

SCOTTSDALE CITY COUNCIL
WORK STUDY SESSION MINUTES
TUESDAY, SEPTEMBER 17, 2013



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

CALL TO ORDER

Mayor W.J. "Jim" Lane called to order a Work Study Session of the Scottsdale City Council at 6:33 P.M. on Tuesday, September 17, 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
Acting City Treasurer Lee Guillory
City Auditor Sharron Walker
City Clerk Carolyn Jagger

Public Comment – None

1. City Council 2013/14 Strategic Plan

Request: Presentation, discussion and possible direction to staff regarding a revised mission statement and organizational strategic plan based on the FY 2013/14 priorities.

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 Council direction that lead to the development of tonight's City Council 2013/14 Strategic Plan presentation.

Communications and Public Affairs Director Kelly Corsette gave a PowerPoint presentation (attached) on the proposed City mission statement.

NOTE: MINUTES OF CITY COUNCIL MEETINGS AND WORK STUDY SESSIONS ARE PREPARED IN ACCORDANCE WITH THE PROVISIONS OF ARIZONA REVISED STATUTES. THESE MINUTES ARE INTENDED TO BE AN ACCURATE REFLECTION OF ACTION TAKEN AND DIRECTION GIVEN BY THE CITY COUNCIL AND ARE NOT VERBATIM TRANSCRIPTS. DIGITAL RECORDINGS AND CLOSED CAPTION TRANSCRIPTS OF SCOTTSDALE CITY COUNCIL MEETINGS ARE AVAILABLE ONLINE AND ARE ON FILE IN THE CITY CLERK'S OFFICE.

- Councilmembers suggested changing the verb “keeping” and stressed the importance of capturing the right verb for the mission statement.
- In response to a question of who the mission statement is being created for, Mr. Stockwell responded that it is being created primarily for the organization.
- Councilmembers opined that a mission statement should be active, brief, and to the point.
- Staff was directed to continue to refine the mission statement and to return to the Council with a revised statement.

Planning, Neighborhood and Transportation Administrator Randy Grant gave a PowerPoint presentation (attached) on the Council priority to partner with residents and businesses to revitalize the McDowell Road Corridor.

- A Councilmember asked whether the extension of the McDowell Road corridor boundaries into the downtown area raised any conflict and if the corridor needed to be defined. Mr. Grant did not indicate that there were any conflicts, but noted that defining the area was not as important as knowing what programs can be implemented in the area and what the range will be.
- A Councilmember recalled that the McDowell Corridor/Southern Scottsdale Economic Development Task Force had brought forth a study suggesting the application of different zoning standards and strategies. The study outlined tools that may be useful in partnering with the private sector to enhance the McDowell Road corridor. He suggested reviewing the study to determine whether the tools outlined within the study could be used in this case.

Economic Development Director Danielle Casey gave a PowerPoint presentation (attached), on the Council priorities to: 1) provide strategic support for tourism and visitor events; and 2) create and adopt a comprehensive economic development strategy.

- A Councilmember noted that the City invested in the WestWorld expansion and questioned why WestWorld had not been included in the tourism plan. City Manager Fritz Behring responded that staff would be providing the Council with an update in October, which will include WestWorld in the tourism plan.
- A Councilmember suggested that a survey of what other cities in the region do to attract businesses to their community would be helpful in understanding the competitive market.

Planning, Neighborhood and Transportation Director Paul Basha gave a presentation (attached) on the Council priority to develop a transportation strategy that anticipates future needs.

- A Councilmember liked the direction of revisiting streets that were widened or narrowed in the past to determine whether they can be modified to better support today’s needs.

Budget Director Judy McIlroy gave a PowerPoint presentation (attached) on the Council priority to prepare and adopt fiscally sustainable operating and capital budgets.

- In response to a question of when the policies and goals for the budgeting process would be available, Ms. McIlroy said she will be presenting the information at the November 12 Council meeting. She tentatively plans to bring the financial policies back for review and adoption during the second Council meeting in November.
- Councilmembers emphasized the importance of ensuring that the Council receives all information and data necessary to make fiscally responsible decisions.

Human Resources Executive Director Bruce Davis gave a PowerPoint presentation (attached) on the Council priority to invest in a high performance organization and work culture.

- Councilmembers commented on the need for structure around job classifications and compensation.
- A Councilmember asked management to use data from the employee survey to determine what the City is doing well and what can be done better.
- A Councilmember sought clarification on who has the authority to make exceptions to the compensation policy. A request was also made to have adequate controls put in place to limit the ability to change the policy to those who had delegated authority.

ADJOURNMENT

With no further business to discuss, the Work Study Session adjourned at 8:12 P.M.

SUBMITTED BY:



Carolyn Jagger
City Clerk

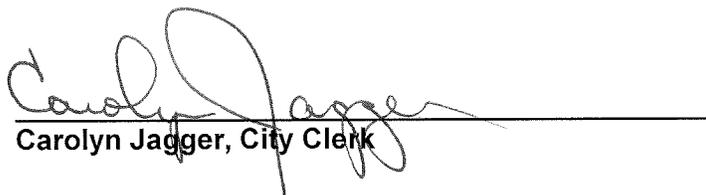
Officially approved by the City Council on October 22, 2013

CERTIFICATE

I hereby certify that the foregoing Minutes are a true and correct copy of the Minutes of the Work Study Session of the City Council of Scottsdale, Arizona held on the 17th day of September 2013.

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

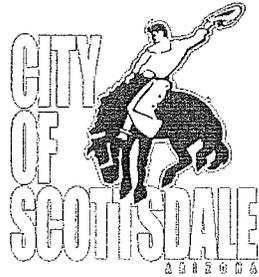
DATED this 22nd day of October 2013.



Carolyn Jagger, City Clerk

Item 1

Brent Stockwell
Presentation



FY 2013/14 Strategic Plan

September 17, 2013 City Council Meeting

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Item 1

Kelly Corsette
Presentation

Current Mission Statement:

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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Proposed Mission Statement

**Keeping Scottsdale
a premier community
and world-class destination.**



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FY 2013/14 Priorities (Short-Term Goals)

- A. Partner with residents and businesses to revitalize the McDowell Road corridor
- B. Provide strategic support of tourism and visitor events
- C. Create and adopt a comprehensive economic development strategy
- D. Develop a transportation strategy that anticipates future needs
- E. Prepare and adopt fiscally sustainable operating and capital budgets
- F. Reinvest in a high performance organization and work culture



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Item 1

Randy Grant
Presentation

A. Partner with residents and businesses to revitalize the McDowell Road corridor

1. Define the McDowell Road Corridor boundaries and get direction on the appropriate tools to consider in revitalizing the area
2. Listen to key stakeholders to understand current market conditions and ensure marketing efforts are focused on recruiting desired businesses to the area
3. Establish a new "brand" or identity for the McDowell Road corridor
4. Improve linkages to nearby amenities and adjacent communities
5. Improve transit service along the McDowell Road corridor
6. Work with area residents to strengthen neighborhoods in and around the revitalization area

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Item 1

Danielle Casey
Presentation

B. Provide strategic support of tourism and visitor events

1. Achieve year 1 and 2 objectives in Tourism Development and Marketing Strategic Plan
2. Enhance One Stop Shop process for special events
3. Use best practices to ensure that Scottsdale is deploying the most advanced strategies, programs and tools for achieving goals

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C. Create and adopt a comprehensive economic development strategy

1. Assess the resources and tools needed to develop and execute an effective economic development strategy
2. Develop a comprehensive Economic Development Strategic Plan with stakeholder input
3. Regularly review economic development department trends, activity, and progress in implementing the Economic Development Strategic Plan



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Item 1

Paul Basha
Presentation

D. Develop a transportation strategy that anticipates future needs

1. Develop a broad transportation improvement strategy to guide efforts over the next 10 years
2. Improve regional street, transit, and trail connections with neighboring communities while insulating neighborhoods
3. Design, build, operate, and maintain barrier-free streets for all users, including equestrians, pedestrians, bicyclists, motorists, and transit users of all ages and abilities



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Item 1

Judy McIlroy
Presentation

E. Prepare and adopt fiscally sustainable operating and capital budgets

1. Establish policies and goals to guide budget and financial decision-making
2. Develop operating and capital budgets, including identifying funding options to address aging infrastructure, consistent with established policies and goals
3. Review and adopt fiscally sustainable operating and capital budgets
4. Evaluate performance and make adjustments as needed throughout the fiscal year



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Item 1

Bruce Davis
Presentation

F. Reinvest in a high performance organization and work culture

1. Strengthen the performance management culture by redesigning the performance appraisal and compensation evaluation process to ensure employees receive evaluations that are fair, consistent, timely, and useful
2. Restore continuous learning and growth through training programs for employees at all levels of the organization
3. Recruit and retain a high performing workforce by implementing employee compensation programs that are based on performance, competitiveness in the local market, and are fair and equitable



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