

**SUMMARIZED MINUTES  
SCOTTSDALE CITY COUNCIL  
SPECIAL MEETING  
TUESDAY, MAY 14, 2013**



**CITY HALL KIVA  
3939 N. DRINKWATER BOULEVARD  
SCOTTSDALE, AZ 85251**

**CALL TO ORDER**

Mayor W.J. "Jim" Lane called to order a Special Meeting of the Scottsdale City Council at 4:04 P.M. on Tuesday, May 14, 2013 in the City Hall Kiva.

**ROLL CALL**

Present: Mayor W.J. "Jim" Lane  
Vice Mayor Suzanne Klapp  
Councilmembers Virginia L. Korte, Robert W. Littlefield, Linda Milhaven,  
Guy Phillips, and Dennis E. Robbins

Also Present: Acting City Manager Dan Worth  
City Attorney Bruce Washburn  
City Treasurer David Smith  
City Auditor Sharron Walker  
City Clerk Carolyn Jagger

**1. Visioning Scottsdale Town Hall Report**

**Request:** Presentation, discussion, and possible direction to staff regarding the Visioning Scottsdale Town Hall Report.

**Presenter(s):** Mary Vandevord, Senior Planner

**Staff Contact(s):** Randy Grant, Planning, Neighborhood, and Transportation Administrator, 480-312-2664, [rgrant@scottsdaleaz.gov](mailto:rgrant@scottsdaleaz.gov)

Senior Planner Mary Vandevord gave a PowerPoint presentation (attached) on the Visioning Scottsdale Town Hall history, process, and summary of results.

Mayor Lane opened public testimony.

Chris Schaffner, Scottsdale citizen, commented on the General Plan process.

Mayor Lane closed public testimony.

**NOTE:** IN ACCORDANCE WITH PROVISIONS OF THE ARIZONA REVISED STATUTES THE SUMMARIZED MINUTES OF CITY COUNCIL MEETINGS ARE NOT VERBATIM TRANSCRIPTS. THESE MINUTES ARE INTENDED TO BE AN ACCURATE REFLECTION OF ACTION TAKEN BY THE CITY COUNCIL. DIGITAL RECORDINGS OF CITY COUNCIL MEETINGS ARE ON FILE IN THE CITY CLERK'S OFFICE.

**2. General Plan 2014 Written Procedures and Adoption Calendar**

**Request:** Adopt **Resolution No. 9393** establishing written procedures and an adoption calendar for the Scottsdale General Plan 2014.

**Presenter(s):** Erin Perreault, Long Range Planning Manager

**Staff Contact(s):** Randy Grant, Planning, Neighborhood, and Transportation Administrator, 480-312-2664, [rgrant@scottsdaleaz.gov](mailto:rgrant@scottsdaleaz.gov)

(Item No. 2 was considered with Item No. 3.)

**3. Scottsdale General Plan 2014 Task Force**

**Requests:**

1. Adopt **Resolution No. 9394** forming a General Plan 2014 Task Force.
2. Approve appointments to the General Plan 2014 Task Force as follows:
  - a. Members: Phil Allsopp, Ace Bailey, Kathe Barnes, Timothy Burns, Bill Camp, Nancy Cantor, Dawn Cartier, Joe Galli, Troy Gillenwater, Donna Hardin, James Heitel, John Hink, Abby Hoover, Rick Kidder, Sonnie Kirtley, Loren Molever, James Moulton, Howard Myers, Jude Nau, Ned O'Hearn, Suzanne Paetzer, Joanne "Copper" Phillips, Doreen Reinke, Laraine Rodgers, Wendy Springborn.
  - b. Alternates: Mike Bergfeldt, Azim Hameed, Andrea Kranitz, Sabrina LaSpisa, Brad Michaelson, Isabel Montiel, Leila Parnian, Chris Schaffner, Leslie Sonnier, Steven Voss.

**Presenter(s):** Erin Perreault, Long Range Planning Manager

**Staff Contact(s):** Randy Grant, Planning, Neighborhood, and Transportation Administrator, 480-312-2664, [rgrant@scottsdaleaz.gov](mailto:rgrant@scottsdaleaz.gov)

Long Range Planning Manager Erin Perreault gave a PowerPoint presentation (attached) on the proposed General Plan 2014 written procedures and adoption calendar and the creation of and appointments to the Scottsdale General Plan 2014 Task Force.

**MOTION AND VOTE – ITEMS 2 AND 3**

Councilmember Korte moved to: (1) adopt Resolution No. 9393 establishing written procedures and a Scottsdale General Plan 2014 adoption calendar; (2) adopt Resolution No. 9394 forming the General Plan 2014 Task Force; and (3) approve the appointments of the 25 members and 10 alternates to the Scottsdale General Plan 2014 Task Force. Councilwoman Milhaven seconded the motion, which carried 5/2, with Councilmembers Littlefield and Phillips dissenting.

**ADJOURNMENT**

With no further business to discuss, the Special Meeting adjourned at 4:34 P.M.

**SUBMITTED BY:**



Carolyn Jagger  
City Clerk

Officially approved by the City Council on

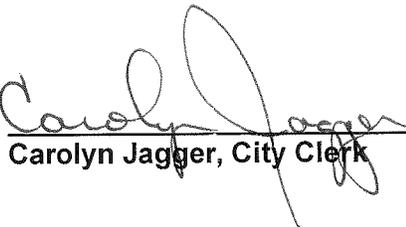
June 18, 2013

### CERTIFICATE

I hereby certify that the foregoing Minutes are a true and correct copy of the Minutes of the Special Meeting of the City Council of Scottsdale, Arizona held on the 14<sup>th</sup> day of May 2013.

I further certify that the meeting was duly called and held, and that a quorum was present.

**DATED** this 18<sup>th</sup> day of June 2013.

  
\_\_\_\_\_  
Carolyn Jagger, City Clerk

# Visioning Scottsdale Town Hall Results

City Council Meeting  
May 14, 2013  
Long Range Planning Services

## Background

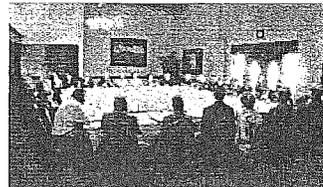
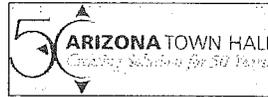
### 2012 City Council Direction

- Start General Plan 2014 process with Visioning
- Hire a Visioning Consultant
  - Neutral, third-party
  - Use consultant-led application & selection process to ensure all viewpoints are represented
  - Result should be a vision statement and community values to support the vision

## Consultant Team

### Arizona Town Hall

- Non-Profit Organization
- Known for State-wide Town Halls
- Chosen for this process because of:
  - Consensus-building experience
  - Application process experience
  - Clear process for ensuring diverse viewpoints are represented
  - Overall neutrality (non-profit; volunteer-based)
  - Positive past experience with Scottsdale Community

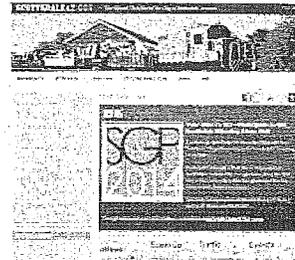


Visiting Scottsdale Town Hall, February 2013

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## Application Process

- December 5, 2012 - January 11, 2013
- Application process outreach to 200,000 community members
- Received 291 applications



City of Scottsdale Home Page - December 2012

### Examples of Public Outreach

Newspapers

Utility Bills

City Cable 11

Social Media

Community Groups

Email Lists

Boards and Commissions

Community Centers/Libraries

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## Visioning Process

- **Future Leaders Town Hall:**

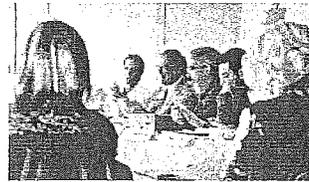
- January 24, 2013
- 82 participants
- 14 – 22 years of age
- Report provided to Visioning Town Hall participants



Future Leaders Town Hall, January 2013

- **Visioning Scottsdale Town Hall:**

- Half days- February 6, 7 & 11, 2013
- 100 participants
- Opening program/overview of Civil Discourse
- 3 panel discussions of 33-34 members
- Report distributed to participants & alternates February 15, 2013



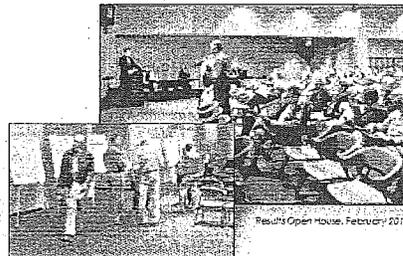
Visioning Scottsdale Town Hall, February 2013

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## Visioning Process

- **Visioning Results Open House:**

- February 21, 2013
- 65 attendees
- “Mini-Town Hall” statement
- Comment cards & information



Results Open House, February 2013

- **Other Input Opportunities:**

- SpeakUp Scottsdale- [www.speakupscottsdale.com](http://www.speakupscottsdale.com)
- General Plan webpage comment form- [www.scottsdalegp.com](http://www.scottsdalegp.com)
- Send email to [generalplan@scottsdaleaz.gov](mailto:generalplan@scottsdaleaz.gov)
- Comment box at Civic Center Library “Building the Vision” exhibit
- Meet with city staff
- Speak at Planning Commission & City Council meetings

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## Visioning Report Highlights

### Community Values:

- Southwestern heritage, character & culture
- Life-long learning & education
- Community involvement and civic engagement
- High standards of appearance & quality of development
- Sonoran desert- Environment, preservation & character
- Neighborhood livability and human connection
- Transportation options & appropriate mobility choices
- Embrace changes that will maintain Scottsdale's unique qualities and identity

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## Vision Statement

The community values set forth above are an integral part of this vision statement and are incorporated herein.

We will be a city founded on and adhering to its community values, which leverages its rich Southwestern history, where the past is celebrated, while managing our future based on preserving those values. We will be an active, globally interconnected, and multi-generational city where residential neighborhoods and commercial districts co-exist harmoniously with each other and the environment; where a culture of wellness is promoted; where people are committed to and respect each other; and where growth is managed responsibly and with respect for nature, sustainability, wellbeing, character, and unique environmental assets such as our Sonoran Desert and our McDowell Sonoran Preserve. We will be a vibrant and welcoming city with a unique international reputation for natural beauty, innovation, arts and culture, economic vitality, and livability.

We will continue to create a safe, attractive, vibrant and sustainable city for ourselves, our children, our visitors and future generations.

We will be a city where citizens are esteemed active primary stakeholders in their city government.

We will preserve, protect and enhance neighborhoods, and historically significant structures and sites, while protecting property rights.

We will be a city that draws visitors from around the world because of its internationally recognized brand reflected in its physical appearance; desert vistas; amenities; world-class events; resorts; equestrian heritage; high quality of life; healthcare resources; thriving, unique and walkable downtown; and its arts, culture and recreation opportunities.

We will create an innovative and sustainable city that is economically prosperous, an honest place to do business and that allows a multitude of opportunities for all citizens.

We will create, grow and attract diverse, world-class businesses and entrepreneurs that leverage technology and innovation to fuel the local community and benefit the global economy.

We will have a thriving, well-educated workforce; strong, safe neighborhoods; and a wide range of innovative, efficient and effective mobility options that connect to citywide and regional networks.

We will be a city that promotes meaningful open spaces with new development and that respects and preserves Scottsdale's mature neighborhoods, the Indian Bend Wash Greenbelt, canal banks, neighborhood parks, and a thriving downtown.

We will be one of the finest cities in which to live and a place where the Southwest and the 21<sup>st</sup> Century join hands.

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## **Scottsdale General Plan 2014**

**Resolution No. 9393 and No. 9394**

**City Council May 14, 2013**

### **Background**

#### **General Plan 2014 City Council Unanimous Direction:**

**January 22, 2013**

- Develop General Plan 2014 process/written procedures
- Develop a specific General Plan 2014 adoption calendar
- Establish a citizen task force to oversee the drafting of the General Plan 2014

#### **Resolutions:**

**May 14, 2013**

- Resolution No. 9393 establishes the General Plan 2014 Process Written Procedures and the General Plan Adoption Calendar
- Resolution No. 9394 establishes the General Plan 2014 Task Force
  - Bylaws
  - Work Program
  - Duration
  - Members and Alternates

**Resolution No. 9393**  
**General Plan Process Written Procedures**

Written Procedures to provide effective, early and continuous public participation in the development of the Scottsdale General Plan 2014:

- Public outreach requirements;
- Process notification and the types/techniques for soliciting public participation;
- Adoption requirements; and
- Ratification requirements

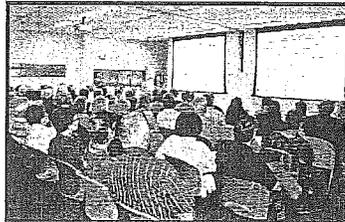


*Visioning Results Open House- Feb. 21, 2013*

**Resolution No. 9393**  
**General Plan Adoption Calendar**

• **General Plan 2014 Adoption Calendar:**

- Timeline for public hearings associated with the General Plan 2014
- Separate and distinct timeline from the annual major General Plan amendment public hearing calendar
  - Scottsdale General Plan 2014 – November 2013 to June 2014
  - Major General Plan Amendment Calendar – Prior to November 2014 election



*General Plan Public Meeting*

## Resolution No. 9393 General Plan 2014 Adoption Calendar

Phase/Month/Date	Event	Description
Adoption Phase November 2013	Adoption Phase Planning Commission	Adoption Phase General Plan 2014 Initiation
March 2014	Open House (South) Open House (Central) Open House (North)	Draft 2014 General Plan Community Review Draft 2014 General Plan Community Review Draft 2014 General Plan Community Review
April 2014	Planning Commission	Required General Plan Remote Hearing
May 2014	Planning Commission City Council	Required General Plan Recommendation Hearing Required Study Session
June 2014	City Council	Required General Plan Adoption Hearing
Ratification Phase July 2014 –November 2014	Ratification Phase Required at least 120 day period between adoption and ratification by voters	Ratification Phase City makes educational presentations and materials available to the public regarding the Scottsdale General Plan 2014 content

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## Resolution No. 9394 General Plan 2014 Task Force

### Task Force Purpose:

- Draft Scottsdale General Plan 2014
  - Format
  - Refine Vision/Values – eliminate redundancies/retain content
  - All Goals/Policies
  - Major Amendment Criteria/Land Use Categories + Definitions
  - Introduction(s)/Element Visions + Values Statements
  - Glossary
- Review 2001 General Plan and non-ratified 2011 General Plan
- Work with staff to engage the community
- Sunsets upon Council adoption of Scottsdale General Plan 2014
- Recommends a draft Scottsdale General Plan 2014 to Planning Commission
- Per State Statute, Planning Commission makes recommendation to City Council

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## Resolution No. 9394 General Plan 2014 Task Force

### Organization

- Bylaws
- 25 members
- 10 alternates
- 2 Co-Chairs elected from task force members
  - To represent two geographic areas of community
  - For coordination/coverage



*Visioning Scottsdale Town Hall– Panel Ocotillo*

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## Task Force Members and Alternates List

### Task Force Members and Alternates:

- Visioning Scottsdale Town Hall Application – Yes to Question 15
- Council Adopted Criteria for Arizona Town Hall Consideration
- Arizona Town Hall recommends Task Force members and Alternates from the Scottsdale Visioning Town Hall applicant pool – April Polling via Email
- The outcome of this process:
  - The identification 25 members to serve on the Scottsdale General Plan 2014 Task Force
  - The identification of a 10 member Alternates list to facilitate replacement of a Task Force Member if necessary

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## General Plan 2014 Task Force Members

- **Geography:**
  - 7 Northern Scottsdale
  - 7 Southern Scottsdale
  - 9 Central Scottsdale
  - 2 Non-Residents:
    - Major Employer
    - Hotel/Tourism Industry
- **Prior City Participation:**
  - 5 Current Commission/Board
  - 13 Prior Commission/Board
  - 1 Former Councilman
  - 2 Scottsdale Visioning
  - 1 CityShape 2020
  - 5 Future In Focus (2001 GP)
  - 13 Character Area Plans
  - 12 General Plan 2011
- **Affiliations:**
  - Healthcare
  - Hotel/Tourism
  - Arts
  - Neighborhood Association Representative
  - Retired News Editor
  - Small Business Owners
  - Marketing/Information
  - Finance/Insurance
  - Real Estate/Property Owners
  - Electrical Engineering
  - Attorneys
  - Transportation
  - Government
  - Architecture & Planning
  - Economic Development/Business
  - Aerospace
  - Education
  - Equestrian

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## Task Force Meeting Dates/Public Workshops

### The General Plan 2014 Task Force Tentative Schedule:

- Twice (2) per month
- Generally on the 1<sup>st</sup> and 3<sup>rd</sup> Mondays of the month
- Precise schedule each month may vary
- Meeting time: 5:30 PM – 8:30PM
- Location: Community Design Studio, 7506 East Indian School Road

Month	Day	Workshop	Month	Day	Workshop
June 2013	3 <sup>rd</sup> and 17 <sup>th</sup>	Workshop #1	January 2014	13 <sup>th</sup> and 27 <sup>th</sup>	Workshop #7
July 2013	8 <sup>th</sup> or 15 <sup>th</sup>		February 2014	10 <sup>th</sup> and 24 <sup>th</sup>	Workshop #8
August 2013	12 <sup>th</sup> and 16 <sup>th</sup>	Workshop #2	March 2014	3 <sup>rd</sup> and 24 <sup>th</sup>	Open Houses
September 2013	12 <sup>th</sup> and 26 <sup>th</sup>	Workshop #3	April 2014	7 <sup>th</sup> and 21 <sup>st</sup>	
October 2013	7 <sup>th</sup> and 21 <sup>st</sup>	Workshops #4 & 5	May 2014	12 <sup>th</sup>	
November 2013	4 <sup>th</sup> and 18 <sup>th</sup>	Workshop #6	June 2014	2 <sup>nd</sup>	
December 2013	9 <sup>th</sup>				

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## Resolution and Appointment Recommendations

Staff recommends that the Scottsdale City Council:

- **Adopt Resolution No. 9393** to establish the General Plan Process Written Procedures and a General Plan Adoption Calendar for the Scottsdale General Plan 2014.
- **Adopt Resolution No. 9394**, creating a General Plan 2014 Task Force of which two (2) Co-Chairs will be elected by the Task Force at its first meeting.
- **Appoint** twenty-five (25) members and several alternates per the recommendations of Arizona Town Hall.

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## General Plan 2014 Task Force Alternates

- **Geography:**
  - 0 Northern Scottsdale
  - 4 Southern Scottsdale
  - 4 Central Scottsdale
  - 2 Non-Residents:
    - Property Owner
    - Business Owner
- **Prior City Participation:**
  - 1 Current Commission/Board
  - 1 Prior Commission/Board
  - 4 Character Area Plans
  - 1 General Plan 2011
- **Affiliations:**
  - Construction
  - Attorney
  - Small Business Owners
  - Business Consulting
  - Environmental Science
  - Marketing/Information
  - Finance/Insurance
  - Real Estate/Property Owners
  - Retail/Sales
  - Architecture & Design
  - Education

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