



**NEIGHBORHOOD ADVISORY COMMISSION
REGULAR MEETING MINUTES
HEARINGS FOR THE NEIGHBORHOOD ENHANCEMENT PARTNERSHIP
PROGRAM**

Community Design Studio
7506 E. Indian School Road, Scottsdale, AZ 85251

Wednesday, May 6, 2015

PRESENT: Michael Gonzalez, Chairman
Todd Becker, Vice Chairman
Jennifer Fabiano
Joe Meli

ABSENT: Jordan Ledbetter
Garrett Redd
Kevin Walling

STAFF: Christy Hill, Staff Representative
Judy Melton, Neighborhood Resources Supervisor
Joy Racine, Citizen Advisor

Call to Order/Roll Call

Chairman Gonzalez called the meeting of the Neighborhood Advisory Commission to order at 4:59 p.m. A formal roll call confirmed the members present as stated above.

Public Comment

No members of the public wished to speak.

1. Approve March 25, 2015 Draft Summary Meeting Minutes

COMMISSIONER MELI MOVED TO APPROVE THE MINUTES OF THE REGULAR MEETING OF MARCH 25, 2015. VICE CHAIRMAN BECKER SECONDED THE MOTION, WHICH CARRIED BY A VOTE OF FOUR (4) TO ZERO (0). COMMISSIONERS LEDBETTER, REDD AND WALLING WERE ABSENT.

Chairman Gonzalez expressed his thanks to Mr. Bestgen for his many years of service and total involvement as staff liaison.

COMMISSIONER MELI MADE A MOTION TO EXPRESS THE APPRECIATION AND THANKS OF THE NEIGHBORHOOD ADVISORY COMMISSION TO MR. GREG BESTGEN, WHO FOR MANY YEARS GAVE EXEMPLARY SERVICE TO THE COMMISSION. CHAIRMAN GONZALEZ SECONDED THE MOTION, WHICH CARRIED BY A VOTE OF FOUR (4) TO ZERO (0). COMMISSIONERS LEDBETTER, REDD AND WALLING WERE ABSENT.

2. Planning, Discussion and Possible Action on NextDoor.com

Citizen Advisor Ms. Joy Racine presented NextDoor.com, explaining that the concept is very similar to Facebook. The major difference is that it is confined to a neighborhood. It is intended as a message board for neighbors to share items of interest, post about lost pets, announce garage sales, and so on.

Neighborhood areas are predefined by NextDoor.com. Once ten people within a neighborhood have signed up, the neighborhood is activated. In January the City joined NextDoor.com. This means that the City can send messages to citizens who have signed up, but the City cannot see the content of the message boards. Citizens can initiate conversations with the City via the message board.

Ms. Hill commented that the announcements about the Spirit Awards were announced via NextDoor.com. Other City departments that are posting announcements include the Public Information Office, Solid Waste, Water Resources, Parks and Recreation and the Police Department. Ms. Racine said staff can post announcements of vacancies on boards and commissions, public meetings and open houses.

About six percent of households in Scottsdale have signed up thus far. In the last 30 days 800 people joined.

Chairman Gonzalez asked Ms. Racine whether she can tell which neighborhoods are HOAs and which are not, commenting that in the past communicating with non HOA neighborhoods has been one of the Commission's greatest challenges. Ms. Racine said she can direct posts to specific areas.

Commissioner Fabiano announced that when she entered her address the neighborhood area was quite large. Neighborhood Resources Supervisor Ms. Judy Melton shared that although she lives in an HOA subdivision, her neighborhood on NextDoor.com is the area from Scottsdale Road to Pima Road between Thomas and McDowell. Since NextDoor.com neighborhoods must have ten people signed up before they are activated, larger neighborhoods are advantageous since they will activate faster. Ms. Racine noted that if someone signs up for NextDoor.com it is a sign that they are invested in their neighborhood.

Commissioner Fabiano noted that many of the messages in her neighborhood were people looking to sell household items. Nevertheless, this is a forum that the Commission could use to spread its message. Ms. Hill commented that after a slow

start it is now growing by leaps and bounds. Commissioner Meli suggested the Commission could sponsor block parties and have a presence there.

3. Planning, Discussion and Possible Action on NEP Projects and Spirit Awards

Commissioner Meli requested that staff draft postings about the NEP program and announcing the winners of the Spirit Awards to be posted on NextDoor.com. Ms. Hill said they can announce the Spirit Awards winners. Once the sunset review is completed by the Audit Subcommittee and the funding for the next fiscal year is determined they will be able to go ahead with publicizing the NEP program.

Ms. Hill clarified that the Commission will select the Spirit Award winners tonight and City Council will present them at their meeting on June 2. Vice Chair Becker said he will attend.

Chairman Gonzalez reviewed the criteria for the Spirit Awards: Use of plants, texture, color and neighborhood context, marked improvements and overall appearance.

Chairman Gonzalez shared that he visited every property that was originally nominated and took photos. He was surprised at how many neighbors wanted to know why he was taking photos.

Ms. Hill described the voting process. Once all the nominations have been reviewed each Commissioner would vote for one property in each of the three categories: Commercial, multi-family condos, and single-family townhomes. There will be one winner in each category.

Chairman Gonzalez presented the slide show with commentary and discussion. A number of points emerged.

- The nominees are demonstrating a commitment to their neighborhood.
- Some of the landscaping shows concern for water conservation, which will become increasingly important in the future.
- Commissioners concurred that more categories could be considered for future years.
- A few properties which were nominated had an appearance of being not quite completed or not fully maintained.
- Some nominees have had no contact with staff despite Ms. Hill's outreach efforts. It is important to ensure that the winners will attend the June 2 Council meeting to accept their awards. Some may not be aware of the nomination.
- One home was nominated by two different people.
- Ms. Hill committed to providing color photos only next time.
- The Commission considered asking the nominees to provide their own photos. This would have the advantage of seeing which nominees would be committed to the award process.
- The Commission wrestled with how to handle a nomination for a public building, which does not fall into the existing categories.
- Chairman Gonzalez commented that Scottsdale has many beautiful neighborhoods which are tucked away and relatively unknown.

COMMISSIONER MELI MOVED THAT THE SPIRIT AWARDS BE BESTOWED AS FOLLOWS: COMMERCIAL CATEGORY, SPHINX DATE PALM AND PANTRY; MULTIFAMILY CATEGORY, OASIS PARK; RESIDENTIAL CATEGORY, A TIE BETWEEN 8347 HUBBELL STREET AND 8022 EAST ELM STREET. COMMISSIONER FABIANO SECONDED THE MOTION, WHICH CARRIED BY A VOTE OF FOUR (4) TO ZERO (0). COMMISSIONERS LEDBETTER, REDD AND WALLING WERE ABSENT.

Discussion on the awards presentation ensued. The Commissioners agreed that the yard signs identifying the nominees should stay in place until the awards have been presented, then collected for reuse next year. Commissioner Fabiano noted that good photos of the winners might be posted on NextDoor.com. Everyone agreed that all nominees should receive a thank you letter and/or certificate recognizing their participation. Chairman Gonzalez suggested personalizing the design of the yard sign and printing it on heavy paper as a memento for the nominees.

4. Planning, Discussion and Possible Action on 2015 Work Plan

Discussion tabled in the absence of Commissioner Walling.

5. Staff and Commission Updates, Comments, Future Agenda Items

Ms. Hill announced that the Audit Committee has all the materials needed for the upcoming sunset review on May 18 at 3:30 p.m. Chairman Gonzalez undertook to attend and Vice Chairman Becker said he plans to attend, as this will be an opportunity to meet the Council Members on the Committee before the presentation of the Spirit Awards.

Chairman Gonzalez noted that last year the Commission did not meet in July and suggested planning the meeting schedule for this summer. He pointed out that until the FY 2015/2016 budget is finalized they cannot really plan for the NEP. The Commissioners agreed to attend the June 2 Council meeting instead of holding a Commission meeting on May 27. Ms. Hill undertook to post a notice in accordance with the open meeting law.

The Commissioners concurred that the next Commission meeting will be on August 26 at the Design Studio. A staff member from Advanced Planning will review the General Plan 2035 draft.

Adjournment

With no further business to discuss, being duly moved and seconded, the meeting adjourned at 6:32 p.m.

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