

SCOTTSDALE

CITY COUNCIL MEETING

WORK STUDY SESSION NOTICE AND AGENDA



COUNCIL

W.J. "Jim" Lane, Mayor
Suzanne Klapp
Virginia L. Korte
Kathleen S. Littlefield

Linda Milhaven
Guy Phillips
David N. Smith

Tuesday, February 24, 2015

5:00 P.M.

MARKED AGENDA

CITY COUNCIL WORK STUDY SESSION

City Hall Kiva Forum, 3939 N. Drinkwater Boulevard

Call to Order – 5:06 P.M.

Roll Call – All present.

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

Mayor's Report – Mayor Lane invited everyone to attend the 62nd Annual Parada del Sol Rodeo at WestWorld February 26 through March 1. Mayor Lane announced the 178th Winfield Scott's Birthday Celebration at noon on February 26, 2015. The free celebration will be held at the Scottsdale Historical Museum in Civic Center Mall.

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

Public Comment – None

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

1. [Strategic Planning Workshop](#)
 - **Strategic Initiatives Director Brent Stockwell presentation.**
 - **There was general consensus to direct staff to make the following modifications to the Mayor and Council priorities:**
 - **Priority A. Partner with residents and businesses to revitalize the McDowell Road corridor.**



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

- Update the priority to reflect that the City is continuing these efforts and to include a provision related to SkySong.
- **Priority B. Provide strategic support of tourism and visitor events.**
 - Include objectives associated with the Desert Discovery Center and Downtown.
- **Priority C. Create and adopt a comprehensive economic development strategy.**
 - Change “create and adopt” to “carry out.”
- **Priority D. Develop a transportation strategy that anticipates future needs.**
 - Revise the objectives to include increased communications related to transportation options, funding, and needs.
- **Priority E. Prepare and adopt fiscally sustainable operating and capital budgets.**
 - Strategic Initiatives Director Brent Stockwell committed to reviewing and updating Priority E.
- **Priority F. Reinvest in a high performance organization and work culture.**
 - Consider including objectives to provide for climate surveys, in sync with management’s goals, and to provide updates to the Council on tuition reimbursement.
- **Mayor and Council Additional Priorities:**
 - Explore the suggestion to include maintaining strong neighborhoods as a subset to Priority C.

Request: Presentation, discussion, and possible direction to staff regarding updates on the implementation of the mission statement and City Council priorities, and identify any changes to City Council priorities and strategies.

Presenter(s): Brent Stockwell, Strategic Initiatives Director

Staff Contact(s): Fritz Behring, City Manager, 480-312-2800, fbehring@scottsdaleaz.gov

2. Rules of Council Procedure

– City Attorney Bruce Washburn presentation.

– Staff was directed to return with a finalized document for Council approval, with all suggested changes and a revision to Rule 5.11 to reflect that the rule applies to two-way communications (change the word “to” to “to/from”).

Request: Presentation, discussion, and possible direction to staff regarding modifications to the adopted “Rules of Council Procedure,” including draft revised rules containing clarifying language changes and an additional provision regarding electronic communication during public Council meetings and executive sessions.

Presenter(s): Bruce Washburn, City Attorney

Staff Contact(s): Bruce Washburn, City Attorney, 480-312-2405, bwashburn@scottsdaleaz.gov; Carolyn Jagger, City Clerk, 480-312-2411, cjagger@scottsdaleaz.gov

3. Tax Exemption on Retail Sales of Food for Home Consumption – City Treasurer Jeff Nichols presentation.

– There was general consensus not to make changes for FY 2015/16, but to continue to look at this issue as part of the budget processes.

Request: Presentation, discussion, and possible direction to staff regarding tax exemption on retail sales of food for home consumption.

Presenter(s): Jeff Nichols, City Treasurer

Staff Contact(s): Jeff Nichols, City Treasurer, 480-312-2364, jenichols@scottsdaleaz.gov

Mayor and Council Items – None

Adjournment – 7:20 P.M.