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#### **CALL TO ORDER**

[Time: 00:00:01]

Mayor Ortega: I call the November 16<sup>th</sup>, 2021, City Council Regular Meeting to order. City Clerk, Ben Lane, please conduct the roll call.

#### **ROLL CALL**

[Time: 00:00:14]

Clerk Lane: Thank you, Mayor. Mayor David Ortega.

Mayor Ortega: Present.

Clerk Ben Lane: Vice Mayor Tammy Caputi.

Vice Mayor Caputi: Here.

Clerk Ben Lane: Councilmembers Tom Durham.

Councilmember Durham: Here.

Clerk Ben Lane: Betty Janik.

Councilmember Janik: Here.

Clerk Ben Lane: Kathy Littlefield.

Councilmember Littlefield: Here.

Clerk Ben Lane: Linda Milhaven.

Councilmember Milhaven: Here.

Clerk Ben Lane: Solange Whitehead.

Councilmember Whitehead: Here.

Clerk Ben Lane: City Manager Jim Thompson.

Jim Thompson: Here.

Clerk Ben Lane: City Attorney Sherry Scott.

Sherry Scott: Here.

Clerk Ben Lane: City Treasurer Sonia Andrews.

Sonia Andrews: Here.

Clerk Ben Lane: City Auditor Sharron Walker.

Sharron Walker: Here.

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

[Time: 00:00:42]

Mayor Ortega: Well, terrific. We have Scottsdale police officers Anthony wells and Dustin Patrick, as well as firefighter Derrick Owen, if anyone requires their assistance. Today is a very special day. We have some guests who will lead us in the Pledge of Allegiance. Please come forward, the boys and girls club of greater Scottsdale. Thunderbird branch.

[ Applause ]

Mayor Ortega: We're going to -- they will lead us with the pledge.

Boys and Girls Club: I pledge allegiance to the flag of the United States of America, and to the Republic for which it stands: One nation under God, indivisible, with liberty and justice for all.

Mayor Ortega: Well, thank you so much! We know you are enthusiastic about the boys and girls club. Could you please tell us your name and which school you attend and then your favorite subject.

Alley: Hello. I'm Alley. I go to Grayhawk Elementary and my favorite subject is writing.

Madison: Hello, I'm Madison. I go to our choice Scottsdale Academy and my favorite subject is history.

Shia: I'm Shia, and I go to Grayhawk Elementary and my favorite subject is history.

Avery: Hello, I'm Avery and I go to Archery Scottsdale and my favorite subject is lunch.

Marvin: I'm Marvin. I go to Ultra Classical Academy and I'm seven.

River: Hello, my name is River. I'm seven -- hold on. I go to Sand Piper Elementary and my favorite subject is art.

Clara: Hello. My name is Clara. I go to great hearts and my favorite subject is also lunch.

[ Laughter ]

[Time: 00:03:01]

Samantha: Hi, my name is Samantha, I go to Archway Scottsdale Academy. My favorite subject is history.

Lexi: Hi, my name is Lexi, I go to Grayhawk Elementary. And my favorite subject is history.

[ Applause ]

Mayor Ortega: Thank you. Thank you so much! Well, I have several announcements. First of all, on Sunday, we concluded the canal convergence. It was not held last year, but it was a great success, and that really brought smiles to people, and perfect weather and, of course, we were glad to get out and mingle.

There was a heartwarming tribute to Judd Herberger, Billy Jo and Judd are the main sponsors and philanthropists of our arts community, big promoters and happy ambassadors for

Scottsdale and the art world. We will always remember them, and pay our tribute to them. So we will see you again next year for our canal convergence.

Congratulations to the desert mountain high school boys and girls swim, and dive teams for winning the division 2 state championship! Also congratulations to the Chaparral girls swim team for winning the division one state championship for the second year in a row. That's terrific.

[ Applause ]

And well, lastly, this is our final meeting before Thanksgiving. So we do, on behalf of the council and the staff, wish everyone a safe and happy Thanksgiving. We have a presentation of the sister cities association and their program. The presentation is made by Donna Hartz who is the president of the Scottsdale area sister cities. Please come forward:

[Time: 00:05:34]

Donna Hartz: Ah. Good evening. Mayor Ortega, city councilmembers, fellow residents of Scottsdale, I'm really pleased to be here it had. My name is Donna Hartz, I'm the president of the Scottsdale sister cities and we are a 501(c)(3) organization.

We are under contract with the city council, with the city of Scottsdale to promote Scottsdale's sister cities relationships. We appreciate the opportunity to join you this evening and to report briefly on our activities and to share with you a special honor that we received recently.

At Scottsdale's direction, we are active members of sister cities international. SCI was established in 1956, by President Dwight Eisenhower. Its mission is to, quote, promote peace through mutual respect, understanding and cooperation. One individual and one community at a time.

Our mission at Scottsdale sister cities is derived from the S.C.I.'s mission, to promote the city of Scottsdale and the Scottsdale sister cities association as ambassadors of international friendship and goodwill.

The mission is accomplished through programs such as student, educational, cultural, economic development exchanges creating long-term international partnerships. There we go. One more. Sorry.

We encourage and promote a broad range of citizen-to-citizen diplomacy and student ambassadorships through cultural exchanges, art exchanges, philanthropic support, member trips, health exchanges, sports exchanges, economic development initiatives and public safety support.

From the very beginning, Scottsdale decided its sister city relationship would be coordinated by

an independent committee of citizen volunteers. The new organization was formed in January 1970, and evolve over the years into the Scottsdale sister cities association that you know today. We have an all volunteer board of directors. A membership base that is enthusiastic supporters and we run programs to the benefit of the entire community. Our first sister city -- sorry. If I don't read it, then I lose place. Is Alamos, Sonora, Mexico, it was proclaimed in December 1969. It remains our most active sister city, with a wide variety of exchanges and activities.

Our second sister city was Cairns in Queensland, Australia. It was proclaimed in 1987. It's the gateway to the great barrier reef. We will be celebrating in 2022, the 35<sup>th</sup> anniversary of our partnerships. We will let you know when -- when we know what we are going to be doing, but there will be some activities this year.

Kingston, Ontario, Canada was Scottsdale's third sister city and proclaimed in 1994. This is a beautiful community on the north side of Lake Ontario. If you haven't been there, you should go. It's a great place to visit, especially in the summertime. Currently, we have a student art exchange Exhibit from Scottsdale in their tech center in Kingston.

We have an active French pen pal program, that is currently between several schools, and we are working with enthusiastic partners to develop new ways to broaden our relationship.

Interlaken, Switzerland, is the fourth. This is truly unforgettable, the cornerstone of our relationship has been membership trips, official visits and over 20 years of student exchanges.

[Time: 00:09:58]

Haikou, China is on the island of Hainan and this became our fifth sister city. We got off to a strong start with art and medical exchanges and one student exchange. Mayor Jim Lane worked hard to develop economic opportunities. Unfortunately, the relationship has become quiet in the last few years, but we are rethinking about trying to get that restarted when the time is right.

Marrakesh, Morocco, the sixth sister city. The relationship was named -- was signed in 2011 after several years of intense efforts on both sides Marrakesh is one of the most beautiful and historic cities in the world. There's student exchanges every other year.

And 2014, Scottsdale sister cities sort of shifted our focus a little bit from the well-known tourist destinations with a proclamation of a new partnership with Uasin Gishu in Kenya. It's high altitude agricultural area in the former ruff valley province in western Kenya. It is also known as the birthplace and the location of some of the -- some of the world's best marathon runners. It has been a very active relationship with numerous philanthropic and educational programs, three student exchanges. We have a wonderful exhibition from Uasin Gishu artists at the library. If you haven't been there, please make sure you do. It will be there until mid-January and you will just be blown away by the artwork. It's really amazing! So we are thrilled to have this.

And finally, our eighth sister city is Killarney, Ireland which was officially made a sister city in 2020, when Mayor Lane signed the documents. We were a friendship city for half a dozen years and we were able to upgrade it to a full sister city this year. Killarney is a gorgeous city outside, in Killarney in Ireland. It's got wonderful people, great music, great golf, spectacular scenery and a great place to do some hiking in the national park which is adjacent to Killarney.

We had official visits, citizen visits both directions and we are currently planning a student golf exchange that should happen in 2022 if everything goes well and we can finally get some of the restrictions down. Okay. Earlier this year, we worked with copper sky studios to create a promotional video, a short one of Scottsdale sister cities. And I would like to show it to you now.

(Music)

Video: My husband and I have been to seven. Eight of our sister cities. So it's really been a tremendous opportunity to do that. I don't need to tell you what happened in 2020, but at the beginning of the year, we were really on track to be a very active year. We had visitors in from Killarney, from Alamos. We had a membership to Alamos. And we had a group in Alamos, Mexico and another one in Marrakesh, Morocco.

[Time: 00:14:18]

We got everyone home safe and healthy, but it became very quickly evident that we were going to have to start canceling things. That member trips and student exchanges, anything that had to do with in-person activities would have to be canceled or at least postponed and they are still in that active place. We are planning for 2022, but it's been a long time.

We quickly learned to interact, however, with our sister city partners and local members via Zoom. Our pivot to technology turned out to be extremely successful. We introduced monthly social hours with our members that were themed around various sister cities. We had visitors because it was on Zoom, we had people from those cities who joined us.

We linked two of our two sister cities in Africa together, and for some discussions. And the biggest thing I want to share with you is as a result of or 2020 programming, sister cities international awarded Scottsdale city sisters, the 2021 best overall program awards for cities with population between 100,000 and 300,000. This is their highest award and we are very pleased to have gotten it. So Mayor Lane, I would like to present you with this award.

Mayor Ortega: That happens. It's okay. I'm ready to –

[ Applause ]

Mayor Ortega: Well, let's turn around.

[ Applause ]

Mayor Ortega: Well, thank you very much. You know, Scottsdale is so hospitable to our international visitors and we travel as citizens and residents of Scottsdale and Arizona and enjoy the measure of worldwide travel. Thank you again Donna Hartz.

**PUBLIC COMMENT**

[Time: 00:17:07]

Mayor Ortega: Our next agendized item is public comment. Public comment is an open session, allowing any Scottsdale citizen to comment on non-agendized items, which are within the jurisdiction of Scottsdale. No official council action can be taken on those public comments, and speakers are limited to three minutes.

We are allowed both remote and in-person and our clerk tells me there's no request for either of them. So accordingly, I will close public comment. The next item is I would request a motion to approve the minutes that are posted, in particular I request a motion to approve the regular meeting minutes of October 19<sup>th</sup>, 2021.

Councilmember Janik: I make a motion to approve the regular meeting minutes of October 19, 2021.

Councilmember Durham: Thank you.

Mayor Ortega: Thank you. I hear a motion by Councilwoman Janik and seconded by councilman Durham. Please record your vote. Thank you. We have unanimously approved that.

**CONSENT AGENDA**

[Time: 00:18:35]

Mayor Ortega: Next, we will have the consent agenda items. The concept agenda items allow for public comment, if anyone wishes to comment on items 1 through 16. However, I do not see any requests for that. The public may always comment on consent agenda items which usually proceed quicker as one group. So at this point, I would entertain a motion on the consent agenda items 1 through 16.

Councilmember Janik: I make a motion to approve consent agenda items 1 through 16.

Councilmember Whitehead: I will second that.

Mayor Ortega: Good. I hear a motion and a second. Any discussion? Hearing none, please record your vote. We have a unanimous decision. Regarding one of the consent agenda items, which is

the approval. Canvass or the vote for Proposition 463, our general plan, that was passed by the public, I do want to briefly mention that certainly appreciate all the work that was done by everybody to make that happen, as well as voters in approving that.

Back in February, I mentioned as we began the process as a new council that I had experienced the joyful experience of passing that in 2001, and fully expected we could do that as well, which was accomplished. And I want to applaud everyone who participated and certainly edited through that. Also I want to give fair warning that the well, the summit political consultants and the market alliance people have 24 hours to remove all their signs from their public -- the public right-of-way.

### **REGULAR AGENDA**

[Time: 00:19:59]

Mayor Ortega: So with that then, I will move to the regular agenda items. And I see a request to speak from Councilwoman Whitehead.

Councilmember Whitehead: Thank you, mayor. I would like to move to table the work study session item 2. And I'm just looking for a second, if I may.

Councilmember Janik: I second that.

Mayor Ortega: Sure. You know, for the record, as posted, the work study item is pertaining to some downtown pilot program. Is there any discussion? So motion to table. Go ahead Councilwoman Littlefield.

Councilmember Littlefield: There are some people tonight in the audience who wanted to speak to that. I don't know if you want to allow them to talk or not.

Mayor Ortega: Well, the -- it is -- at this time, the matter is to just table the matter and so that would allow the matter to not need to end of the discussion. It would end the evening early. So rather than go through the presentation and so forth, we would just vote on the motion to table.

Councilmember Littlefield: Okay.

Mayor Ortega: Thank you. Any other discussion. Hearing none, please record your vote. Thank you we have 6-1 to table that item, work study item number 2. Moving on to the other regular agenda items. We have the -- we have a request on item number 18, which is coming forward which is known as the greenbelt 88.

There is a request from the applicant and just to keep us on track, for any changing in our agenda, I see Councilwoman Whitehead, or did you want to take that off? Okay. Councilwoman



Littlefield, is that your older one? Okay.

**ITEM 17 – CURALEAF SCOTTSDALE CONDITIONAL USE PERMIT (8-UP-2021)**

[Time: 00:23:36]

Mayor Ortega: What is happening is we have three items in the regular agenda, and I think what we can do is continue in the regular order, unless someone wants to consider 18 before 17. I see no reason to do that. Let's just stick with our posted agenda for item number 17, pertaining and please make the -- come forward and make the presentation for item number 17. We have a late request on 18. Curaleaf of Scottsdale is requesting a conditional use permit 8-UP-2021.

Bryan Cluff: Good evening, Mayor Ortega. I'm Bryan Cluff with the planning department and I will give you a brief overview of the staff presentation for Curaleaf, which is 8-up-2021. The specific request is for approval a conditional use permit for a marijuana use which would be a dispensary in an approximately 9,000 square foot space that is located on Hayden loom.

The specific site location identified in yellow here is at the southeast corner of Frank Lloyd Wright and greenway-Hayden loop in our airpark area. This is a closer look at the subject site location. The facility would be going on the ground floor of the existing building on the site there. You can see to the east, there's some aviation-related uses and to the west a car dealership and then to the north is the C.A.P. canal and the golf course. The site is zoned I-1.

It does allow marijuana uses, subject to approval of the conditional use permit. You can see to the west is also zoned I-1 and then we have some c-4 which is one of our commercial zoning districts. This is the site plan for the site. There aren't any proposed improvements to the exterior of the site with the request.

As mentioned the facility would be going in the ground floor of this existing building. This is the proposed floor plan for the dispensary. On this map north is actually to the left of the green. So it's approximately 9,000 square feet. The area that's outlined in red is the proposed dispensary facility. To the lower right outlined in yellow is an office space that is separated out from the proposed facility and not part of this application.

So the request for conditional use permit is subject to compliance with the conditional use permit criteria that's outlined in the city's zoning ordinance. So there is general criteria that's applicable to all use permit requests which is shown on the screen here, the first one being that the use shall not be materially detrimental to the public health, safety and welfare and the ordinance directs the attention specifically to the impacts of noise, smoke, odor, dust, and vibration.

Also identifying an unusual amount of traffic or character of traffic in the area. And item b, the proposed use is reasonably compatible with the types of uses permitted in the surrounding areas. Then going on, the zoning ordinance does have conditional use permit criteria that's

specific to marijuana uses. That being items 1 through 7 here.

First being that if you are going to have a recreational facility, it does need to be in combination with a valid licensed medical marijuana dispensary. Second, all operations need to be within an enclosed building. Third needs to be at least 1500 feet away from any other protected uses identified in the zoning ordinance. That would include uses such as residential, churches or places of worship, schools, day cares and parks.

Additionally, it needs to be half a mile away from any other marijuana uses in the city. That's subject to approval of a public safety and refuse replan that is reviewed by the city's police department. Hours of operation are limited to 6 a.m. to 10 p.m. and then no drive through or takeout service allowed. This criteria is more specifically identified within your staff reports, and the applicant has demonstrated compliance with this criteria. And, then, again just to highlight the request this evening.

[Time: 00:29:06]

Additionally, I mentioned that it did go before our planning commission in October and was approved with a vote of 4-3 and we have not received any public comment with regard to this request this evening. That concludes staff's presentation. I'm happy to answer any questions the council may have and the applicant is also here with a presentation. Thank you.

Mayor Ortega: Thank you. I see no council hands up. So we will go directly to the applicant. Mr. Lazarus, and to make your presentation.

Larry Lazarus: Thank you very much. My name is Larry Lazarus. And my office is at 420 east Virginia, in Phoenix. I represent Curaleaf. Curaleaf is a leading provider of cannabis. They operate in 23 states and has 101 dispensaries and employ 3800 people around the country. And they are very experienced in the area, and they understand the rules and regulations and will abide by them.

The floor plan I'm going to ask you to move to the next slide. The floor plan -- the project may look similar to one that you have already seen. It was on your August 29<sup>th</sup> consent agenda and was ratified. What occurred -- and we had planning commission approval and we had ratification of city council.

What occurred is that we indicated while it was the same site plan, that we were asking for 7,776 -- 7,706 square feet. And what happened is the draftsman that works on a national basis is used to dealing in other states and other criteria, and did not count what we call back-of-house area. That hear is only used for storage and that's what other jurisdictions excluded.

Mr. Cluff found that when we made our application, that it was actually 9,000 square feet or 1385 square feet difference, and asked that we go through the process again because it was advertised that way and it was probably inappropriate. So we have gone back through the

process and, again, got a planning commission recommendation for approval. So this is the floor plan, the area in yellow was the differential on what occurred. The next slide, please.

This is the context map which many Cluff has shown you. Central Arizona project is directly north. It's on the greenway-Hayden loop, Frank Lloyd Wright area. There's no residential in the area. And until you get past the 101 on the east and further north about the canal and above the golf course and hotel. So there's no residential in and around the area. And the adjacent use is the next slide.

As you can see, there's the car dealer to the west. To the east is Dylan precision, and enterprise Rent-A-Car and all of these are compatible uses with the use we are suggesting. Here's some photos of site on the. On the next slide.

[Time: 00:32:54]

It indicates -- the photo on the top shows you the berm to the north and separates the golf course and the hotel from any residential close to the site. On the left shows the aerial view of the site and the right bottom shows a view. Existing building.

As we said, it's a use -- it's a building that already exists. As far as the next slide goes, we will show you the general plan. We are incompatible with the general plan. We are an employment area that's designated in the area, to the west is mixed use. Mostly retail in that particular area. And then the next slide shows you the zoning, as it was indicated by Mr. Cluff.

We are in a commercial zoning. We have c-3 zoning to our south. We have c-3 zoning to -- and a car dealership as well and I have already explained what occurs on north. What's most important is we are far away from any of the protected uses. We are not within 1500 feet, next slide of any special use, such as a day care. In fact, it's probably the last place in Scottsdale where this could occur without any kind of a variance request.

So it's at the appropriate location, away from my protected use. This is the existing bank. We have 112 spaces for parking. We are only required 92. We have less traffic that would occur from the bank, from the prior bank, and the hours of operation will be from 8 to 10. Lastly, we did have a neighborhood meeting two people showed up. They were concerned about security.

We addressed the security plan and showed them where the security plan occurred and we offered to meet with them again. It's SNAMPA is the name of the association. The Scottsdale Northeast Airpark Membership Program. They were satisfied with our security. They did not show it. We asked for a second meeting. They indicated that there was no need. They did not show up at the planning commission twice. Nor the last city council meeting, and Mr. Cotrell is here and he's the representative of Curaleaf and can answer any operational questions that you might have considering I don't operate it.

Mayor Ortega: Thank you. Before we go to council questions or staff questions, I just want to

point out that I will open for public comment the case Curaleaf of Scottsdale conditional use permit and for the record I don't see any public comment; is that correct?

So at this point, I will close the public comment on this particular agenda item. Coming back to any comments or questions. I see Councilwoman Whitehead.

Councilmember Whitehead: I want to thank Mr. Cluff for catching the inconsistency here. I would like to make a motion to accept the Curaleaf 8-up-2021 conditional use permit.

Mayor Ortega: And I do take that as the full readout because it's an adopted version.

Councilmember Whitehead: Okay. So I will make a motion to approve the Curaleaf Scottsdale conditional use permit 8-up-2021 and adopt resolution number 12278 approving a conditional use permit for a marijuana use dispensary and I think that's it.

[Time: 00:37:12]

Mayor Ortega: Thank you. I heard the motion and a second. Any other discussion? Vice Mayor Caputi?

Vice Mayor Caputi: Thank you. I'm in agreement, and I will approve of this project. I had one quick question. In the reading and the packet, and in your presentation, you are talking about being open 6:00 in the morning until 10:00 at night or 8:00 in the morning until 10:00 at night. It feels like that's a much different hour use than thank, right? I mean that just caught my ear. I mean that is a different traffic pattern, seven days a week at 6:00 in the morning to 10:00.

Larry Lazarus: By the way, while we are allowed to be at 6:00, we will be open at 8:00. We will not be opening at 6:00.

Vice Mayor Caputi: Again, I have no problem with that project, and I think you have certainly fit the conditional use criteria. I just -- it will be a little bit of a different traffic pattern, obviously, since I don't know any banks that I know that operate 8 to 10 seven days a week.

Larry Lazarus: This is not banking hours.

Vice Mayor Caputi: Exactly. Thank you.

Mayor Ortega: We have a motion and a second. I see no other comment or question. Therefore, please record your vote. It shows a unanimous vote. Good luck with your project.

Larry Lazarus: Thank you.

**ITEM 18 – GREENBELT 88 REZONING (15-ZN-2020)**

[Time: 00:38:46]

Mayor Ortega: Okay. Next, we will bring the matter of greenbelt 88 rezoning. I became aware of a request by the applicant for a continuance. The applicant requested a courtesy continuance which was granted in the past by right, and at this point, I have a written request, however, I think it's appropriate if the applicant is here to speak to their request for continuance. If you will, state your name, come forward and then we will consider your request.

George Pasquel: Mayor, members. Council, for the record George Pasquel. Jason Morris is the official applicant. I believe he's on the phone line. If he's not, I'm happy to speak to it as well. Thank you, as the mayor indicated we are seeking a continuance.

There's been some pretty significant and recent changes to the project which it became apparent we wouldn't have ready for the staff report as we were working through items and that includes the exhibits and the data and the information on the project.

So I mistakenly requested a one-month continuance and was immediately notified that we should probably do more than that to give additional time for the updated exhibits, the updated project to really get some outreach and people to look at it.

We had some preliminary discussions with those updates and they have been really well received. So we are hopeful that that can continue. The updated request is for February 8<sup>th</sup>. That gives plenty of time for the holidays to be by and we are not trying to squeeze anything in with the holiday time. Yes, we are requesting a continuance at this time. Thank you.

Mayor Ortega: And just a quick response. You said significant changes. I heard did I hear that correctly?

George Pasquel: Yes.

Mayor Ortega: So you need more preparation for significant changes. I just wonder how significant they may be as far as whether or not it would warrant carrying all the 400 pages of other previous part of your application record forward if you are making, in fact, a very a significant change.

Just a thought to that and I will come back. Right now, I hear Councilmember Milhaven.

Councilmember Milhaven: Thank you. I would like to move that we continue this item until February 8<sup>th</sup>, 2022.

Vice Mayor Caputi: Thank you.

Mayor Ortega: Okay. We have a motion and we have a second. We -- is this any discussion of -- Councilwoman Littlefield?

Councilmember Littlefield: Yes. Thank you, mayor. I will be voting to deny this continuance request. The leader of the neighborhood group, Jan Vucich who has been trying to make the project acceptable said in her email to me, we sent an email out to the development team in June of 2021, and met with them in person in July. And gave them ideas, suggestions and information.

They have met several times since then, but not much has really changed. From the view points of the residents, it is a legitimate five months on this project without any significant development. Requesting one more month or two more months or three more months for new design and insight from the community does not leave me hopeful. It doesn't leave me hopeful either.

When we get to discussing the details of this project, I will have more to say, but in summary, the project is too tall. It's too against. It offers too little retail and it generates too much traffic. None of that has changed.

It's out of character with the area and the whole idea of the greenbelt itself which is openness and to the neighbors and the neighborhoods who paid for it. In fact, it's exactly the type of project that voters in Scottsdale have said they did not want in Scottsdale. That's why I will be voting against it.

In the recent campaign, the GP-2035, the proponents of this plan indicated that it would be harder to approve these types of projects. I believe the new plan will have the opposite effect and actually promote more bad apartment projects especially in south Scottsdale. That's why I opposed it.

In the proponents of GP-35, 2035, excuse me want to prove me wrong, they should deny this continuance and then vote to disapprove this project which is not wanted by the overwhelming majority of the nearby neighbors. This is your chance to prove that you really mean what you said in the last two months. I tell you, they have been doing petition signatures. They have over 800 to 900 petition signatures of citizens say, no, please don't do this to our neighborhood. We don't want it. It's not appropriate.

[Time: 00:44:52]

I cannot vote for this because our votes up here on this dais, we're supposed to represent the citizens and not to do that is denial of our very purpose of being up here. So I will be voting not to continue this and to have the presentation tonight. Thank you.

Mayor Ortega: And moving on to Councilwoman Whitehead.

Councilmember Whitehead: Thank you. Yes, and this is a moving target and these projects -- if this project had the support of this city council, we wouldn't be asking for a continuance tonight. So I too have talked with many of the people who are sitting here tonight, and who currently oppose the project, as I do.

And the project is making -- it has -- the developer, the development team has made some significant changes. None of those are in writing. It remains to be seen but it's too important an area not to allow the applicant and the community time to continue to discuss and this is the consensus I have from the very people who started this petition. There's no reason. There's no harm.

This council is not going to fundamentally change what it believes and it's not going to fundamentally change its belief that community, input community support matters but giving three months for a project in a shopping center that might be improved with this or might not be, is certainly worthy.

I also just want to state that unlike some other projects that come before us, this project really does have -- and this is the challenge that we face and what we talked about on the phone recently, is this project does have supporters.

And so like everything in Scottsdale, having both sides of an argue have more communication, you might find that common ground. You might make the project better. You might not, but three months is certainly worth it for me and I will be supporting it. So thank you -- and thank you for all of your work gets us here because this project has improved and it's because of improved because of all of you. Thank you.

Mayor Ortega: Thank you. Now I will weigh in on this. As an agenda item, there are three choices. One is to approve. One is to deny and one is to continue. The continuance could come from the council ourselves or in this case the applicant has requested the continuance. One of the problems I have with the continuance is that the applicant stated they plan significant changes, and I think it would be more useful than the baggage.

300 or 400 pages of the previous project to carry forward in a continuance format. I believe it would be served -- serve everyone better if it were restarted as a new project without having to add all that testimony, if there's a new proposal that's significantly different, which is what I heard from the applicant.

[Time: 00:48:37]

Now, the other problem is that. Application has already been made. Our staff has performed and we have probably hundreds and hundreds and hundreds of hours on a project and to tax us more or our staff for that application fee, when the project may be plan b, I don't know. I just heard the word significant. And the word significant was mentioned with more exhibits and needing more of an outreach and so forth.

So if it is a significant change. I call that basically a new project. I think it would better suit the applicants to start with a clean slate on a significant project that might take three months to get rolling and I kind of disagree. We can't charge another fee for all the hundreds of hours that the staff has no review this.

And have another iteration, perhaps significant to review. I think that the notification process certainly is in process, but I have just reticent to continue it with all the baggage it might have. I hope I have explained that well, but that's my first pass at it. I see Councilmember Durham and Councilwoman Whitehead.

Councilmember Durham: Thank you, mayor. I'm going to support the continuance. I think there are significant changes to this project in an attempt to win the approval of local citizens, but while these are significant changes, I would not say that this is a significantly different project. As I understand it, it has the same basic footprint and shape. There is an attempt to reduce the height and density.

[Time: 00:50:59]

So there are significant changes but I would not say this is a significantly different project and therefore I would not support starting the staff review process over again. I would support the continuance until February. Thank you.

Mayor Ortega: Councilwoman Whitehead.

Councilmember Whitehead: I have attended ten community meetings on this, probably ten, and I'm communicating just on vacation, I'm constantly communicating with the residents. So I have a question for Councilwoman Littlefield. You mentioned a petition with 900 names. Can you remind me how many names were on that petition?

Councilmember Littlefield: Jan wrote to me and said they are still collecting names now of citizens who are against this project. And they had 870 some and they are still collecting and getting more signatures every day.

Councilmember Whitehead: Okay so none of us have the privilege of seeing those names. I think I can say that many of us have attended from Zoom to in-person meetings. I have spent many hundreds of hours on this project. So if there are 800 names and that's new news to me, and I'm sure that Jan will provide that with us, but certainly if there is that level of opposition, we should all be notified and we should receive that in writing. So I would appreciate seeing that. I will end with one –

Mayor Ortega: I will end with one comment and say, we have a choice to approve, deny or continue and I will encourage the applicant to work hard and continue to work hard. At the present time, I would not vote for the project. I would vote to deny the project and I did sit with



the applicant last week for the first time so I would encourage more cooperation.

And for that reason, I would support the continuance but assuming that this will be significant changes because if they are not anything significant, it would not -- I would have the same opinion, okay. We have Councilwoman Littlefield and then Vice Mayor Caputi.

Councilmember Littlefield: Thank you. Thank you very much, mayor. I would just like to say a few of things that were on one of these letters that I received. I'm sorry, Councilwoman Whitehead, I didn't copy the one about the petitions. I apologize for that. But, you know, what she says is there's nothing in write. There are no changes.

[Time: 00:54:11]

If they are not in writing, if they are not put down, they don't exist, and there is really no -- what she says here, our team is very upset. We were reviewing the same project with no changes and really no new advances towards the reduction of density and height. As you see below, we were in a lose/lose situation if we didn't meet with Jeff and then we're disrespectful if we did and didn't approve of the plans we were inflexible.

I don't like name calling. I don't like that kind of attitude when citizens come out and spend this much of your time and effort and their interest and their love of the city to work this hard, to try and get something that they think would be good for their neighborhoods, and then to get into some sort of name calling combat situation, that's not right.

These folks have worked hard for months. They don't get paid for it. They are just citizens of Scottsdale living in this neighborhood. They get no reimbursement for their time or energy. They just care. They care about the area and I don't think it's fair to ask them well, we know you have done this for six months.

You can do it for another three now and, you know, just keep up the good work. That's not right. That's not the way we should be treating our citizens. I'm not going to be voting for the continuance. Thank you.

Mayor Ortega: I see another hand from Vice Mayor Caputi.

Vice Mayor Caputi: Just briefly. I agree there were thousands of hours of staff time on this project and as Councilwoman Whitehead said, we all spent hundreds of hours on this project as have the applicant years and months and hours working with the neighbors, listening.

From what I have seen every time we have met there have been signature changes and the project keeps moving and getting forward and this is the process, working the way it's supposed to, listening to the citizens and making adjustments with the applicant. We all have time and a significant amount of money into this project, including the applicant, which I don't know why we're not acknowledging the fact that every time we make them move forward it costs them

money, just as it costs us all time and money, and opportunity costs.

So I feel like they have made a very good faith effort and if they need a couple more minutes, we should absolutely give it. We are trying to get to a point where this project is acceptable and good for everybody. The residents, the investors in our city, everyone who has a stake in this project. Absolutely we should be continuing so everyone can get to an eventual good place where we can agree. Thank you.

Mayor Ortega: Okay. We have I don't know that we have any questions to the applicant. You may sit down. And the request is to continue until February 8<sup>th</sup> as stated and we have a motion. There are -- there's a -- we do have the possibility of speakers who may speak right now. The matter is for a continuance only. Can I get a clarification from the city attorney, please.

City Attorney Scott: Thank you, mayor. The council rules of procedure do apply that no public comment until after a motion to continue has been denied. So if it's approved, then the public comment would only be appropriate at the meeting that the case has been continued to.

Mayor Ortega: Okay. Those are our rules but basically the comment that was requested would be on the current plan and we're now looking at the continuance for a future plan at this point we call for the vote to continue until February 8<sup>th</sup>, I believe. Please register your vote. Okay. The motion carried 6-1. And we are concluded on that matter.

**ITEM 19 – 9. PUBLIC HEARING ON THE COMMUNITY DEVELOPMENT BLOCK GRANT (CDBG) FISCAL YEAR 2019/20 ANNUAL ACTION PLAN AMENDMENT NO. 3**

[Time: 00:58:56]

Mayor Ortega: The next item is item 19. 19 pertains to the public hearing regarding the community development block grant, that is a CDBG program. And we will be holding a public hearing for that, in order to move that forward, I will ask the applicant to please make your presentation.

Mary Witkofski: Good evening, Mr. Mayor, members of the council, my name is Mary Witkofski and I'm the housing supervisor at our community assistance office. I come before you tonight to seek public input and approval of a third substantial amendment to our fiscal year '19-20 annual action plan. Next slide, please.

In September of 2020, the city of Scottsdale received approximately \$2.5 million in cares money, also referred to as our CV funds. Initially those funds were set aside and used to assist our homeless to help prevent, prepare and respond to COVID. And fast forward to 2021, in September, the mayor and the city council received a presentation from Irma Hollamby on housing affordability and the internal working group that has moved forward with the housing inventory and stock analysis for the city of Scottsdale.

We have funding available through our CV funds to help respond to the housing crisis that is currently occurred since the pandemic began. And at this time, we are seeking public input and adopting a resolution to move these funds with the inventory analysis.

Mayor Ortega: Thank you. At this point, if there are any questions -- thank you, Ms. Witkofski. The purpose of this item is also to open a public hearing on the matter. As presented. I will prefer to the clerk whether we have received any public comment. We allow for public input as this important community and grant process progressions. I see no hands up from the council. And therefore, I will close our public hearing at this point. And seeing no questions, I would ask for a specific read out on the motion for item 18. Sorry 19. Therefore --

Councilmember Whitehead: I'm trying to get there. I make a motion to -- let's see, I guess adopt or approve the public hearing on the community development block grant CDBG the annual action plan and the resolution number -- and adopt, resolution number 12329. To approve the CDBG fiscal year 2019/20 annual action plan and amendment number three.

[Time: 01:02:40]

Mayor Ortega: I hear a motion and a second by the Vice Mayor. I do have a little discussion. Item number two of our action calls for an inventory using a consultant of our properties in Scottsdale, and I would like to make sure that that inventory and assessment of our housing stock includes itemizing the short-term rentals that they may come across in the authorization of this consultant and that work. So can I get affirmation from the presenter.

Mary Witkofski: Yes, that will be looked into and part of the study.

Mayor Ortega: Thank you very much. Accordingly, please record your vote. Thank you. That's unanimous. Okay.

At this time, we will move on to the citizen petition agenda item, item 20. That's an opportunity according to our charter for any individual to bring forth a petition for consideration. With have no record of one or a person to -- having presented that tonight. And therefore, I will consider the citizen petition closed and the next portion has to do with moving on to the mayor and council items. Number 21. At this opportunity, if anything is brought up. I see no hands for that subject.

And however, for the record, I want to state that I have signed item number 16, which is the official census of the prop 463. So that is signed tonight.

Mayor Ortega: Moving on, we will get to our boards and commissions. And that would include appointments for boards, commissions, and task force nominations. I will turn the meeting over to Vice Mayor Caputi for the boards and commission interviews, and appointment -- nominations.

Vice Mayor Caputi: Thank you, mayor. This evening, the City Council will be nominating Scottsdale residents interested in serving on citizen advisory boards, commissions, and committees. The Scottsdale City Council is responsible for establishing City policies and enacting laws in support of those policies. The Council relies on volunteer, citizen-based boards and commissions to research issues and make recommendations in support of the Council's mission and goals.

The information and recommendations provided by Council-appointed advisory boards is a valuable tool in helping Councilmembers in their deliberations. Appointments for these positions will be made at a Special City Council Meeting on Tuesday, December 7th. So we will get started.

### **BUILDING ADVISORY BOARD OF APPEALS**

[Time: 01:06:33]

Vice Mayor Caputi: First, we have the building advisory board of appeals. There were two openings. However, no applicants have -- applications have been received at this time. So we will move on to the next commission.

### **ENVIRONMENTAL ADVISORY COMMISSION**

[Time: 01:06:46]

Vice Mayor Caputi: Which is environmental advisory commission. Special qualifications for this commission, As specified in the Scottsdale City Code, the membership of the Board shall reflect both scientific and non-scientific interests. Ryan Johnson's term expires in December. There is one vacancy and 10 applicants. The applicants are: Nick Brown. Brian Hall. Henry Hoffer. Rosalie Hoffer. Ryan Johnson. Larry Marchman. Alisa McMahan. Jordan Miller. Candace Somoza. Beth Webb.

I will now entertain nominations for the Environmental Advisory Commission. Each Councilmember can nominate one applicant. We will go into the order we're sitting in. I nominate Ryan Johnson.

Councilmember Whitehead: No additional.

Councilmember Milhaven: No additional.

Mayor Ortega: Jordan Miller.

Councilmember Littlefield: Alisa McMahan.

Councilmember Janik: No additional.

Councilmember Durham: No additional.

Vice Mayor Caputi: So Ryan Johnson, Alisa McMahon and -- my third Jordan Miller have been nominated. Thank you.

**HISTORIC PRESERVATION COMMISSION**

[Time: 01:08:03]

We have the historic preservation commission next. The special qualifications as outlined in the Scottsdale city code. Each member shall have demonstrated special interest, knowledge, or experience in at least one of the following: Building construction, history, architectural history, real estate, historic preservation law or other historic preservation related field. Larry Edmonds and Christie Lee Kinchen resigned in October. Peter Hosmer's term expires in December. He is eligible for reappointment and has submitted an application for consideration.

There are three vacancies and two applicants. The applicants are: Jon Griffin, Peter Hosmer. Councilwoman Whitehead.

Councilmember Whitehead: Jon Griffin, Peter Hosmer.

Vice Mayor Caputi: Great. So Jon Griffin and Peter Hosmer have been nominated.

**NEIGHBORHOOD ADVISORY COMMISSION:**

[Time: 01:09:00]

Vice Mayor Caputi: Neighborhood advisory commission. Michael Wills resigned from the commission in October. There is one vacancy and two applicants. The applicants are: Sady Flynn. Larry Hewitt.

I will start with Councilwoman Milhaven.

Councilmember Milhaven: Sady Flynn.

Mayor Ortega: No additional.

Councilmember Littlefield: Larry Hewitt.

Councilmember Durham: No additional.

Vice Mayor Caputi: Okay. So both Sady Flynn and Larry Hewitt have been nominated.

**PERSONNEL BOARD**

[Time: 01:09:29]

Vice Mayor Caputi: Personnel board. Jeffrey Skoglund's term expires in December and is ineligible for reappointment. There is one vacancy and three applicants. The applicants are: Roger Geddes, Bryan Nelson, Erica Padish Hoebing.

I will now entertain nominations for personnel board. Each council member can nominate one.

Mayor Ortega: Erica Padish Hoebing.

Councilmember Littlefield: Roger Geddes.

Councilmember Durham: No additional.

Councilmember Whitehead: No additional.

Councilmember Milhaven: No additional.

Vice Mayor Caputi: So Roger Geddes and Erica Padish Hoebing have been nominated.

This concludes our nomination process this evening. Individuals nominated will be contacted by city staff with additional information. I would like to take this opportunity to sincerely thank all who applied to serve on a citizen advisory board or commission.

Even if you were not nominated, your application will remain on file for one year for consideration at a future date if there are additional vacancies. Back to you, mayor.

Mayor Ortega: Thank you very much. We are concluded with our regular council meeting. I see no other requests for mayor or council item. I do want to clarify we will tail a 10-minute recess, and we will return for the study session and for those who may have arrived late, the decision was made to table study -- work study item number two, and that did pass.

So we will only be considering work study item number 1. Do I have a -- I actually will not need a motion to adjourn. So we will just take a ten-minute break and then continue with our work study. We will return at 6:20.

[ Break ]

Mayor Ortega: Good evening, everyone. We are reconvening our regular meeting, however, our format is changing in that we will begin a work study. A work study session is an informal or less formal, properly agendized and presented to the public so that we can have more of a free form

discussion of the topics which are posted. I do want to make a note that all the members of the council and the charter officers are present.

**WORK STUDY ITEM 1 – COMMUNITY INVOLVEMENT PRACTICES AND STANDARDS**

[Time: 01:13:09]

Mayor Ortega: And the work study topic, we had two topics, however, one of them was tabled. That was item number two, and we will be looking at work study item number 1. To clarify, there can be both remote or in-person comments.

However, I don't see that we have any for the work study item number one. So accordingly, I will close the public comment in our work study. Went, gel look ago the work study item number one, community involvement practices and standards. Kelly Corsette is our communications and public affairs director. So he will be making our presentation. Thank you, sir.

[Time: 01:14:14]

Kelly Corsette: Good evening, Mayor Ortega, and members of the city council. Thank you very much for welcoming me here this evening. Tonight, we would like to have a conversation with you about community involvement. To talk about the city's current approaches, to hear your perspective on things that are working well and maybe things that aren't working well and to talk about some changes we are considering. I have some slides I would like to go through. So next slide.

The city engages with its residents in hundreds of ways each and every day. Most involve us delivering a service or a program, while some of our interactions are opportunities to get formal or informal feedback from residents and customers. At time, the city will host a more substantial planned involvement process, intended to solve problems, modify services or make decisions. We think of community involvement along a spectrum that is included at the bottom of this slide.

It begins with communication. That is the baseline level, and then it can be a more consultative process, beyond just communication with more public input and more opportunities to provide feedback. It can move further up the spectrum into a collaborative effort before residents have a higher degree of influence on the final decision. Even at that collaborative stage, that does not mean that decision-making authority has been ceded. Only that people would have more of a role in arriving at the recommended course of action. So some recent examples of more substantial planned community action includes creation of antidiscrimination ordinance when there were many opportunities for the public, and specific community groups to offer input, before the draft ordinance made its way to the city council.

More recently polling the public as the it creates the transportation action plan, that will be

coming before the council, conducting virtual public engagement for capital projects, like the bell road sports field and the civic center and providing interactive open house opportunities as part of the old town Scottsdale character plan update process. Next slide, please.

Scottsdale has a long history of public participation and community involvement. They are cornerstones of our success as a municipal government. Citizen involvement has been part of the fabric of the community -- fabric of the communities, including the '60s when they established the vision for the community and laid the groundwork for some of the unique physical aspects of Scottsdale that we know and love today. This photo from the 1970s shows the Indian bend wash greenbelt concept being discussed right here in the very Kiva where we stand.

Other ideas from the step program that became a reality include the Scottsdale civic center which, of course includes this wonderful city hall, the civic center library and the Scottsdale center for the performing arts. Working with an active and involved public is part of our DNA from planning and development, park, recreation, library, human services, water, wastewater, across the organization, Scottsdale works hard to inform the public and understand the who, what, where, when, why the city services, projects, programs and priorities and provide opportunities in many cases for the public to be involved in how those things are created and delivered. Next slide, please.

With that as our history, it's not surprising that one of our central guiding documents, the Scottsdale general plan, included a collaboration and engagement chapter that contains a single element, community involvement. So these are really our marching orders, the general plan itself.

These are pages from the general plan 2035, which was approved by voters in November. That plan contains specific goals related to community involvement. They are number one, to seek early and ongoing community involvement through broad public input in project and policy making decisions.

Number two, to proactively seek community-wide representation in civic matters through vigorous outreach programs.

[Time: 01:19:04]

Number three, is to distribute city information in ways relevant to personal and professional interests and the fourth goal in this element is to foster community partnerships to share information and work toward collaborative solutions.

With those as our marching orders, I'm going to use them as a framework for the next few slides to talk about the way the city is working to achieve those specific goals. Next slide, please. So first is to seek early and ongoing involvement through ongoing input. This starts with widespread dissemination, to increase awareness of citywide issues and offer feedback



opportunities to the entire community.

This broad public input asking the public as a whole, for their feedback takes a few different forms. Most commonly is the biannual resident survey, which we administer to a randomly selected group of Scottsdale households, from which we can get a statistically valid representative sample, but also we administer to the community as a whole. We make this survey available to anyone in the city who wants to participate. So that is the broad-based public input.

Then we end up with two data sets that we can compare and help the city with decisions in a number of different areas. These sorts of citywide approaches are used in other areas as well, including the transportation action plan that I previously mentioned, through which we also provided a citywide feedback opportunity in September. The tool that we use is something I will talk a little bit more about, but for that open online feedback, we use an online mat form called Polco. I will say a little bit more about that a little bit later on. Next slide, please.

The second goal in the community involvement portion of the general plan. It tells us to seek input. The city conducts these sorts of efforts quite frequently as well, such as when the previous draft of the general plan was being created, which is what is pictured here, or in the half dozen or so community open house meetings that were conducted as the 2019 bond package was being created prior to coming to the council and eventually to the voters back in 2018 and 2019.

More recently being long range planning is held online and in person, open house meetings for the old town Scottsdale character area plan update process. Even with the concerns and the restrictions that COVID has put into place, staff and the capital projects area, the outreach on the major C.I.P. projects, the civic center, and the sports fields, those were offered using an online model that we essentially created due to the restrictions of pandemic, and now we think we'll be more regular part of how we do outreach in the future. Next slide, please.

[Time: 01:22:25]

The third goal from the general plan is for us to distribute city information in ways that are relevant to personal and professional interests. With respect to this goal, the city uses a multitude of different tools and channels to provide information to our public.

Some are general tools through which we share lots of information about lots of different topics, such as our twice weekly newsletter, Scottsdale update and the bimonthly print version of the Scottsdale update that's delivered with city utility bills six times each year.

We also share information widely via just about every social channel there is, via the news media, and via the city's website and, of course, also on Scottsdale channel 11. The city also offers specific communication for specific topics. Planning and development services creates and ends the P&Z link newsletter that you see here which carries information about new

planning cases, updates to planning cases, applicant-hosted open house meetings, as well as other resources and information.

This product has gone through several modifications over the past couple of years to make it more reader friendly, including the map that's now featured in every issue that spotlights the location of new cases.

Also improved is the active cases and permits interactive map, an online dashboard that allows people to see projects awaiting public hearings and approve projects under construction. Supplements to the planning and development services team and also to our information technology team for creating those online portals. Next slide, please.

The fourth and final goal in this element of the general plan is to foster community partnerships, to share information and work toward collaborative solutions. This photo is from the October 3<sup>rd</sup>, 1994 Scottsdale city council meeting held with the McDowell mountains an appropriate backdrop when the council voted to create the Scottsdale McDowell Sonoran Preserve.

That was an incredible collaboration between the city, the city council and other groups and the city continues to foster those collaborative partnerships to share information and receive input and s feedback from the community, a recent example is the city council's short-term rentals working group.

A group of residents, staff, hospitality industry representatives and two city councilmembers who have looks at the existing laws to address issues related to short-term rentals. We are going more to engage the expertise of residents already committed to working on behalf of the community through their volunteerism.

The volunteer voices program is something we created several years ago, and through it, we offer volunteers the opportunity to participate in feedback sessions on different topics. It's really our way of reciprocating their commitment to the city.

We will in turn commit to giving them opportunities to provide meaningful feedback. Before we had to place the program on hold and unfortunately due to the pandemic, we held volunteer voices sessions on community involvement, diversity, volunteerism and water conservation to tame a few. Similarly, the mayor's youth council have been given opportunities to provide their input and feedback on our smart cities effort, and we plan to involve them in creating the city's sustainability plan moving forward.

[Time: 01:26:10]

Along these same lines we offer Scottsdale neighborhood college to engage H.O.A. representatives and residents on the whole to inform them and raise their awareness about the city's programs and priorities, build relationships with them, so that we can tap them when

there are additional opportunities for their input and participation in the future. Next slide, please.

So those are the collaboration and engagement goals from the general plan, and some examples of how we put them into action. As with everything the city does, however, we're always trying to make it better. We always want to improve the things that we do. And certainly community involvement is no different.

In late 2019 and early 2020, I commissioned a public engagement review in response to the -- at that time, the city council strategic objective to explore ways to use new technologies and methods to increase citizen involvement and engagement.

We spoke with about half a dozen different groups around the city electric our boards and commission members, graduates from aforementioned graduate programs, volunteers and we sought out conversations with folks who were not already connected with the city. This is a photograph from one of those sessions.

Completed just as the global pandemic was coming down upon us, this engagement review found wide spread satisfaction with the city of Scottsdale both municipal government as a whole, and also the city as a place, while also identifying some areas the city could improve its efforts to involve those affected by its decisions in those decisions.

So among the things that we heard and learned, are that citizens who are engaged seem to feel the government is responsive to their concerns. Probably not surprising. Folks who are already engaged and connected with the city feel like they have more of a voice in the city. Disengagement among some may stem from actually a high resident satisfaction and a high quality of life.

[Time: 01:28:23]

People are genuinely happy, they don't have reason to get activated by a particular issue there. Is good awareness about city events and services and programs in general, however, this seems to be lower awareness about specific feedback and involvement opportunities.

The research did find that the bond process I previously mentioned was a good case study for us in how to build community awareness, and get them involved in something that would be coming before the council and ultimately before the community for a vote. That review also told us some things that we should explore moving forward. One is an overall web or tech-based strategy, and to look at technology tools beyond next door and email.

It also suggested that we should look at strategies for engaging part-time residents. We have many residents that don't live in the community full-time, and also residents with limited English proficiency. That work also advised that we should strengthen an coordinate collaboration across departments so that engagement activity being conducted by one part of our

organization looks and feels like engagement activity being conducted by another part of the organization. Next slide, please.

With the outcomes of that effort in mind, here are a few specific things we are doing or exploring. The first is online panels. I mentioned previously that our Polco survey/feedback platform gives us this capability. The more that we use it, the more we grow the user base, the bigger our pool of residents grows. So that we can then get feedback from even more residents the more we reach out to them.

We are now at about over 1500 residents who are opted into the Polco platform and we have some specific opportunities coming up and we are developing a calendar so we are reaching out to those folks to get their input on various topics. We are also exploring other online tools like this. An online space where people can opt in to participation opportunities, whatever the topic, from the city.

[Time: 01:30:43]

The second is expanded online interactivity. The pandemic hit fast forward on a number of things and this area is one. We now have what we call asynchronous online feedback via our website, employing video and other online tools to allow people to review an item, to review information, to watch a video and then provide feedback on their schedule. And that's one of those things that we have thought about developing.

The pandemic had us develop it more quickly and we are finding that it's very effective and it will likely remain part of our toolkit into the future. That said, what we have developed with our existing tools, with our existing staff, is not quite as polished and doesn't offer as many features as other tools in the marketplace. So we are reviewing those potential options.

The next item is more vigorous personal interaction. We understand that face-to-face interactions have been limited, of course over the past 18 months and live video streaming and meeting technologies have stepped in and helped to fill that need. The city is getting better and better at using those tools and the public is becoming more and more accustomed to participating this those ways.

So that's another area that has become another -- another technique that's become, I think, a standard part of our communication and engagement toolkit, however, most agree that in many cases there's no substitute for face-to-face interaction.

We are looking at creating more of those opportunities as we hopefully emerge from the pandemic and planning, the old town area character plan, the open house meetings that have been recently conducted and I think they are doing one more, is a perfect opportunity.

The online portal was used but the face-to-face opportunities were well attended as well and compliments to planning to blend those two things together as that topic moves forward. We

are also developing the capability for the city council and other public bodies to take meetings on the road to other places in the community while retaining the ability to video stream those meetings live to channel 11.

So that people who can't attend can still potentially view and participate in those meetings as they occur. One area, the last bullet on this list where we don't have much capability is in the area of text and location-based feedback. Certainly, we acknowledge that just about everybody carries a smart device with them these days. And wouldn't it be great if we can get feedback from someone about the park that they enjoy visiting while they are sitting in the park enjoying it?

[Time: 01:33:40]

That sort of location-based and SMS technology is out there and it's something that we are exploring. We think it could add a very desirable and useful capability and engagement feedback to ultimately allow us to hear from more residents and that really is the overarching goal of all of these things is to expand the ways we are doing things to get better at doing them and to hear from more of our residents so that more the community feels engaged and that they have a voice in the things that affect them. Next slide, please.

So that is our overview. That is the big picture look at how we are engaging residents, and some of the tools and techniques that we are using. So at this point, mayor, city council, I would love to hear your thoughts, and we have some other staff here as well. Certainly, interested in speaking with you about what you think is working well, maybe what's not working so well and any reaction you have to the information we presented tonight. Thank you.

Mayor Ortega: Thank you. I see Councilwoman Janik.

Councilmember Janik: Very good presentation, thank you. Couple of comments. First of all, you don't want to have too many avenues to gather all this input, because then it becomes too big to even be meaningful, in my mind. You also don't want to have too few because then you are really not getting an adequate representation.

I thought that the bond program that you launched, I thought it was wonderful. A lot of output, a lot of information. Physically showing all the different plans, I thought that would be a great model for what you want to do I think there's probably too many newsletter and I on council and I've got to tell you, it's too much for me to try to keep up. So that is a concern for me.

Now, what we saw with greenbelt 88, we had safeguard, a person who has put in hundreds of hours to gather information from the citizens. And then we have the person who filed the application. I think we know it's a hot button issue.

It would be nice if we could take that area that would be primarily influenced with that development and get their input perhaps with a simple online survey. I think it's political enough

that you would get pretty good input from a variety of people. It really shouldn't be the job of one interested person conduct that sign-in, whatever.

So I think if you look at the whole picture of what is coming forward, I'm pretty sure I could look at this list and say this is hot button. This is hot button, and we need to do a better job. Maybe that's a way to streamline the input as an option. Okay.

Now, I have another problem with the Polco, with the 1500 people. I don't like the same 1500 people giving me the input. I can tell you, when I was on COGS, most of the people who were on the boards and commissions were pro development. And I think before council changed, I think you could see that trend, and there was a lack of trust. I think it needs to be more universal. It needs to maybe rotate through different groups.

[Time: 01:37:16]

I would like to -- there's no way to do it, but are all of those people would are giving input, are they all pro development? Do they all have the same thoughts on certain issues because that's not representative. And I no he that's difficult, you would have to do a geographical study, a background steady, are they in development, are they in architectural. So that's just a couple of mill thoughts.

And then your online map tool, as soon as somebody sees a development breaking ground and growing and we can see it, I want to know what it is as the consumer that's involved in my neighborhood.

And in the past -- and I think this is still true, that as soon as the development starts the actual construction phase, it's no longer available on that site. And that is pretty valuable information because the people in the neighborhood still want to know what's going on, what's involved, what is the name of the project, how big is it?

So I think that information should also continue not just once it's been approved, but once construction starts until it's completed. Those would be my recommendations. Thank you.

Mayor Ortega: Thank you very much. We have Councilmember Durham, and then Councilwoman Whitehead and Councilwoman Littlefield. To you, Councilmember Durham.

Councilmember Durham: I degree that the bond program was very, very good and very successful. On the recent 463 and the general plan, I was frustrated because I saw people in different media posts saying, oh, we were never given a chance. Why weren't we given a chance to comment on this? When there were many, many ways to provide input.

Also as a direct result of that, there was an enormous amount of misinformation that began to circulate, and that could be possible because obviously a lot of the general plan was under consideration during COVID period when it was more difficult to get large groups of people

together. I don't really have an answer to that.

We should at the more about effective communication in Facebook and Nextdoor and these other sources which sometimes take over and I don't know the answer to that. I did think the process on the old town character area plan was very good. I attended one the lunch meetings and I thought the presentation and the discussion and the questioning was very good and very helpful.

The more of those things we can do, the better. I understand why we can probably not do those on the general plan but more things like that on the general plan, I think would have been helpful.

Mayor Ortega: Thank you. Councilwoman Whitehead, and then Councilwoman Littlefield.

Councilmember Whitehead: Thank you, mayor. Great presentation, Kelly. I have some suggestions too. First of all, yeah, I think January 2019, I went to the first bond open house, and it was just incredible.

In fact, all of my public meetings that he organized, I copy after that. I have big posters where they put the dots what they like. So I -- I have never lived in a city that does this much public outreach as this, and my sister complains all the time because she lives in a city with 100,000 fewer people and she has no idea what is going on and she knows everything that's going on in the city of Scottsdale.

[Time: 01:41:25]

So we -- we are incredibly engaged and I just commend staff at the amount and the old town character plan, those events unbelievable, they are really, really good. So I have some suggestions just with the Polco, what did you call that?

Kelly Corsette: It's Polco.

Councilmember Whitehead: Polco. Okay. So I think that what we need to do is better advertise that, because I do think 1500 is impressive, but it would be nice to really -- I don't know. You know, people don't want information overload. When they are happy maybe they are not paying attention but maybe better advertise that and try to build that up. I know it's super easy to say to stop and stop it. I get a lot of emails. Last night it was a deceased dog in the road.

I get emails from people who have specific complaints, water leaks, stuff in the world, diseased animals. I wonder if -- and I mentioned this to Brian Biesemeyer before I was elected if an app makes sense but something directly on the website. When I reported a leak, it took me three or four clicks plus a couple of phone calls. If there's a way to make specific requests easier. Water leak. People are frantic about water.

They will feel so much better if they can just have an app or a known way to report a public or private water leak. I know we are redoing our website. I think that will help a lot. To Councilwoman Janik's concern, that map is awesome when it works, but it needs I also have gone there and says, what the heck and I go, just a minute. And I can't find it.

I know it just needs more staff time to get that include every project on development outreach this was brought up a few times in the planning commission. We don't want to send out more postcards. It's paper and it costs a lot of money, and what can we do?

Gosh, I hate to suggest Nextdoor.com but is there a way that's cheap and environmentally sound and effective that can get more people notified about an upcoming project sooner or, you know, just make it so people can't say, you know, I never heard about greenbelt 88 and now it's on the agenda. So that's a suggestion.

[Time: 01:44:18]

The tech-based strategy, of getting feedback when people are in the parks. Don't be creepy. If necessity volunteer, but I hate for us to be following -- are you having fun, you know, or something like that. Those are my comments. But I think we do a really good job at the city and our residents take time and are sitting in our meetings. So thank you.

Mayor Ortega: Councilwoman Littlefield.

Councilmember Littlefield: You know me, I'm very low tech.

[ Laughter ]

I like what you are doing in the technology field, but I look around to a hot of folks who are older and are not comfortable with high-tech stuff and get online and see how you get over here and get over there. I like low tech and I like low expenses to go with that. And I'm going to read some of my notes.

I apologize if he pause every once in a while because I'm having to read through some scribbles. The bond package and outreach we did on that was tremendously successful. I think reason was not only did we go out to them, to their locations, but we also took the staff to those locations with us so that they had the director of public works.

They had all of these people for all of these different areas of the bonds that passed right there in the room that they could ask questions to and talk to and get the answers right then. We even had people up north that went through the snow to get to one of those open houses that. Made a big impression when we can get staff members to work with the citizens and to participate in their concerns and to answer their concerns. And that -- I think that really made a difference in the bonds.



It made a difference on their understanding of the bonds. And why they were considered to be important. So that's something if we have another issue that that's -- is that vital to the whole city. They are the ones that know the answers to the questions, more than we do. They work in the details. And so they can -- and some of our citizens are pretty detail-oriented, I tell you when it comes to things like that. They want to know what the answers are.

So that was part of what I had, what I pulled away from the bond package. I was impressed when they came through the little snowstorm that we had up north that one night. That was cool.

On examining new ideas that may or may not be popular, I listen especially to the negative comments because that's how we improve things and that's how we get things to where everybody can accept them and not be negative. I think that's one of the ways we can work in better harmony with everyone. At the ability to all of our buildings if we can. This gets into a little money.

To receive phone calls during meetings when we hold them in different buildings and to expand the usage of buildings and input that we currently have with that capable. We had our audit committee meeting yesterday, and we could not receive phone calls. Online. We couldn't get that.

So those kind of things with update our own buildings so that when we hold our meetings, citizens know how no get through and know that they can reach us and can communicate with us on an ongoing basis with those meetings.

Better advertisement. We have a lot of folks in Scottsdale that are low tech and don't want to have to go on the computer every time they want to hear something or find out about something. So consider phone banks if it's something that's really vital. Obviously, the city TV and the ads there.

[Time: 01:48:56]

You can put little stripes across the screen that shows to learn more, see or meeting on regarding this so it's on the TV. Put it in the library. Put a kiosk in each of the libraries where we have informational packets on meeting dates and when will you hold a meeting for the planning commission, whatever, on say, a project that's coming up for renewal or acceptance.

Put a little paper where there's meetings. Notice bulletins and boards at senior centers, libraries, even a board in the museum if we want to or the performing arts center, where people come and then they are in a city atmosphere and they think gee, I wish I knew when that meeting was. Have a kiosk. How about a kiosk in the plaza when it's done, you know? Put in art center in the trolleys, if we are going to run trolleys. Have some flyers and bulletins in the trolleys for people to be able to pick up and read. Add some in the downtown carts. When they have the ambassador carts, public meetings and businesses that they can do in downtown.

That's another location that we may be able to put one or two little things for the coming week because they change them out every week. So you couldn't need a big bunch of them. You can even put them here at city hall, have a bulletin board with little pockets, put flyers in there. Kiosks.

I know they have them at the colleges and the junior colleges and the universities, where people who are walking by can say, oh, I wanted to find out about something. Maybe that's a better way to do it for some folks. Notices in the water bills, of course, and kind of an extension to what we are already doing about you maybe more detailed and to catch the eye. If it's in a bill, people may not look too closely, unless it's something that will catch your eye, you know? And that's what I have. I think a lot of folks in Scottsdale want that still.

Overall web and tech strategies were good. I liked what Betty said. I thought we are ideas were excellent. Get sympathy good ways for online -- get some good ways for online feedback, for pros and cons for questions that can possibly be triggered. And we could even learn from those questions and maybe make our projects better. And receiving other online tools that might come available, always keep our eye open. That's what I had. Thank you.

[Time: 01:52:35]

Mayor Ortega: Thank you. Councilmember Milhaven and then Vice Mayor Caputi.

Councilmember Milhaven: Thank you. So this is right now -- I applaud you for your efforts to seek continuous improvement because this is did, this has been an issue forever and probably not a problem we're ever going to solve, but we need to continue to find ways to provide people with opportunity to provide feedback.

You said something in your presentation when you did your survey, that folks are disengaged tend to be pretty satisfied and I know Councilwoman Whitehead talked about attending lots of community meetings on the project that was before us today, and I can think of many other instances where I have been to numerous public meeting and lots of meetings and it goes through two years reviews and then it comes to council and citizens stand up and say I didn't know anything like this. It's so disappointing.

I whispered to somebody, once, did you know that we are building this in your neighborhood and do it door to door. People who are busy living their lives and enjoy the great things in Scottsdale aren't going to pay attention to all the stuff that is going on until something happens that they are not happy with. Folks aren't going to say, gee, I have nothing to do right now and I will go to the city's website and see what is doing. They are busy.

We need to find ways to sort of -- with technology or whatever, to do virtually knock on people's doors and say, do you know what is going on? As we think about the stuff we do. Some of the stuff we do is really big like the bond, like the general plan, I might even put the downtown

character area plan in that category of big stuff that we would want to really do an amazing job reaching out to lots of people.

But then you've got the little stuff which is what's the zoning project in my neighborhood that's going to have the most immediate impact and we probably want to look at those in different ways. For the -- for the -- so to do that I'm glad to hear that you were looking at some of these technologies. I had recent conversations with a citizen I met on Nextdoor that I D.M.ed and she had some interesting things to say and she was telling me about a software called Mentimeter and I'm not saying that's the vendor to do.

You have a virtual meeting and people online can provide input about what they are thinking. And so using that kind of technology to supplement things like the downtown character area plan meetings I think would be helpful. So I'm glad to hear that you are looking into that and would certainly encourage you to continue to do that and support that. I want to reflect on the downtown area character plan meetings.

[Time: 01:55:30]

We were talking about people participating in those and somebody reacted and said six or eight meetings for what, 150, 200 people to opine on such an important topic really isn't adequate. We shouldn't be making such huge decisions on such a small population. I don't know if you need to enhance. I know you said you had more to come on that but find a way to engage more people. Do we go out and -- are there community groups? Do we go to COGS and say let's do a special COGS meeting and do and go to the chamber and reach out to community groups that exist, to invite them, to invite their members to help engage in that process.

Likewise, when we start talking about more neighborhood-specific stuff, what about use block watch captains. They were set up for public safety and you see something suspicious in your neighborhood. If neighbors know, they will create a safer neighborhood. But I also know that they are sort of the person who is paying satisfaction tension and letting their neighbors know what is go on.

Is there a way that we could expand that program of block watch captains almost like a -- not quite a Phoenix village concept but if there's a zoning case going on in a particular neighborhood, could you reach out to the block watch captain and make the applicant reach out to those folks to go talk about the project so that we are not just hearing from folks.

So that's our way of knocking on their day and saying, hi, this is happening in your neighborhood and we want to make you aware of it before you find out and don't like it. I would like to explore that to see how we can use block watch captains as a virtual knock on people's doors. One more thing about Nextdoor, because I know we have all had recent experience with Nextdoor. I just want to remind folks that Nextdoor is moderated.

So somebody in the neighborhood is supposed to be reviewing that for misinformation or for

disrespectful speech. If you find that there's been misinformation or disrespectful speech, I encourage you to appeal to the moderator on Nextdoor and if the moderator on Nextdoor is not responsive, I think there's an appeal process to go above them. I won't put that on the city. You can't be monitoring on Nextdoor. We as citizens and councilmembers can help Nextdoor do a better job of filtering out because they do have a process for us to do that, but thank you for all of your great work.

Kelly Corsette: Mr. Mayor, if I may, Councilmember Milhaven, I think it's important to note here, you are correct that the neighborhood folks are supposed to be moderating those conversations. It's also important to know that the city cannot see anything that we did not create. So if there are conversations started by neighborhood members, we as a government agency we cannot see those conversations. So therefore, we're not generally aware of them, nor can we take part in them. So we can see what we create. We can see what other government agencies create but we can't see the neighborhood conversations on Nextdoor.

Councilwoman Milhaven: All the more reason for us to be diligent and sharing that. So thank you.

[Time: 01:59:02]

Mayor Ortega: Vice Mayor Caputi.

Vice Mayor Caputi: I like a lot of conversations. I think Scottsdale does a great job of reaching out. It's frustrating to say we did all of this work and say we didn't know. I have been to two or three of those old town character plans and they will give their opinions and they'll do this for months and put it up on the Internet and still at some point somebody will say, I didn't know. I do like that disseminating it to different groups and making them go out and push to their communities because, again, old up to character plan is something that we really need more input.

The meeting I attended on Monday, had eight people all day. And it was great. We had good feedback but it's not a large enough sample size and that concerns me a little bit. Online surveys. I'm nervous of all the time I think as we have all seen, you can make an online survey give you anything you want depending on how you word it. So those make me very leery.

I would be a little bit nervous about increasing the use of that, unless we are super careful with how we word them. I think that the biggest problem we have in all of our outreach, seems to always be lack of facts and misinformation. We get this all the time, and that's what starts the angst and the anxiety and the negative voices and the bad comments. You can take each hot button case now and literally here are the things that everyone has wrong. I can pick off one after the other.

Our general plan, here were the four or five things that people kept getting wrong. At one point Erin in our city gave us back. No, no, here's facts. And then we individually pushed them out. On

greenbelt 88, it's three or four different things that they are getting wrong and on the Shea project it was the same thing. Bad information that gets repeated and repeated and they get angry because they are operating on the bad facts.

I don't have a solution necessarily but I wonder if we couldn't make a fact sheet when these hot button items come up, and disseminate it in some -- I don't know. Can the city put together a list of facts, not opinion, but actual facts. After hundreds of emails we could all come up with that list very quickly of the things people seem to be getting wrong over and over and making bad decisions based on that. Is there a way to solve the quality of the information.

Kelly Corsette: Vice mayor Caputi. I think that's something we could certainly work on as staff becomes aware of particular points of fact that are not understood or being residential represented. It seems to me like there's some things that we could do to counteract that.

Vice Mayor Caputi: Like Chompie's was not going out of business. I'm teasing. Somebody will get something in their business and then they will just keep repeating and repeating and it's hard to get back in front of it, once the train leaves the station. And so, yeah.

I mean, some way to come up with a this is the project and here are the major points that you need to know about it. I feel like that would be so helpful going forward. That's what I have. Thank you.

[Time: 02:02:53]

Mayor Ortega: I think everyone has weighed in. I can agree with many points made. What I like about local government is we are the most actionable and the most accountable level of government. And it is also a very direct person-to-person relationship. When I think of how the city operates, having some 2500 employees and I believe they are pretty approachable and in many ways from the police and security when we look at our main tasks so that the fire and safety and policing is community based, I think that's an important aspect that we have to be and remain engaged with the community.

They are certainly very, very -- you know, ultra important. Some people describe Scottsdale as high maintenance, right? And high maintenance means that our residents whether they are permanent or half year, are involved and engaged and that's a good thing, if you have those expectations. And then if the city remains responsive. When it comes to taxes and the value that is how well we perform as a city and what is the value added to the roadway taxes and our own bond programs and just the stewardship of our own tax has to be at the highest level of integrity and there again, that's what most residents are proud of.

We can say that, you know, success is never final. So we can go through the general plan discussion and fortunately, there were quite a few voices and all the edits and all the discussions some of them were audio only but certainly up here at the dais, the edits that we put to go were transparent and that's very important. So those are archives are always available and in ten

years we will be looking at the general plan together. And that's self-evaluation that any nonprofit or company would do in the source of conducting their business.

I think the most important -- oh, by the way, just one thing that was mentioned was the dashboard relating to some projects and development, but actually we have that other dashboard that you will see performance for response times. You will see some goals for response times whatever it is, three minutes, 300 seconds or whatever it is. All of those things are on a dashboard. We can compare us to ourselves. We know where our objectives are and the next step is to hold ourselves accountable to them.

To wrap it up, I would say I was very encouraged by several things that happened. One is that upon taking office, we got rolling with tighter -- excuse me, closer ties to the school district, and the community colleges. That became formalized when we voted on that, as well as the school district voted to have a subcommittee meeting. Well, what is that about?

That's about discussing internships and discussing k-14, discussing possibilities of guiding youth through different job training or job aptitudes because we're all finding our way and that's a good and healthy conversation that's opened up.

The other thing in terms of performance is how well we can collaborate with our adjoining cities and that's another topic but that is very critical that the information and the communication that Kelly Corsette does is consistent and gives confidence to our -- I want to say our allied cities, that look at critical issues at the legislature, that are -- that could be impeding our neighborhoods and have some pretty strong consequences for us.

And then finally, just to close it out, I would say that, you know, managing disruption is really where we are. The whole world got disrupted with COVID and had to adjust and we are not alone. We were able to work through with the healthcare county -- at the county level and I -- I want to commend you on that, again those are somewhat external kinds of discussions but we have a lot of medical expertise in Scottsdale that contributed informing me three times a week through the mayor's office of what is going on.

So managing disruption and elevating the conversation is really what is important, being able to be steady, reliable, and factual is always important. And I would say that the other did, whether it's a large or small issue, I think you are going to be managing it about the same. Bringing integrity, looking at the resources that we have to make it happen. And I know you basically talked about communications and those tools, but there is an area of retirements, you in workforce coming into the city, and all of those reliability factors that we just need to -- that we are looking at as well.

## **ADJOURNMENT**

[Time: 02:10:16]

Mayor Ortega: Okay, so at this point, I say we are concluded with our work study, and I appreciate the open conversation and dialogue. And accordingly, I would ask for a motion to adjourn.

Councilwoman Janik: So moved.

Mayor Ortega: We have a motion and a second. All in favor, please record your vote. Thank you. Unanimous. We are adjourned. Enjoy Thanksgiving!