

SCOTTSDALE CITY COUNCIL  
WORK STUDY SESSION MINUTES  
MONDAY, SEPTEMBER 21, 2015



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 5:36 P.M. on Monday, September 21, 2015, in the City Hall Kiva.

**ROLL CALL**

Present: Mayor W.J. "Jim" Lane  
Vice Mayor Linda Milhaven  
Councilmembers Suzanne Klapp, Virginia L. Korte, Kathleen S. Littlefield,  
Guy Phillips, and David N. Smith

Also Present: Assistant City Manager Brian Biesemeyer, City Attorney Bruce Washburn,  
City Treasurer Jeff Nichols, and City Clerk Carolyn Jagger

(Note: This was a continuation of the Council discussion on the "Regulation of Special Events" that was begun on August 31, 2015.)

**1. Regulation of Special Events**

**Request:** Presentation, discussion, and possible direction to staff regarding the City's regulation of special events, including possible changes, public outreach efforts, and a timeline for revisions to the Special Events Ordinance.

**Presenter(s):** Cheryl Sumners, Events Manager

**Staff Contact(s):** Steve Geiogamah, Acting Tourism and Events Director, 480-312-4013,  
[sgeiogamah@scottsdaleaz.gov](mailto:sgeiogamah@scottsdaleaz.gov)

Assistant City Manager Brent Stockwell provided a PowerPoint (attached) outlining key policy questions regarding the regulation of special events.

**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.

There was general direction to:

- Proceed with a public outreach process, making sure the Downtown Scottsdale merchant associations and all other interested parties are included.
- Identify public property in the downtown area to be used for special events, including the Waterfront area.
- Identify special events that the Council and merchants would like to include in the Downtown area.
- Take into consideration the six concerns listed in the citizen petition submitted on August 31, 2015, when moving forward with an ordinance.
- Reserve Thursday nights for the traditional Art Walk event.
- Return to the Council with a proposed draft ordinance in early 2016.
  - Provide language that distinguishes between public and private uses, commercial uses, and not-for-profit uses.
  - Define an appropriate length of time for special events. Any event that is longer than the defined time period would be considered a business and subject to City regulations.
  - Provide recommendations for adjusting the fee and use schedule for public properties.
  - Keep the proposed ordinance(s) simple; do not disadvantage special event producers, vendors, or merchants; and be sensitive to ramifications.

Councilmembers offered the following suggestions regarding special events and the permitting process:

- Look at events as they relate to fairness, and consider placing additional costs on the use of leasing public property.
- Establish processes and procedures similar to the ones used by the Cultural Council, Scottsdale Stadium, and WestWorld.
- Look at events booked and the public property being leased, as well as the value thereof, and determine if there are conflicts with other events.
- Hire an industry specialist to advise the City on how to support the gallery industry.
- Do not create special events that negatively affect current businesses in Scottsdale.
- Review, and possibly revise, regulations related to long-term events run by commercial operators.
- Activate areas with a number of event producers, rather than one event producer that would potentially tie up a large area of downtown for a number of days.
- Define precisely what constitutes a Special Event.
- Research the letter of the law related to gift clauses to determine if the City is breaking the intent of the law.
- Require the City Council to sign off on every Special Event permit prior to issuance to determine adherence to the ordinance, rather than having the permits administratively approved by staff. Consider Special Event permits on the Consent Agenda. Permits that raise concerns can be pulled for questions and discussion.
- Reinstate the Signature Event category and develop criteria for what constitutes a Signature Event.
- Establish a maximum number of days for art-related special events and a number of day's maximum for an art event in any one particular location.
- Establish a different review process for public and private special event ordinances, without making the processes too complicated.

- Restrict special events to insure they do not compete with local business or have adverse monetary or traffic impact.
- Establish a definition between retail as the primary focus and other retail.
- Do not hire a consultant to advise the City on how to support the gallery industry.
- Provide Council control over events that compete with existing merchants for retail revenue and parking spaces, and events of a long duration.

Staff was asked to provide:

- Information covering five to ten years on the purposes of events, e.g., dog show, etc., including how many events were viable; how many events returned for subsequent years; how many events were activated in, and brought people into, the downtown area versus regular retail establishments; how long art markets and the Artisan Market have been viable; and whether the events fulfil the mission of activation.
- Information on national trends regarding the high-end art industry, including the impact of internet sales on brick and mortar establishments, trends and historical sales in competing markets.

#### ADJOURNMENT

The Work Study Session adjourned at 7:32 P.M.

#### SUBMITTED BY:



Carolyn Jagger  
City Clerk

Officially approved by the City Council on October 20, 2015

## CERTIFICATE

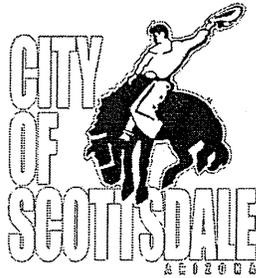
I hereby certify that the foregoing Minutes are a true and correct copy of the Minutes of the Work Study Session of the City Council of Scottsdale, Arizona held on the 21<sup>st</sup> day of September 2015.

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

**DATED** this 20<sup>th</sup> day of October 2015.

  
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Carolyn Jagger, City Clerk

# Work Study Item 1



## Special Events Ordinance Work Study (Continued)

Sept. 21, 2015 City Council Meeting

### Key Policy Questions

<b>"Event" definition</b>	<b>Types of events</b>	<b>Allowed Event Days</b>
<b>Review Process</b>	<b>Live Entertainment</b>	<b>Street Closures</b>
<b>Conditional Use Permit</b>	<b>Use of Waterfront</b>	<b>Fees for Public Property Event Use</b>



## “Event” definition

### Current Ordinance

- Only covers events on private property  
*Note: Streets Ordinance requires special events in city rights-of-way to follow Special Events Ordinance requirements*
- Only covers outdoor events

### Key Issues

- Should public property be included?
- Should inside events be covered?



## Types of events

### Current Ordinance

- Identifies a few categories with some excluded from a permit requirement
- Restrictions based upon zoning district

### Key Issues

- Are there types of events that should be encouraged?
- Are there types of events that should be discouraged?
- Are there events that should be exempted from regulation?
- Should non-profits be regulated differently than commercial?
- Should events be restricted by zoning district or not?



## Allowed Event Days

### Current Ordinance

- 48 event days per property per year
- No more than 30 consecutive days per event

### Key Issues

- Is this too many?
- Are there situations where this may be too few?
- Should there be a different review process for events requesting more than a certain number of days?



## Review process

### Current Ordinance

- All events go through same review process

### Key Issues

- Should simple and complex events go through different processes?
- Should events occurring solely on private property go through a different process than those on public property?



## Street Closures

### Current Ordinance

- Not addressed

### Key Issues

- Should criteria be developed for the use of city streets?
- What approval should be required for street closures?



## Live Entertainment

### Current Ordinance

- Not addressed

### Key Issues

- Should noise standards be created for special events?
- Are there areas, days or times where amplified sound should be limited?



## Conditional Use Permit

### Current Ordinance

- Not addressed

### Key Issues

- Should properties that have the requirement to obtain CUPs (such as bar use or live entertainment) be allowed to obtain a special event permit for these uses without a CUP?



## Use of Waterfront

### Current Ordinance

- Not addressed

### Key Issues

- Is there any guidance on the types of events that should be allowed at the Waterfront area?



## Fees for Public Property Event Use

### Current Ordinance

- Not addressed

### Key Issues

- Should additional compensation be required for special events using public property (including parking lots, plazas, sidewalks, streets, bridges)?



## Outreach Plan

Outreach to Downtown Scottsdale merchant associations and other interested groups and

Public Meetings:

- Thursday, Oct. 22, 2015 at noon and 5 p.m.
- Thursday, Nov. 12, 2015 at noon and 5 p.m.
- Tuesday, Dec. 8, 2015 at 5 p.m.

Website with public meeting dates and times, communication efforts, draft language, ability to comment