

SCOTTSDALE

CITY COUNCIL MEETING

WORK STUDY SESSION NOTICE AND AGENDA



COUNCIL

W.J. "Jim" Lane, Mayor
Suzanne Klapp
Virginia L. Korte
Robert W. Littlefield

Linda Milhaven
Guy Phillips
Dennis E. Robbins

Tuesday, June 10, 2014

4:00 P.M.

MARKED AGENDA

CITY COUNCIL WORK STUDY SESSION

City Hall Kiva Forum, 3939 N. Drinkwater Boulevard

Call to Order – 4:07 P.M.

Roll Call – All present, Councilwoman Milhaven participated telephonically.

One or more members of the Council may be unable to attend the Council meeting in person, and may participate telephonically, pursuant to A.R.S. §38-431(4).

Mayor's Report – Mayor Lane thanked Scottsdale Police Officer Greg Carlin for his 32 years of service. Mayor Lane announced that Chaparral Park was voted the best dog park in Arizona by AAA.

City Manager's Report – None

Work Study Sessions: Work study sessions provide a less formal setting for the Mayor and Council to discuss specific topics, at length, with each other and City staff. Work study sessions provide an opportunity for staff to receive direction from the Council and for the public to observe these discussions.

Public Comment – Kathy Littlefield spoke in support of placing the General Plan update on the November 2016 ballot.

To provide an opportunity for public input, yet continue to maximize the amount of time available for the Council to have focused discussions, a total of fifteen minutes will be set aside at the beginning of each work study session for public comment on the agenda items. If you have thoughts or suggestions on the work study session items you would like the Council to consider, you are encouraged to complete a Written Comment card and submit your written comments to the City Clerk. The Clerk will ensure the Council receives your comments at various times throughout the evening.



PERSONS WITH A DISABILITY MAY REQUEST A REASONABLE ACCOMMODATION BY CONTACTING THE CITY CLERK'S OFFICE AT (480-312-2412). REQUESTS SHOULD BE MADE 24 HOURS IN ADVANCE, OR AS EARLY AS POSSIBLE TO ALLOW TIME TO ARRANGE ACCOMMODATION. FOR TTY USERS, THE ARIZONA RELAY SERVICE (1-800-367-8939) MAY CONTACT THE CITY CLERK'S OFFICE (480-312-2412).

1. **Draft General Plan 2014 – Long Range Planning Manager Erin Perreault presentation**
– Councilwoman Klapp made a motion to direct staff to continue with Option A as recommended by the General Plan 2014 Task Force. Councilman Phillips seconded the motion, which carried 7/0.
Request: Presentation, discussion, and possible direction to staff regarding Council-requested recommendations from the Scottsdale General Plan 2014 Task Force on the draft General Plan 2014 timing and process.
Presenter(s): Erin Perreault, Long Range Planning Manager
Staff Contact(s): Randy Grant, Planning, Neighborhood, and Transportation Administrator, 480-312-2664, rgrant@scottsdaleaz.gov

2. **Preserve Acquisition - Arizona State Land Department** – **Preserve Director Kroy Ekblaw presentation**
Request: Review of expectations of Scottsdale and the Arizona State Land Department regarding proposed land acquisition for the Preserve.
Presenter(s): Kroy S. Ekblaw, Preserve Director
Staff Contact(s): Kroy S. Ekblaw, Preserve Director, (480)312-7064, kekblaw@scottsdaleaz.gov

3. **Economic Development Strategic Plan Framework**
– Economic Development Director Danielle Casey presentation
– Each Councilmember offered individual suggestions for Goals 1 through 9 of the Economic Development Strategic Plan Framework.
– There was general consensus to direct staff to make the following changes:
 - ***Goal 1, Galvanize and champion a united city: One Scottsdale.***
 - **Reword Section “a” to be more positive.**
 - **Combine Sections “c”, “d”, and “e” into one element.**
 - ***Goal 2, Retain and grow existing economic drivers and employers.***
 - **Modify the use of the word “institutionalize” in Section “a”.**
 - ***Goal 3, Ensure that Scottsdale’s present and future employers will be able to cultivate, retain and attract the talent that they need.***
 - **Remove Section “i”.****– Councilwoman Milhaven left the meeting at 6:14 P.M.**
 - ***Goal 4, Strengthen foundations for firms and jobs of the future by identifying infrastructure, quality of life and postsecondary investments and improvements that could position Scottsdale more advantageously for business and talent retention and recruitment.***
 - **Remove the words “including identifying the potential for high capacity transit” from Section “a”.**
 - **Remove Section “b ii”.**
 - **Remove the word “Mountain” from Section “b iii”.**
 - ***Goal 5, Invest in and strengthen present and future employment and business centers.***
 - **Change the word “renew” in Section “c i” to “consider” (the redevelopment area designation).**
 - **Change the words “Develop a brand” in Section “d iv” to read “Fully define the Cure Corridor brand”.**
 - **Change the words “Formally adopt a resolution” in Section “e ii” to “Consider the adoption of a resolution”.**
 - ***Goal 6, Elevate Scottsdale’s engagement in the national and international economic development arena.***
 - **Remove Section “a”.**
 - **Remove the words “and fund” in Section “f”.**

– Economic Development Director Danielle Casey committed to:

- Looking at ways the City can partner with existing entities, rather than creating something new.
- Ensuring that, in addition to new employers, existing employers were adequately addressed in the plan.
- Under Goal 5, Section “c”, asking I.O. Inc. for other ideas on what the City could do for the McDowell Road Corridor.
- Change the word “designate” in Goal 5, Section “c ii”, to “consider the designation of” (the Economic Development Department).
- Rewording Goal 5, Section “d iii” to more accurately reflect the intent.
- Under Goal 5, reword Section “d i” to eliminate the section where the City ensures that the Mayo medical school is on track to raise funds, and focus on assisting them in launching the Mayo medical school in Scottsdale.

Request: Presentation, discussion, and possible direction to staff regarding the Economic Development Strategic Plan Framework and recommendations.

Presenter(s): Danielle Casey, Economic Development Director

Staff Contact(s): Danielle Casey, Economic Development Director, 480-312-7601, dcasey@scottsdaleaz.gov

Mayor and Council Items – None

Adjournment – 7:34 P.M.