

# SCOTTSDALE CITY COUNCIL MEETING



## \*\*\*AMENDED\*\*\* RETREAT NOTICE AND AGENDA [REWORDED ITEM No. 2]

### COUNCIL

David D. Ortega, Mayor  
Tammy Caputi  
Tom Durham  
Barry Graham

Betty Janik  
Kathleen S. Littlefield  
Solange Whitehead

Thursday, March 9, 2023

*The Witzeman Public Safety Building is open to the public during the City Council Retreat. The Retreat is a City Council Work Study Session. No formal action will be taken at this meeting. Breaks will be taken as needed throughout the day.*

*Written public comment may be submitted in-person by completing a yellow written public comment card or electronically by completing a Written Public Comment form. Written public comment received during the Retreat will be shared with the Council. Written comments that are submitted electronically at least 90 minutes before the meeting will be emailed to the Council and posted online prior to the meeting. A written public comment may be submitted electronically by clicking [here](#).*

### Marked Agenda

#### 9:00 A.M. – COFFEE AND CONVERSATION

Witzeman Public Safety Building, Arizona Room, 8401 E. Indian School Road, Scottsdale, AZ 85251

*While a quorum of the City Council will be in attendance, Councilmembers will not engage in any deliberations or discussions of items on the agenda until the Retreat Meeting is called to order.*

#### 9:30 A.M. – CITY COUNCIL RETREAT

Witzeman Public Safety Building, Arizona Room, 8401 E. Indian School Road, Scottsdale, AZ 85251

#### Call to Order – 9:31 A.M.

#### Roll Call – All present (Vice Mayor Littlefield participated electronically)

*One or more members of the Council may be attending the Retreat by telephone, video, or Internet conferencing, pursuant to A.R.S. §38-431(4).*

#### 1. Opening Remarks

– Mayor David D. Ortega stated the City has four important attributes:

- 1) It is very beautiful balancing the natural and built environments
- 2) It is very clean, keeping the streets and public spaces, such as parks, in a well-kept manner



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).

- 3) It is very safe, noting the role that public safety and educational institutions play in this essential function
- 4) The City cares about well-being, noting the important roles that the health and financial industries play in this function along with residents looking out for their neighbors.

– City Manager Jim Thompson stated the City holds its retreats in different city facilities. He reviewed the purpose of the retreat and explained the presentations included what is coming up, short-term and long-term issues, and what staff is working on.

**\*\*\*2.** Presentation, discussion, and possible direction to staff regarding the City Council's priorities and other areas of interest, primarily focusing on the next two years ending December 2024, including timelines and implementation strategies to achieve its priorities and other objectives.

Planned topics include the following:

a. 2023 National Community Survey

– City Manager Thompson introduced the item, noting the City has done a resident survey for many years with consistent high marks from respondents. He added the results produced analytics which allowed the City to compare itself to other cities.

– Communications and Public Affairs Director Kelly Corsette gave a PowerPoint presentation on the 2023 National Community Survey.

– Councilmembers made the following suggestions:

- Consider benchmarking results against peer cities.
- Staff to provide standard language for Councilmembers to use for responding to citizen inquiries about survey response rates.
- Use simplified surveys to reach more people.
- Develop surveys that can be customized to account for new trends and changing community sentiment.

b. Notification and Outreach for Planning Cases, including information provided in City Council Reports

– City Manager Thompson introduced the item, noting this presentation would seek Council feedback on possible changes to notification requirements and how outreach is conducted for planning and zoning cases.

– Current Planning Director Tim Curtis gave a PowerPoint presentation on notification and outreach for planning cases.

– Councilmembers made the following suggestions:

- Expand the notification area to property owners within 1,250 or 1,500 feet of the project.
- Encourage developers to hold open houses on days that do not conflict with Council, Planning and Zoning, and Development Review Board meetings.
- Encourage developers to hold open houses in comfortable locations that have adequate seating, air conditioning, and lighting.
- Use a term other than “open house” to describe a public gathering that provides information and seeks feedback on a development project.
- Consider updating the best practices related to planning outreach and notification.
- Allow smaller developers to hold open houses outdoors if the area is compliant with American with Disabilities Act.

- Use online resources, such as emails, websites, and social media to advertise projects and provide notification.
  - Develop a tracking mechanism to allow public to see changes made to the development throughout the process, minimizing potential misinformation.
  - Encourage placement of “early notification” signage to be more visible, not parallel to the street and/or use two-sided signs.
  - Should notification areas be expanded beyond 750 feet, develop a metric to track if extended outreach is successful.
  - Due to limited number of days that open houses could be held and because information on the open houses is provided to the Council, it is acceptable that open houses are held on Council Meeting dates.
  - Support the idea of an activity flowchart for each case.
  - Send postcards to “resident” in addition to property owners (who may reside outside of the state).
- c. [Youth Sports Field Allocation Policy](#)
- City Manager Thompson introduced the item, noting this is a complex item as there is more public demand than there are fields available. Staff will discuss how fields are allocated and public demand is managed.
  
  - Parks and Recreation Manager Stephanie Tippett gave a PowerPoint presentation on the Youth Sports Field Allocation Policy.
  
  - Councilmembers expressed support for the new Youth Sports Field Allocation Policy.
- d. [\\*\\*\\*Net-Zero Energy Strategic Plan](#)
- City Manager Thompson introduced the item, noting that Sustainability Director Lisa McNeilly and Public Works Director Dan Worth had been working on a Net-Zero Energy Strategic Plan.
  
  - Sustainability Director Lisa McNeilly gave a PowerPoint presentation on the Net-Zero Energy Strategic Plan.
  
  - Councilmembers made the following suggestions:
    - Technology is constantly changing and the City review all the advances to determine best fit for the Scottsdale community.
    - Investigate programs that would allow the City to provide grants for homeowners to install solar efficient equipment on rental homes.
    - Provide better solar energy information to the community.
    - Continue ensuring the City requires energy efficiency for all municipal buildings.
- e. [Updates on implementation of the 2035 General Plan](#)
- City Manager Thompson reported that staff has been working on several items since the adoption of the 2035 General Plan. He requested the Council review the 23-page document included in the Retreat agenda packet and provide feedback to the City Manager’s Office on any items in the one-to-five-year implementation plan that have not been addressed yet to allow for additional discussion on the items.
- f. [Updates on items included in the 2022 Organization Strategic Plan](#)
- City Manager Thompson stressed the importance of spending dedicated time on the budget and a strategic plan that would come forward and mirror the Fiscal Year 2023/24 budget. He would include this topic for the next Council Retreat and the budget item would

also be discussed in meetings with the City Manager, City Treasurer, and individual councilmembers.

3. Discussion and possible direction to staff regarding Council attendance and participation at various City sponsored, local, and/or regional community events, gatherings, and/or meetings.
  - City Manager Thompson said he would like to schedule a future Council Retreat for an in-depth discussion on bond projects. He would like to focus on the projects, scope of the projects, and what to discuss with the community about changes to projects that would better align with the original bond allocation.
  - City Councilmembers expressed support for the Council Retreat. It was suggested by Councilmember Durham that a survey be sent to Councilmembers, along with a comprehensive listing of projects and descriptions prior to the Retreat to assist in prioritization.
  - City Manager Thompson commented on City participation in the Annual League of Arizona Cities and Towns Conference. He proposed the City have a booth to be staffed by Councilmembers and senior staff.
  - Councilmembers expressed support to resume participation in the Annual League of Arizona Cities and Towns Conference.
  - Mayor Ortega encouraged the Council to communicate with other municipalities, county, state, and federal officials to strengthen bonds.
  - City Clerk Ben Lane discussed bringing back communal meals in the Kiva Conference Room for some Council meetings. This was a practice of the City prior to the pandemic. The communal meals would be brought back starting with Council Meetings in April but would exclude Meetings with Executive Sessions due to the Kiva Conference Room being used for the Executive Sessions.
  - Councilmembers expressed support to resume communal meals for some Council meetings to encourage relationships and foster rapport.
  - Councilwoman Whitehead noted that project budgets should be developed to allow flexibility for unexpected costs.
  - Councilwoman Janik commented on the number and length of Council meetings.
  - Councilmember Graham expressed interest in succession planning for City staff.

#### 4. Closing Remarks

- Mayor Ortega noted the Council is moving forward and working together as a leadership team along with City executive leadership. He stated each department should be looking at its funding and resources. He appreciated how City staff respond in times of emergency or disaster.

#### Adjournment – 12:34 P.M.

- Councilwoman Whitehead made a motion to adjourn. Councilmember Durham seconded the motion, which carried 7/0, with Mayor Ortega; Vice Mayor Littlefield; and Councilmembers Caputi, Durham, Graham, Janik, and Whitehead voting in the affirmative.