



**Community & Economic Development Division
Planning & Development Services**

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To: Neighborhood Advisory Commission
From: Taylor Reynolds, Principal Planner
Through: Adam Yaron, Commission Liaison
CC: Erin Perreault, AICP, Planning, Economic Development + Tourism Executive Director
Date: April 26, 2023
Re: Item 4: 2023 Spirit of Scottsdale Awards Program Overview and Timeline

This memorandum provides the Neighborhood Advisory Commission (NAC) with an overview of the program and timeline for the 2023 Spirit of Scottsdale Awards Program.

BACKGROUND

Since 2015, the NAC has included the Spirit of Scottsdale Awards in their work plan as a citizen-nominated awards program that recognizes the people and places that embody the “Spirit of Scottsdale” – particularly neighborhood stewardship and how a person or place contributes to Scottsdale physically, aesthetically, or socially.

In its inception year (2015), the NAC focused on the McDowell Road Corridor (areas within Scottsdale, south of Osborn Road). In 2018, the program was expanded to include all areas within the City of Scottsdale, focusing on four award categories: Single-Family Residential, Multi-Family Residential, Non-Residential, and Spirit of Scottsdale (Person or Organization). Finally, in 2019, the program was simplified to recognize one (1) individual resident and one (1) organization or business. This change helped the program and community to focus nominations on people, businesses, or organizations that aligned with the NAC’s purpose of assisting in the preservation, improvement, and revitalization of Scottsdale through community involvement.

In 2022, the program received 36 submissions, with Mildred Heber being selected as the Individual and the Holland Center being selected as the Business/Organization (Enclosure 1).

2023 PROGRAM PARAMETERS & TIMELINE

The 2023 Spirit of Scottsdale Awards Program will recognize one Individual and one Business/Organization within Scottsdale that help to strengthen and build Scottsdale's community through their commitment to and involvement in neighborhoods, with consideration on:

- a. Active years of service/involvement in strengthening neighborhood identity;
- b. Champions community dialogue to produce constructive recommendations/solutions that address the dynamic need(s) of a neighborhood; and
- c. Provides unique contributions of time, effort, skills, and/or financial resources to a neighborhood.

If the NAC approves the 2023 program parameters, the Spirit of Scottsdale Awards Program online submission form would be available from April 27, 2023 through the end of the calendar year. Staff will utilize web, social, and print media to notify Scottsdale citizens about the program and the nomination process. Nomination submissions will be presented to the NAC in January 2024 for review. Those that are selected by the NAC as award winners will be recognized by City Council in the Spring of 2024.

RECOMMENDATION

Staff recommends that the NAC review, discuss, and approve the Spirit of Scottsdale 2023 program parameters and timeline as proposed by staff.

ENCLOSURE:

1. 2022 Spirit of Scottsdale Awards Nominations List

2022 SPIRIT OF SCOTTSDALE AWARD PROGRAM

NEIGHBORHOOD ADVISORY COMMISSION

The Neighborhood Advisory Commission (NAC) advises and makes recommendations to the City Council on policies, plans, strategies and programs for the preservation, improvement and revitalization of Scottsdale's neighborhoods.

THE SPIRIT OF SCOTTSDALE AWARD

Since 2019, the NAC has sponsored the Spirit of Scottsdale Award Program which annually recognizes one individual and one organization/business that helps to strengthen and build Scottsdale's community through their commitment to and involvement in neighborhoods.

2022 AWARD CONSIDERATIONS

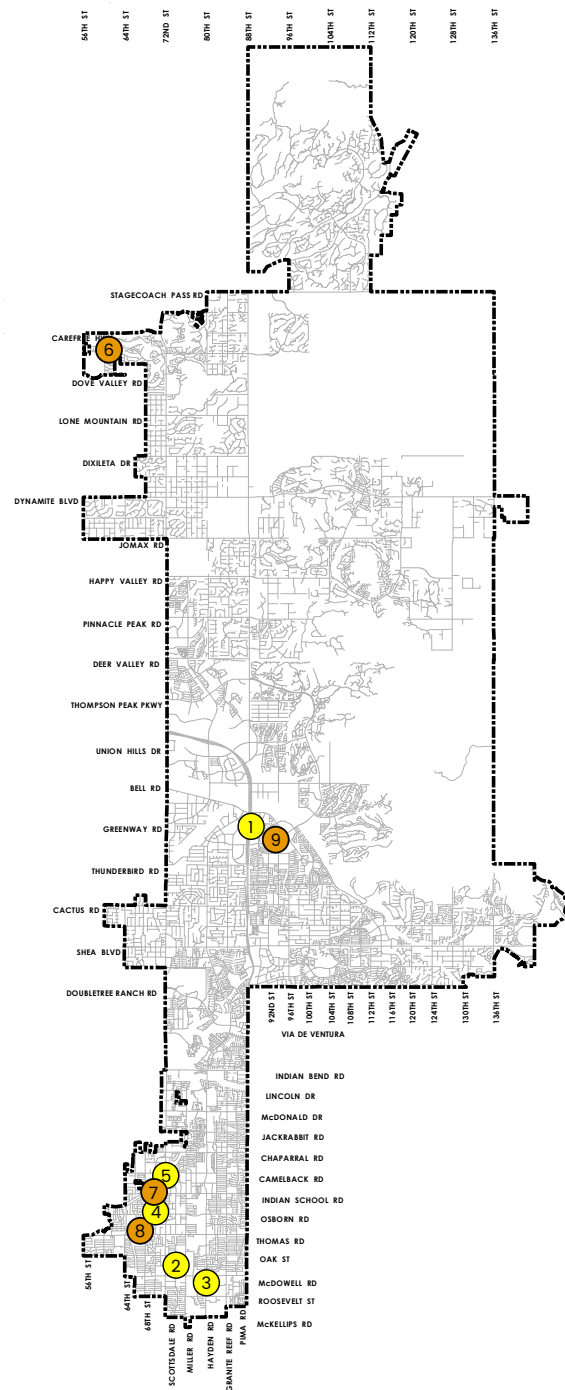
Recognition will consider those individuals or businesses/organizations within Scottsdale that help to strengthen and build Scottsdale's community through their commitment to and involvement in neighborhoods, with consideration on:

- Active years of service/involvement in strengthening neighborhood identity;
- Champions community dialogue to produce constructive recommendations/solutions that address the dynamic need(s) of a neighborhood; and,
- Provides unique contributions of time, effort, skills, and/or financial resources to a neighborhood.



2022 AWARD NOMINEE LOCATIONS

Enclosure 1 of Agenda Item 4



 - Individual

 - Business/
Organization

1. Magdiel Galan-Oliveras
 2. Mildred Heber
 3. Patricia "Patty" Jager
 4. Steve & Jane Stevens
 5. Carter Unger
-
6. The Holland Center
 7. Joyrides AZ
 8. Pearl White Signature
 9. Southwest Foodservice Excellence

INDIVIDUAL NOMINEE

Magdiel Galan-Oliveras - 1 Nomination Received

15300 N 90th Street

“McDowell Sonoran Conservancy volunteer and local Supply Chain data analyst at Intel Arizona, Magdiel Galan-Oliveras has been passionate about technology and the environment for the last 3 years. Today, he is spearheading an innovative solution that utilizes drone technology and artificial intelligence against one of Arizona’s most pressing environmental issues: invasive grass species and bushfires.”



Mildred Heber - 1 Nomination Received

7310 E Palm Ln

“Mildred has been volunteering at Vista del Camino food bank for over 14 years, at one time being the city volunteer with the most hours in a year! She has been a tireless volunteer and mentored many of the new volunteers. Whenever you have a question about the food bank, go to Mildred! She embodies the spirit of this Scottsdale institution. She really is the face of the Vista del Camino food bank to so many over the years. Customers greet her by name and chat with her when they arrive. When I began volunteering there, she took me under her wing and mentored me. She wouldn’t stand for any sloppiness or not following guidelines. I was in good hands! Mildred has been retired for many years. She was a health care worker from Harvey, N Dakota who moved to Scottsdale for sunshine and to be near her sister. Scottsdale is very fortunate to have a giving citizen like Mildred Heber.

INDIVIDUAL NOMINEE



Patricia "Patty" Jager – 13 Nominations Received

2221 East Garfield Street

"Patty lives in a Co-Op in Scottsdale. Besides volunteering with the Finance Committee, Landscaping Committee, Welcome Committee which she chairs, also the Activity Committee. With all she does, that don't stop her for helping her neighbors with anything that comes up."

"Patty is a shining example of a spirit of commitment and involvement in our neighborhood!"

"Patty makes an effort to make others feel welcome to our community and helps neighbors in many ways- like driving to doctor's appointments and making sure residents have drinking water when our water was turned off for repairs."

"Patty is very active in our co op , she helps the disabled with Dr appointments, shopping and checking in with them , she started a hiking club and also helps with special events to get the seniors out and about."

"She is a community leader when it comes to volunteering her time and knowledge."

Steve & Jane Stevens – 1 Nomination Received

6964 E 2nd Street

"I wish to nominate the Stevens family. They are the example of what angels would be like. Seriously, their heart felt opportunity, giving employment, shelter, food, wages from work. When I was at my end, beside myself, know one cared and know one to o turn too. Well Steve and Jane extended more t be an s helping hand. They are the example of pure, genuine awesome Scottsdale people. They give new meaning to the term class act. Please nominate them. I don't have tons of money to buy the s big gift, but I can ss lol the fine city to recognize them for being terrific."



INDIVIDUAL NOMINEE



Carter Unger – 1 Nomination Received

7144 E Stetson

“I would like to nominate my good friend Carter Unger for the Scottsdale Spirit Award. I would like to nominate him as he has always been citizen and community first and focused. From his service focused beginnings serving with our military overseas and at home with the fire department, I have never met a land owner nor developer more deserving of this prestigious award. Throughout the pandemic, Carter would often stop by my house on his way home to simply chat and destress, so as not to drag his stress home to his wife and children. So I got to hear about everything going on with him and Old Town Scottsdale. Despite the many setbacks and stresses he endured while trying to get a development done, I recall many of the things that he was most focused on, none of which was of himself or his own financial gain... Despite my best efforts to try and get him to take more things off his plate.”

BUSINESS / ORGANIZATION NOMINEE

The Holland Center – 16 Nominations Received

34250 N 60th Street

“The Holland Center continues to be a gathering place for learning, socialization, personal & professional development, and so much more.”

“Since 1986, the Holland Center has been a welcoming meeting place for citizens of the community. I have been to see children’s theater, attend town hall meetings, (Mental Health, Substance use and homelessness), take a variety of enrichment classes from Personal Safety to Mahjong for Beginners. No other group or organization has provided such a wealth of support for the citizens of our community to my knowledge.”

“Best community partner. The Foothills Foodbank had partnered with The Holland Center for a few years. They graciously host our client Adopt a Family holiday event for over 1100 participants. They donate the space, tables, rooms for donors to drop off gifts and anything we need.”

“The Holland Center supports a variety of community enrichment services and programs, including the Desert Foothills Theater, the Desert Awareness Committee, the Holland Gallery of Fine Art, and more. From preserving our beautiful desert from encroachment to providing activities for seniors to supporting education for youth and adults alike, the Holland Center is committed to enhancing the quality of life in our community.”



Joyrides AZ – 1 Nomination Received

7142 E 1st Street

“JoyridesAz Scottsdale Tours has been locally owned and operated for 9 years. A certified Green company sharing old town Scottsdales rich heritage. Supporting fellow local micro business in all districts of Old Town Scottsdale.”

BUSINESS / ORGANIZATION NOMINEE

Pearl White Signature – 1 Nomination Received

3005 N 67th Place

“Katrina has been serving the Scottsdale community for over 3 years. She specializes in cosmetic teeth whitening and has been gracious enough to treat less fortunate members of the community to smile makeovers. I have referred many friends and family for years and they couldn’t be happier with her kindness and expertise. She’s very honest which is refreshing and quality of care is consistent.”



Southwest Foodservice Excellence – 1 Nomination Received

9366 E Raintree Drive

“Founded in 2005 and based in Scottsdale, Southwest Foodservice Excellence (SFE) is a K-12 food provider changing the way child nutrition should taste and fuel students to reach their highest potential. SFE currently feeds over 150,000 students throughout Arizona alone, including Scottsdale Christian Academy.

SFE is an advocate for child nutrition, both inside and outside the cafeteria. They embrace fresh from scratch ingredients, are inclusive of dietary alternatives for students, and introduce young students to powerful food education. The company puts into place and participates in nutrition advisory boards, culinary classes, wellness committees and head start programs. SFE is committed to the use of at least 10% plant-based foods in partnership with the U.S. Humane Society as well as local sustainability services, local farm partnerships and composting programs.”



PREVIOUS AWARD WINNERS

2019 PROGRAM WINNERS

INDIVIDUAL AWARD – Marilyn Perkins

“Marilyn is a tireless volunteer and a terrific person with a HUGE heart. She is a mentor among her peers, has been an Ambassador for the City for more years than the program has been with the City, a navigator to visitors at the airport. She is also looked to for input with her complex. Marilyn offers her time and expertise any time she is asked. She gives more volunteer hours than any other Ambassador. When the City took the program over Marilyn stepped in (and continues) to help. When I think of “The Spirit of Scottsdale” I think of Marilyn. She embodies that and more!”



ORGANIZATION AWARD – First Christian Church

“A tight group of 12 individuals from First Christian Church have supported Operation Fix It for the last 10 years. They offer their time and services every month there are 5 Sundays, (Feb. June, Sept., Dec.). They have painted houses, provided landscape clean up and landscape installation. Annually, the group contributes 180 service hours, a cost savings to the City of \$4,578.00. Not only has this group supported OFI for many years, the team leaders of this group, Bob and Judy Stall work with many other non-profits in our community. Her husband Bob is a board member for Healthy Packs, volunteers at Vista Del Camino, Mighty Mud Mania and worked the Empty Bowls fundraiser. Bob also provides magic shows to low income children. They embody what I hope all feel is the Scottsdale Spirit. They have no boundaries. They selflessly care about their community and everyone in it.”

2020 PROGRAM WINNERS

INDIVIDUAL AWARD – Dana Close

“Dana is a beacon of light and hope for her neighborhood and for south Scottsdale. She started on the HOA board to revitalize their neighborhood, Hacienda del Ray. Dana went on to attend city council meetings and debates where she met Virginia Korte. Dana was a founding board member of the Scottsdale Gateway Alliance which produced the first Scottsdale Home Tour. Her involvement encouraged City Council to make the McDowell Road corridor a #1 priority. Dana then started Close Community Concepts which produced the next 4 years of Scottsdale Home Tours. She wanted to change the way people talk about south Scottsdale with a focus on great things that created momentum and encouraged investment. Dana believes in involving the community and giving back so she tied the proceeds of the tour to Coronado High School JAG program and had the high school students assist with the tour. The following years Dana worked with the Scottsdale Fire Fights Charities where proceeds supported this charity. Dana was a member of the Citizens Bond Oversight Committee and 1 of 4 chairs of the 2019 Scottsdale Bond Campaign. She is a shining example of the Scottsdale spirit!”



ORGANIZATION AWARD – Parada del Sol Parade Committee

“Years ago, a small group of dedicated volunteers took over the planning and execution of the Parada del Sol Parade and Trails end celebration when the event was at a crossroads. They worked hundreds upon hundreds of hours every year to keep this wonderful tradition alive. They’ve recently formed a new partnership with the Charros that will hopefully lighten their load, but without them this historic parade may not still be in existence. They did it for the love of their community, the tradition, and the history, and have sought no attention or praise for their hard work. That we have “Scottsdale Spirit” to point to in modern times can be traced in large part to these fine year round volunteers and the beautiful event they produce every February rain or shine.”

2021 PROGRAM WINNERS



INDIVIDUAL AWARD – Sherrie Poinsett

“Sherrie is amazing to anyone she meets. She takes in dogs off the street, helps people find lost animals, helps needy people find housing, and so much more. She had set up a giving table at her home to help needy people with food during the pandemic. There is so much more about her that she does but I am unaware of. Those are what I know her for, but she helps countless others in the community in many different ways. She communicates her help via Nextdoor to our community.”

ORGANIZATION AWARD – Scottsdale Community Partners

“Scottsdale Community Partners goes a pace and beyond to assist people in need of food, supplies or emergency assistance. They help youth, families and seniors that have come across hardship and help them as much as possible. Their programs are for youth, families and seniors just in Scottsdale.”





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SCOTTSDALE

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