I think the statistic supports the fact that it would be safer for vehicular traffic, but we didn't know. At least I don't remember seeing that stat at the outset, when we made this decision. But at least statistically it indicated at that point in time, that vehicular safety would be better. We didn't have it quantified but it was a safer way to go, so I think it's important as you were saying it's also safer for pedestrians because that was a point of some concern, that it somehow would be more complicated or be greater points of conflict, not that we spoke in those terms.

Councilwoman Klapp: If I could interject. I remember this conversation well when this was approved and that was a conversation that we had about pedestrian safety, that it -- that it's obvious that just based open the contact point -- on the contact points it would be safer because you also have reduced speeds. It was safer to try to cross the street with a roundabout. That stuck in my head immediately when we had that conversation.

Mayor Lane: Go ahead.

Principal Traffic Engineer George Williams: And what we talked about, it's a simpler crossing because you are only crossing one direction at a time. You don't have to worry about the permissive left or the right turns on red and that's goes back to a lot of time spent by the engineers going through and analyzing those types of things to decide what is the best way to operate each of those intersections and a lot of that goes away.

Councilwoman Klapp: Pedestrians that get hit in the city, seems to me, they are primarily -- maybe not always but many times getting hit because someone is turning right, and doesn't see the pedestrian there and they run right over them or hit them. So it does reduce a lot of turning movement.

Principal Traffic Engineer George Williams: Yes, it does. It eliminates those.

Mayor Lane: I want to say, we lost your picture but nevertheless, just for the record my wife was not a vote for this thing I wanted to make sure she was here tonight but she's here all the time but it was mandatory tonight, when we went through these stats.

Principal Traffic Engineer George Williams: I hope I don't get you in trouble. Sorry about that. I will jump back where we were.

[Time: 03:05:33]

Mayor Lane: Oh, I'm sorry, Councilwoman Littlefield.

Councilwoman Littlefield: Could I ask a question? It's not quite totally open this but similar to roundabouts. I received a lot of feedback from citizens who don't like roundabouts. And they are very concerned about the one that you guys want to put up at Mustang library because of the heavy traffic flow right there. Can you make any comment about how you anticipate that to develop and what you can tell these folks because they are all tells me they are not going to Mustang library anymore. They will go somewhere else. Thanks.

Principal Traffic Engineer George Williams: Councilwoman Littlefield, Mayor, yes, we can talk a little bit about that. The volumes on 90th Street are lower than the volume on Hayden. The speeds on 90th Street are less than the speeds on Hayden and so we expect it to work just as well, potentially better, because we just think this will have less speed and less volume. Certainly, the driveways have less speed and less volume than Northsight has. So it should be a simpler and even simpler and less complicated with lower speed and less volume intersection. Again, they have the same types of benefit. We will slow the traffic so that pedestrians can cross the street. We know there's a lot of pedestrians that go from the library and the hospital to go over to the restaurants and there's a lot of back and forth interaction. We think that that will improve that.

That particular project with Mustang, we are looking at a traffic signal at the hospital entrance to the north and those people that do prefer a signalized intersection, would have that choice as well at that location. But we think that the roundabout will have more benefits and it will also benefit the signal because it will reduce speeds at those signals. Instead of having those conflicts at the signal at 30 to 50 miles per hour, hopefully they will be more like 30 to 40 miles per hour.

Councilwoman Littlefield: Thank you.

Mayor Lane: Thank you, Councilwoman. Mr. Williams.

[Time: 03:07:29]

Principal Traffic engineer George Williams: With that, we are going to talk about possible future Scottsdale roundabouts. We will start with some of the recently constructs obviously the Northsight and Hayden roundabout has been in for about a year and a half. We also have one that was constructed at 60th Street and Dove Valley. It's been in for about four months. It was constructed by a developer. And we also have one that was just recently constructed at 124th Street and Cactus about a month ago. Some of you may remember we had a discussion at the school to reduce the cues and the delays there.

We also have a few in final design. We have 90th Street and Mustang roundabout obviously we just spoke of. Raintree, we are looking at three different ones going into the final design. That's at 73rd Street and now Redfield. I'm sorry, Thunderbird. We have 76th Place and what is now Redfield and that will be Raintree and we also have Hayden and Raintree. So those are going into final design as part of the Rain tree extension project.

We also have a preliminary design, the concept design, staged at 82nd Street and Northsight and

Raintree. And then kind of in planning and concept design, basically looking at to see what the footprint would look like and if it's even viable, 128th Street and Via Linda, 120th Street and Via Linda and 90 Street and Via Linda. And Alma School and Happy Valley Road and Miller and Osborn. Those are kind of the ones that are out there. To give you an idea, we have probably 100 different locations that we are looking at, different intersections and different -- you know, whether it be turn bays and different projects. So I know it looks like a large list but we wanted to make sure that we show you all the ones that we are kind of looking at and considering right now but when we look at the grand scope of we have 300 signalized intersections in the city of Scottsdale and looking at the 100 or so projects on that concept list or further along, these are them.

[Time: 03:09:40]

Mayor Lane: Very good. Well, thank you very much, Mr. Williams. I would have to say on the overall, the conclusive -- the conclusion that should be drawn, I think on the basis of comparison and frankly, statistically information that we have been able to develop for ourselves, much less whatever has occurred as you showed in the list of other locations across -- presumably across the country, reductions at least mirrored or the reductions on 9 public safety side of injuries and/or deaths were substantial and that's a major component of what we are talking about here.

The one that is on the table right now, as far as the Mustang library, in that area, I tell you what, that's a frightening experience right now. I mean, I know there's options to, it but it's probably one of the most dangerous areas -- and I don't know what the stats are on it. But you have to have your wits about you to make a left turn out of there. And --

City Attorney Bruce Washburn: Mayor. Over here.

Mayor Lane: Yeah.

City Attorney Bruce Washburn: I'm sorry to interrupt, but I'm sitting here looking at the agenda and what's actually agendized. Is the Hayden/Northsight roundabout initial operations so I'm a -- a little bit of information about upcoming roundabouts is -- we shouldn't have an extended discussion.

Mayor Lane: Mr. Williams is being pleasant in listing those that were coming up. We are not to speak to it. Thank Mr. Washburn. All right. Well, that will end the conversation on that one. ice mayor, please.

Vice Mayor Smith: Under the circumstances I'm going to make a motion we not dig it up. And it may actually be an alternative motion to your wife's motion, but that's going to be my motion anyway.

Mayor Lane: All right very good. Well, unless there's something on topic, we'll just --

Principal Traffic Engineer George Williams: I was just going to say one last thing, if you would, it was named as Associate General Contractor Build Arizona award winner. We are getting some recognition for it as well.

Mayor Lane: Very nice. With that, thank you very much, Mr. Williams, and Mr. Basha as you have lent to it as well. Thank you. It's important topic.

ADJOURNMENT

[Time: 03:11:55]

Mayor Lane: No mayor and council items. I think then we are ready for a motion. The motion to -- and seconded. We are adjourned. Thank you very much.