

**SUMMARIZED MINUTES
SCOTTSDALE CITY COUNCIL
REGULAR MEETING
TUESDAY, JULY 2, 2013**



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

CALL TO ORDER

Mayor W.J. "Jim" Lane called to order a Regular Meeting of the Scottsdale City Council at 5:13 P.M. on Tuesday, July 2, 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: City Manager Fritz Behring
City Attorney Bruce Washburn
City Treasurer David Smith
City Auditor Sharron Walker
City Clerk Carolyn Jagger

PLEDGE OF ALLEGIANCE – World Changers

INVOCATION – Susan Ducot, Bahai Faith

MAYOR'S REPORT

Mayor Lane thanked City Treasurer David Smith for his service to the City and welcomed new City Manager Fritz Behring.

CITY MANAGER'S REPORT – None

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.

PRESENTATIONS/INFORMATION UPDATES

- **Environmental Quality Advisory Board Presentation**

Vice Chair Bill Sheaffer of the Environmental Quality Advisory Board (EQAB) will explain EQAB's Environmental and Energy Efficiency Recognition Program and present a plaque to Acting Public Services Executive Director Derek Earle and Fleet Director Mel Galbraith in recognition of the City's Fleet and Alternate Fuels Programs.

Environmental Quality Advisory Board Vice Chair Bill Sheaffer presented a plaque to Acting Public Services Executive Director Derek Earle and Fleet Director Mel Galbraith in recognition of the City's Fleet and Alternate Fuels programs.

PUBLIC COMMENT

- Scottsdale Cultural Council President and CEO William Banchs provided an update on the Scottsdale Cultural Council.

ADDED ITEMS

A1. Added Items

Item Nos. 3A, 3B, 3C, 3D, 3E, and 3F were added to the agenda June 27, 2013.

Request: Vote to accept the agenda as presented or continue the added item(s) to the next scheduled Council meeting, which is August 19, 2013.

MOTION AND VOTE - ADDED ITEMS

Vice Mayor Klapp made a motion to accept the agenda as presented. Councilman Robbins seconded the motion, which carried 7/0.

CONSENT AGENDA

1. 2014 Preserve Acquisition Strategy

Request: Authorize staff to proceed with filing appropriate applications with the Arizona State Land Department to begin the process to acquire "Parcel 1," containing approximately 290 acres of State Trust Land, as recommended by the McDowell Sonoran Preserve Commission.

Staff Contact(s): Kroy Ekblaw, Preserve Director – Strategic Projects, 480-312-7064, kekblaw@scottsdaleaz.gov

Item No. 1 was moved to August 20, 2013 at the request of staff.

2. Allocation of Private Donation for Home Delivered Meals

Request: Adopt **Resolution No. 9468** approving the distribution of a private donation from the City's Parks Donations and Contributions Center and authorizing the allocation of funds to the Tempe Community Action Agency.

Staff Contact(s): Jan Cameron, Parks & Recreation and Human Services Director, 480-312-1011, jcameron@scottsdaleaz.gov

3. **Monthly Financial Report**
Request: Accept the FY 2012/13 Monthly Financial Report as of May 2013.
Staff Contact(s): David N. Smith, City Treasurer, 480-312-2364,
dasmith@scottsdaleaz.gov

- 3A. **Acting City Treasurer Employment Agreement**
Request: Adopt **Resolution No. 9473** authorizing Employment Agreement No. 2013-105-COS with Lee Guillory to serve as Acting City Treasurer effective July 5, 2013.
Staff Contact(s): Bruce Washburn, City Attorney, 480-312-2405,
bwashburn@scottsdaleaz.gov

- 3B. **U.S. Customs and Border Protection Memorandum of Agreement**
Request: Adopt **Resolution No. 9430** authorizing Memorandum of Agreement No. 2013-068-COS with U.S. Customs and Border Protection Services to add an additional agent and increase the days and hours of service for international flights landing at Scottsdale Airport.
Staff Contact(s): Gary Mascaro, Aviation Director, 480-312-7735,
gmascaro@scottsdaleaz.gov

- 3C. **Resolution to the Secretary of U.S. Department of Interior**
Request: Adopt **Resolution No. 9476** requesting the Secretary of the U.S. Department of Interior to interpret the *1986 Gila Bend Indian Reservation Lands Replacement Act* to exclude from lands that may be taken into trust, pursuant to that Act, those lands that are in county islands within the boundaries of municipalities.
Staff Contact(s): Brad Lundahl, Government Relations Director, 480-312-2683,
blundahl@scottsdaleaz.gov

- 3D. **Trolley Operations and Maintenance Contract Extension**
Request: Adopt **Resolution No. 9467** authorizing Contract No. 2009-187-COS-A4, the final one-year option extension of the Trolley Operations and Maintenance Service Contract with Atypical Transportation Company, for the period of July 1, 2013 through June 30, 2014, at an estimated annual cost of \$2.5 million.
Staff Contact(s): Paul Basha, Transportation Director, 480-312-7651,
pbasha@scottsdaleaz.gov

- 3E. **Paiute Neighborhood Center License Agreement**
Request: Adopt **Resolution No. 9469** authorizing License Agreement No. 2013-096-COS with TeamCFA Foundation to provide Community Development Block Grant (CDBG) eligible activities at the Paiute Neighborhood Center.
Staff Contact(s): William Murphy, Community Services Executive Director, 480-312-7954, bmurphy@scottsdaleaz.gov

- 3F. **Sky Construction & Engineering, Inc. v. City of Scottsdale, et al.**
Request: Adopt **Resolution No. 9478** authorizing legal fees to be incurred in Contract No. 2011-007-COS with the Righi Law Group, formerly Righi, Hernandez, PLLC, in an additional amount not to exceed \$100,000 for the legal defense of the City and its employees in *Sky Construction & Engineering, Inc. v. City of Scottsdale, et al.*, Maricopa County Case No. CV2013-001641.
Staff Contact(s): Bruce Washburn, City Attorney, 480-312-2405,
bwashburn@scottsdaleaz.gov

MOTION AND VOTE - CONSENT AGENDA

Councilwoman Milhaven made a motion to approve Consent Items 2 through 3F. Vice Mayor Klapp seconded the motion, which carried 7/0.

REGULAR AGENDA

4. Associate City Judge Reappointment

Request: Discuss, consider, and act on the potential reappointment of James Blake, Associate City Judge, to an additional Associate City Judge reappointment term of four years, beginning September 8, 2013.

Presenter(s): Lauran Beebe, Human Resources Manager; Don Alvarez, Judicial Appointments Advisory Board Chair

Staff Contact(s): Bruce Davis, Human Resources Executive Director, 480-312-2615, bdavis@scottsdaleaz.gov

Human Resources Manager Lauran Beebe gave a presentation on the request to reappoint Associate City Judge James Blake to an additional four year term.

Judicial Advisory Board Chair Don Alvarez discussed the Judicial Advisory Board's unanimous support of the reappointment of Judge Blake.

Judge Blake gave a brief overview of his professional career and offered to answer questions from Council.

MOTION AND VOTE - ITEM 4

Councilman Robbins made a motion to reappoint James Blake, Associate City Judge, to an additional term of four years, beginning September 8, 2013. Councilwoman Milhaven seconded the motion, which carried 7/0.

5. Mayor and City Council Mission and Goals

Request: Presentation, discussion, and possible direction to staff regarding the Mayor and City Council Mission and Goals for FY 2013/14.

Presenter(s): Brent Stockwell, Strategic Initiatives Director

Staff Contact(s): Brent Stockwell, Strategic Initiatives Director, 480-312-7288, bstockwell@scottsdaleaz.gov

Strategic Initiatives Director Brent Stockwell gave a PowerPoint presentation (attached) on the City's Mission Statement and Council goals and priorities identified during the May 8, 2013 Strategic Planning Session.

Discussion:

- Support was expressed for having a short and simple, slogan-like organizational mission statement that focuses on service and tourism.
- A recommendation was made to have the new City Manager and department heads involved in the development of a new mission statement.

- A Councilmember opined that the General Plan, which was approved by the voters, defines the mission and goals of the City; thus, making the discussion of mission statements and goals an irrelevant exercise.
- Councilmembers discussed the possibility of consolidating the list of goals from eight to five by combining items into a more clearly outlined action plan.
- Support was expressed for taking a proactive approach and developing an action plan focused on fiscal sustainability, economic conditions, and economic development.

PUBLIC COMMENT – None

CITIZEN PETITIONS

6. Receipt of Citizen Petitions

Request: Accept and acknowledge receipt of citizen petitions. Any member of the Council may make a motion, to be voted on by the Council, to: (1) Direct the City Manager to agendize the petition for further discussion; (2) direct the City Manager to investigate the matter and prepare a written response to the Council, with a copy to the petitioner; or (3) take no action.

Staff Contact(s): Carolyn Jagger, City Clerk, 480-312-2411, cjagger@scottsdaleaz.gov

No citizen petitions were received.

MAYOR AND COUNCIL ITEMS – None

ADJOURNMENT

With no further business to discuss, the Regular Meeting adjourned at 6:12 P.M.

SUBMITTED BY:



Carolyn Jagger
City Clerk

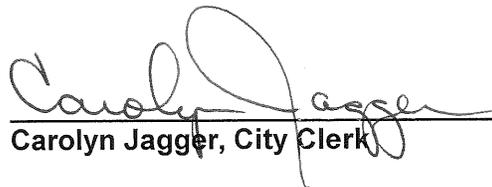
Officially approved by the City Council on August 19, 2013

CERTIFICATE

I hereby certify that the foregoing Minutes are a true and correct copy of the Minutes of the Regular Meeting of the City Council of Scottsdale, Arizona held on the 2nd day of July 2013.

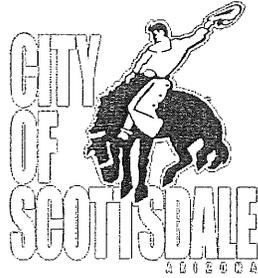
I further certify that the meeting was duly called and held, and that a quorum was present.

DATED this 19th day of August 2013.



Carolyn Jagger, City Clerk

Item 5



FY 2013/14 Mayor and City Council Mission and Goals

July 2, 2013 City Council Meeting

Tonight's Agenda Item



1. Review the mission statement, revise if needed
2. Review the priority areas from May 8
 - a) Are the descriptions are clear?
 - b) If not, what changes should be made?
 - c) What questions do you have?
 - d) What information do you need?
 - e) Are these the areas you want to focus on?
3. Staff will take this information, develop an action plan, get public feedback via Speak Up Scottsdale and return for additional discussion on September 17

Mission	What is our purpose? What do we do?
Goals	What are our focus areas for the long- and short-term?
Values	What principles govern our actions and the way we do business?
Objectives	What must be achieved to accomplish our goals?
Initiatives	What specific activities must be done to ensure we meet the objectives?
Measures	How will we know if we are achieving the objectives?

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Mission Statement (2004)

The mission of the City of Scottsdale is to cultivate citizen trust by fostering and practicing open, accountable, and responsive government; providing quality core services; promoting long-term prosperity; planning and managing growth in harmony with the city's unique heritage and desert surroundings; strengthening the city's standing as a preeminent destination for tourism; and promoting livability by enhancing and protecting neighborhoods. Quality of life shall be the city's paramount consideration.



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The mission statement...

- Defines why we do what we do, why the organization exists
- Provides direction for doing the right things
- Is short and sharply focused
- Is clear and easily understood
- Is memorable and easily memorizable
- Addresses our opportunities
- Matches our competence
- Inspires our commitment
- Says, what, in the end, we want to be remembered for

Should the mission be revisited?
If so, what changes should be considered?



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"It should fit on a t-shirt." Peter Drucker



1999-00

2004-05

2013-14?



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Mission Statement Options

- A. Reaffirm the current mission statement
- B. Agree to a new mission statement
- C. Direct staff to work on more options and return in September

The mission of the City of Scottsdale is to cultivate citizen trust by fostering and practicing open, accountable, and responsive government; providing quality core services; promoting long-term prosperity; planning and managing growth in harmony with the city's unique heritage and desert surroundings; strengthening the city's standing as a preeminent destination for tourism; and promoting livability by enhancing and protecting neighborhoods. Quality of life shall be the city's paramount consideration.

- Promote and protect quality of life or
- Promote and protect quality of life through open, accountable and responsive government.



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Goals...

- Are overarching
- Should be few in number (5 or less)
- Flow from the mission
- Build on strengths
- Address opportunities
- Collectively outline your desired future

"Goals make it absolutely clear where you will concentrate resources for results – the mark of an organization serious about success." Peter Drucker



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Strategic Goals (long-term goals)



Value Scottsdale's Unique Lifestyle and Character



Preserve Meaningful Open Space



Support Economic Vitality



Seek Sustainability



Enhance Neighborhoods



Advance Transportation

Guiding Principles from CityShape 2020 and 2001 General Plan

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Priorities Identified on May 8 (short-term goals)

1. Getting the McDowell Corridor on the Right Track
2. Fiscal Sustainability
3. Strategic Support of Tourism and Visitor Events
4. More Effective Budgeting Process
5. Addressing Aging Infrastructure
6. High Performance Work Culture for City Employees and Staff
7. Comprehensive Economic Development Strategy
8. Transportation Focus

Are these the areas you want to focus on?
Should any be added, combined or eliminated?
Are they in priority order?



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Tonight's Agenda Item



1. Review the mission statement, revise if needed
2. Review the priority areas from May 8
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 - c) What questions do you have?
 - d) What information do you need?
 - e) Are these the areas you want to focus on?
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1. Getting the McDowell Corridor on the Right Track

Moving forward a progressive and appropriate strategy for the redevelopment of the McDowell Road corridor that demonstrates a new approach to smart growth and planning. This should be inclusive of what to do with Papago Park opportunity. Understand the current perceptions of South Scottsdale and develop a stakeholder based strategy on the future direction of South Scottsdale, focused development and key investments.

Is the description clear?

If not, what changes should be made?

What questions do you have?

What information do you need?

Attachment 1, Page 2/9



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2. Fiscal Sustainability

The long term financial sustainability for Scottsdale to ensure that it can provide the level of services and infrastructure needed to maintain our desired way of life, attractiveness for visitors and events, economic development and support of the most talented workforce

Is the description clear?

If not, what changes should be made?

What questions do you have?

What information do you need?

Attachment 1, Page 3/9



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3. Strategic Support of Tourism and Visitor events

Continued investment maintaining the high degree of attractiveness of Scottsdale as a location for tourism, travel and events. This has broad economic and social impact but must continually be upgraded and enhanced to be competitive and authentic. Insure that we effectively implement the tourism strategic plan.

Is the description clear?

If not, what changes should be made?

What questions do you have?

What information do you need?

Attachment 1, Page 4/9



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4. More Effective Budgeting Process

Rethink the way we do our budgeting process to ensure that it is fully aligned with our strategic priorities, enables input from our citizens and workforce, and always encourages the delivery of the highest quality services but in the most efficient ways

Is the description clear?

If not, what changes should be made?

What questions do you have?

What information do you need?

Attachment 1, Page 5/9



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5. Addressing Aging Infrastructure

Develop a clear plan and priority for addressing infrastructure elements including how we fund and monitor overall initiative. This is inclusive of our investment in parks, libraries and other visible amenities.

Is the description clear?

If not, what changes should be made?

What questions do you have?

What information do you need?

Attachment 1, Page 6/9



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6. High Performance Work Culture for City Employees and Staff

The further investment and development of the City employee and staff base as the most productive, talented and engaged work environment in any municipal workforce. We should be a net attractor of talent and skills that help us in delivering the highest level of services. The workforce should feel valued and aligned with the strategic priorities of the City

Is the description clear?

If not, what changes should be made?

What questions do you have?

What information do you need?

Attachment 1, Page 7/9



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7. Comprehensive Economic Development Strategy

Ensuring that Scottsdale is viewed as a strong and relevant economy for attraction and maintaining a broad base of employers and industry segments along with an aligned and talented workforce

Is the description clear?

If not, what changes should be made?

What questions do you have?

What information do you need?

Attachment 1, Page 8/9



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8. Transportation Focus

The development of a broader, multi-modal transportation strategy for Scottsdale that creates regional linkage and anticipates the overall transportation needs of the community

Is the description clear?

If not, what changes should be made?

What questions do you have?

What information do you need?

Attachment 1, Page 9/9

