CITY COUNCIL REPORT



Meeting Date:

General Plan Goal:

March 17, 2020

General Plan Element:

Open Space & Recreation

Provide access to educational, recreational and cultural

services for all residents

ACTION

Name the interpretive trail at the Fraesfield Trailhead in the Scottsdale McDowell Sonoran Preserve in honor of the Honorable Kathryn "Sam" Campana and the amphitheater at the Gateway Trailhead in the Scottsdale McDowell Sonoran Preserve in honor of the Honorable Mary Manross. Adopt Resolution No. 11735 authorizing naming the interpretive trail at the Fraesfield Trailhead in the Scottsdale McDowell Sonoran Preserve in honor of the Honorable Kathryn "Sam" Campana and the amphitheater at the Gateway Trailhead in the Scottsdale McDowell Sonoran Preserve in honor of the Honorable Mary Manross.

BACKGROUND

In 2011, the McDowell Sonoran Preserve Commission and the City Council approved the Guidelines for Naming Features in the City of Scottsdale McDowell Sonoran Preserve. These guidelines establish the procedure for recommending names of man-made features within the Preserve, including interpretive trails and amphitheaters.

Fraesfield Trailhead Interpretive Trail

The Fraesfield Trailhead was completed and opened for public use in the summer of 2019. Construction began in January 2020 on a roughly 0.75-mile-long interpretive trail located at the Fraesfield Trailhead. This first phase of the trail construction includes grading the trail, with future phases to include creating, fabricating, and installing the interpretive sign panels. This process will be completed in partnership between the City of Scottsdale Preserve staff and staff and Stewards from the McDowell Sonoran Conservancy, with anticipated completion in the fall of 2020. The trail will provide an excellent opportunity for the public to learn more about the Preserve and the Sonoran Desert. The trail does not have a specific name and is generally referred to as the Fraesfield Interpretive Trail.

Gateway Trailhead Amphitheater

The Gateway Trailhead was completed and opened for public use in the spring of 2009. The trailhead includes a small educational amphitheater which is used for public interpretive presentations. It serves as a gathering point for visitors to the Preserve, and a place where they can learn about the Sonoran Desert and appreciate its splendor. The amphitheater does not have a specific name and is generally referred to as the Gateway Amphitheater. General discussion will be

Action Taken	_			

City Council Report | Naming of Preserve Features

occurring over the next several months with the Preserve Commission and the community regarding options for improving the usability of the amphitheater, such as providing shade. Regardless of the direction that is given to improve the usability of the amphitheater, the intent of this naming proposal is that the honorary name would carry with the primary educational amphitheater at the Gateway Trailhead.

ANALYSIS & ASSESSMENT

Recent Staff Action

In December 2019, the Preserve Director received a nomination for naming the interpretive trail at the Fraesfield Trailhead in honor of the Honorable Kathryn "Sam" Campana (Attachment #2), and a nomination for naming the amphitheater at the Gateway Trailhead in honor of the Honorable Mary Manross (Attachment #3). The proposals provide summaries of the significant contributions Messes Campana and Manross have made to the creation and long-term sustainability of the Preserve.

The Preserve Director has communicated with Ms. Campana and Ms. Manross and confirmed their support for the respective naming proposal. The proposals meet the "Guidelines for Naming Features in the City of Scottsdale McDowell Sonoran Preserve."

At their meeting on February 6, 2020, the McDowell Sonoran Preserve Commission unanimously approved forwarding a recommendation to the City Council for approval of naming the interpretive trail at the Fraesfield Trailhead in the Scottsdale McDowell Sonoran Preserve in honor of the Honorable Kathryn "Sam" Campana and the amphitheater at the Gateway Trailhead in the Scottsdale McDowell Sonoran Preserve in honor of the Honorable Mary Manross.

Policy Implications/Community Involvement

The naming of these two Preserve features is consistent with existing policies. The naming nominations were submitted to the Preserve Director by a group of citizens who support the nominations. The proposals were reviewed and approved by the McDowell Sonoran Preserve Commission, which is comprised of citizen volunteers.

RESOURCE IMPACTS

Available funding

Funding is available in the current Preserve operating budget for appropriate signage.

OPTIONS & STAFF RECOMMENDATION

Recommended Approach

Adopt Resolution No. 11735 authorizing naming the interpretive trail at the Fraesfield Trailhead in the Scottsdale McDowell Sonoran Preserve in honor of the Honorable Kathryn "Sam" Campana and the amphitheater at the Gateway Trailhead in the Scottsdale McDowell Sonoran Preserve in honor of the Honorable Mary Manross.

Proposed Next Steps

Staff will continue the design and construction process for the Fraesfield interpretive trail and will incorporate recognition of the Honorable Kathryn "Sam" Campana in the signage program for the trail. Staff will also continue the discussion and analysis of potential usability improvements for the amphitheater at the Gateway Trailhead and will include appropriate recognition signage in honor of the Honorable Mary Manross. Recognition ceremonies will be organized at the appropriate times.

RESPONSIBLE DEPARTMENT(S)

Preserve Department, Community Services Division

STAFF CONTACT(S)

Kroy Ekblaw, Preserve Director, kekblaw@scottsdaleaz.gov

William B. Murphy, Assistant City Manager, bmurphy@scottsdaleaz.gov

APPROVED BY

Kroy Ekblaw, Preserve Director

(480) 312-7064, kekblaw@scottsdaleaz.gov

1567 27,2021 Date

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William B. Murphy, Assistant City Manager (480) 312-7954, bmurphy@scottsdaleaz.gov

ATTACHMENTS

- 1. Resolution No. 11735
- 2. Nomination Letter for the Honorable Kathryn "Sam" Campana
- 3. Nomination Letter for the Honorable Mary Manross

RESOLUTION NO. 11735

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SCOTTSDALE TO APPROVE NAMING THE INTERPRETIVE TRAIL AT THE FRAESFIELD TRAILHEAD IN THE MCDOWELL SONORAN PRESERVE IN HONOR OF THE HONORABLE KATHRYN "SAM" CAMPANA AND THE AMPHITHEATER AT THE GATEWAY TRAILHEAD IN THE MCDOWELL SONORAN PRESERVE IN HONOR OF THE HONORABLE MARY MANROSS

WHEREAS, The Honorable Kathryn "Sam" Campana and the Honorable Mary Manross made significant contributions to the creation and long-term sustainability of the McDowell Sonoran Preserve and played critical roles in promoting environmental awareness throughout the city; and

WHEREAS, it is appropriate to recognize the contribution the Honorable Kathryn "Sam" Campana and the Honorable Mary Manross made to this community in the form of their advocacy for the Preserve; and

WHEREAS, the McDowell Sonoran Preserve Commission has recommended that the Council name the interpretive trail at the Fraesfield Trailhead in honor of the Honorable Kathryn "Sam" Campana and the amphitheater at the Gateway Trailhead in honor of the Honorable Mary Manross.

NOW, THEREFORE, LET IT BE RESOLVED by the Council of the City of Scottsdale, Maricopa County, as follows:

Section 1. The interpretive trail at the Fraesfield Trailhead in the McDowell Sonoran Preserve shall be named in honor of the Honorable Kathryn "Sam" Campana and the amphitheater at the Gateway Trailhead in the McDowell Sonoran Preserve shall be named in honor of the Honorable Mary Manross. The City Manager is directed to take all action necessary to effectuate this resolution, including the installation of appropriate signage and the memorialization of the named features in the records of the City.

PASSED AND ADOPTED by the C	Council of the City of Scottsdale this day
ATTEST:	CITY OF SCOTTSDALE, an Arizona municipal corporation,
Carolyn Jagger, City Clerk	W. J. "Jim" Lane, Mayor
APPROVED AS TO FORM: OFFICE OF THE CITY ATTORNEY	
Sherry R. Scott, City Attorney	

18017862v1

By: Joe Padilla, Deputy City Attorney

Resolution No. 11735 Page 1 of 1 of

Nomination to Name Planned Interpretive Trail at Fraesfield Trailhead in Honor of The Honorable Kathryn "Sam" Campana

Submitted December 2, 2019 to the McDowell Sonoran Preserve Commission, and, in turn, to the Scottsdale Mayor and City Council

By Joan Fudala; Carla; and a host of Sam Campana's friends, colleagues and family members, including Dick Bowers, Jim Bruner, Richard Campana, Mary DeCabooter, Janie Ellis, Martha Green, Melinda Gulick, Maureen Lee Hamilton, Mark Hiegel, Christine Kovach, Lynne Lagarde, Paul Messinger, DeEtte Person, Don Prior, Dennis Robbins, Rachel Sacco, John Sather, Carol and Randy Schilling, Diana M. and David N. Smith, Mark Stanton, Doug Sydnor, Ed and Lois Drinkwater Thompson and Joyce Winston; as well as Dr. Lee Ansel, and Cassidy, Katie, Richie and Melissa Campana.

Throughout her decades in Scottsdale, Kathryn 'Sam' Campana has championed Scottsdale's environmental issues as a resident, volunteer leader, non-profit executive and elected official. As a resident and parent, Sam has shared countless outdoors adventures in and around the McDowell Mountains with her children, extended family, friends and colleagues, from picnics, to hikes to educational events. Using these personal experiences during her tenure as Scottsdale's Mayor, she led the city into the 21st century, facing head-on important urban issues like balancing growth with historic and land preservation as well as redevelopment and economic vitality.

Sam Campana served on the Scottsdale City Council from 1986 to 1994, when Scottsdale and its residents began discussing the possibility of creating a McDowell Mountain Preserve. As Scottsdale's Mayor from 1996 to 2000, she provided visionary leadership which secured the first McDowell Sonoran Preserve land acquisitions funded by the 1995 voter-approved sales tax and the 1996 voter-approved bonding capability. She and her City Council advocated expansion of the Preserve boundary to include over 19,000 acres of Sonoran Desert north of the McDowell range, which voters approved in 1998. Mayor Campana worked with state officials on the Arizona Preserve Initiative, with the Town of Fountain Hills and with developers like DMB to further expand the Preserve through key land acquisitions. During these significant public policy actions, she was also honored to announce the first land acquisitions using funds generated by the 1995 voter-approved "Preserve tax," and to officiate at the ribboncuttings for the first public access trails into the McDowell Sonoran Preserve. It was also during her time as Scottsdale's mayor that voters approved expanding the Preserve boundary from 16,000 to over 30,000 acres to encompass the historic Brown's Ranch and the area that now includes the Fraesfield and Granite Mountain trailheads. After her time as Mayor, Sam Campana served as founding Executive Director of the Arizona Office of the National Audubon Society, continuing to advocate for environmental issues on a Valley and state-wide level. From 2014 to 2018, she served as Executive Director of the non-profit Desert Discovery Center Scottsdale, working with the City of Scottsdale, ASU and other partners to study and plan for an education and research center focused on the McDowell Sonoran Preserve. Although the center's future is unknown, her advocacy again raised awareness of the McDowell Sonoran Preserve, the continuing need for public access for people of all abilities and the ecological treasures that lie with the Preserve.

All citing her environmental advocacy, Scottsdale Leadership awarded her the 2005 Drinkwater Award for community leadership; she was inducted into the Scottsdale History Hall of Fame in 2006 and was honored as Woman of Year by Valley Leadership in 2010. In October 2019, Mayor Campana was honored as one of 12 Preserve Pioneers at the 25th anniversary celebration of the establishment of the Preserve.

Scottsdale has a 30,000-plus acre McDowell Sonoran Preserve today in large part because Sam Campana led the way forward. As the City of Scottsdale plans the interpretive trail adjacent to the Preserve's Fraesfield trailhead, it is our respectful recommendation that it be named to honor former Scottsdale Mayor and lifelong environmental champion, Kathryn "Sam" Campana. Naming the trail in her honor will not only be a tribute to her countless hours of selfless leadership to bring the McDowell Sonoran Preserve to its expansive reality, but also be a place that celebrates her dedication to family, friendships, community connections, respect for people of all abilities and healthy living. We respectfully urge the McDowell Sonoran Preserve Commission and Scottsdale City Council to approve naming the planned interpretive trail adjacent to the Fraesfield trailhead "Mayor Campana Family Trail."

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Nomination to Name Amphitheater at Gateway to the McDowell Sonoran Preserve In Honor of The Honorable Mary Manross

Submitted December 2, 2019 to the McDowell Sonoran Preserve Commission, and, in turn, to the Scottsdale Mayor and City Council

By Carla; Joan Fudala; and many of Mary Manross' friends, colleagues and family members, including Julia Andrews, Jim Bruner, Sonny Kirtley, Christine Kovach, Paul Messinger, Howard Myers, Don Prior, Jane Rau, Dennis Robbins, Jason Rose, Rachel Sacco, U.S. Rep. David Schweikert, Tom Silverman and Mark Stanton.

As a city commissioner, non-profit board member and elected official, Mary Manross has been a consummate champion of the McDowell Sonoran Preserve.

Beginning her service on Scottsdale's Parks and Recreation and Planning Commissions in the 1970s, Mary Manross realized the critical importance of open space to a community's quality of life. Elected to the Scottsdale City Council in 1992, she became a leading voice for preserving the McDowell Mountains which were threatened by development. She worked diligently with the McDowell Sonoran Land Trust, Scottsdale residents, the tourism industry, the Scottsdale Chamber of Commerce, developers, and the media to create community awareness for the urgent need to create and fund a Preserve. She was proud to cast her vote at the October 3, 1994 Scottsdale City Council meeting to create the McDowell Sonoran Preserve. Then in February,1995, the council put a funding mechanism for Preserve land purchases on the ballot. It received overwhelming community support. Councilwoman Manross also advanced the idea of expanding the Preserve beyond the McDowell Mountains to include over 19,000 acres of Sonoran Desert in the northern area of Scottsdale, an idea also strongly approved by voters in 1998.

As Scottsdale Mayor from June 2000 to January 2009, Mary Manross provided strong leadership for many Preserve milestones and statewide preservation initiatives. She was a strong, vocal advocate for land reform throughout Arizona which greatly benefitted the expansion of the Preserve and for scrupulous, methodical use of sales tax dollars to fund its land purchases. In 2001, Mayor Manross led Scottsdale's record-shattering Arizona Preserve Initiative hearing that resulted in 80 percent of Scottsdale's land application being reclassified as "suitable for conservation." In 2004, Mayor Manross and the City Council asked voters to support an initiative to create public access improvements within the Preserve. Voters approved this initiative also. Within a few years, Mayor Manross officially cut the ribbons to open new, environmentally-sensitive trailhead facilities.

Through the years, no matter how daunting the challenge, Mary Manross has been at the forefront to ensure that the McDowell Sonoran Preserve is preserved and protected from development to be enjoyed in perpetuity. Her vision and tenacity have been recognized through several awards; such as, the 2003 Frank Lloyd Wright Foundation Preserve Champion, the winner of the 2007 National Mayors Awards for Energy Leadership, award from the U.S. Environmental Protection Agency Director in 2004 as

Mayor of the first and only city chosen as the Top Environmental Performance Track municipality in the nation, named 2011 Arizona Centennial Culture Keepers for Environmental and Historic Preservation, 2012 Induction into the Scottsdale History Hall of Fame and the 2015 Scottsdale Leadership Drinkwater Award. In October 2019, Mayor Manross was honored as one of 12 Preserve Pioneers at the 25th anniversary celebration of the establishment of the Preserve.

Today, she serves on the Board of Directors of the McDowell Sonoran Conservancy. A strong advocate for education, she serves on the Scottsdale Unified School District Foundation Board of Directors.

The Gateway to the McDowell Sonoran Preserve is the perfect location to honor Mayor Mary Manross. She fought with fortitude and leadership to make sure that the Gateway location would be preserved forever. It is the most beautiful introduction to Scottsdale's awesome Preserve and the grandeur of the McDowells. As a champion of local K-12 education, naming the Gateway amphitheater in her honor will continue her desire to provide lifelong learning for residents and visitors alike. This is where she introduced her grandchildren to the wonders of the Preserve...and where countless other grandparents, for generations to come, can likewise introduce their grandchildren to Scottsdale's environmental treasure. We respectfully urge the McDowell Sonoran Preserve Commission and Scottsdale City Council to approve naming the existing, unnamed amphitheater at the Gateway as the "Mayor Manross Family Amphitheater."

Smith, Erica

From: Webmaster

Sent: Sunday, March 08, 2020 3:33 PM

To: Smith, Erica

Subject: Comment on 03-17-2020 Agenda Item (response #21)

Comment on 03-17-2020 Agenda Item (response #21)

Survey Information

Site:	ScottsdaleAZ.gov
Page Title:	Comment on 03-17-2020 Agenda Item
URL:	https://www.scottsdaleaz.gov/council/meeting-information/agenda- comments/03-17-2020
Submission Time/Date:	3/8/2020 3:32:05 PM

Survey Response

AGENDA ITEM	
Which agenda item are you commenting on?	Item 15 on the Consent Agenda - Naming
COMMENT	ì.
Comment:	I strongly support naming the Fraesfield Interpretive Trail after former mayor "Sam" Campana. Ms. Camapan's support for the Preserve since the time of its conception has been vital for its creation, growth, and continued sustainability. This recognition is richly deserved.
Comments are limited to 8,000 charac	cters and may be cut and pasted from another source.
NAME	
Name:	Daniel Gruber
CONTACT INFORMATION	•
Please provide the following informati about your comment (optional).	ion so someone may follow up with you if they have questions
Email:	dgruber@alum.mit.edu

Phone:	(480) 951-6877
Address:	7420 N 58th Place, Paradise Valley, AZ 85253
Example: 3939 N. Drinkwater Blvd, Scot	tsdale 85251

Smith, Erica

From:

Webmaster

Sent:

Tuesday, March 17, 2020 9:38 AM

To:

Smith, Erica

Subject:

Comment on 03-17-2020 Agenda Item (response #23)

Comment on 03-17-2020 Agenda Item (response #23)

Survey Information

Site:	ScottsdaleAZ.gov
Page Title:	Comment on 03-17-2020 Agenda Item
URL:	https://www.scottsdaleaz.gov/council/meeting-information/agenda- comments/03-17-2020
Submission Time/Date:	3/17/2020 9:37:32 AM

Survey Response

AGENDA ITEM

Which agenda item are you commenting on?

15, Naming of Fraesfield Trail and Gateway Amphitheater

COMMENT

Dear Mayor Lane and members of the Scottsdale City Council: I am heartbroken to not be able to appear in person at the Scottsdale City Council meeting tonight (as is my dear friend Carla), but we are taking seriously the request to 'self-isolate' during this time of COVID-19 concerns. To put a positive spin on this, we are being quite environmentally conscious by not driving to City Hall, so we're promoting the spirit and theme of the nominations we are respectfully asking you each to whole-heartedly support. Tonight you will be considering an agenda item, "Naming of Amphitheater at Gateway and Trail Fraesfield." Carla and I initiated, and many Scottsdale Preserve advocates endorsed, this recommendation in December 2019 to honor two of Scottsdale's most ardent, long-term McDowell Sonoran Preserve champions and leaders, former Mayors Sam Campana and Mary Manross. Our recommendations were unanimously approved by the Preserve Commission meeting in February 2020. Throughout her decades in Scottsdale, The Honorable Kathryn 'Sam' Campana

has championed Scottsdale's environmental issues as

Comment:

1

a resident, volunteer leader, non-profit executive and elected official. As a resident and parent, Sam has shared countless outdoors adventures in and around the McDowell Mountains with her children, extended family, friends and colleagues, from picnics, to hikes and educational events. Using these personal experiences during her tenure as Scottsdale's Mayor, she led the city into the 21st century, facing head-on important urban issues like balancing growth with historic and land preservation as well as redevelopment and economic vitality. As Mayor, the first land was acquired using voter-approved sales tax funds and the first Preserve trails were dedicated. Additionally she advocated for the Arizona Preserve Initiative and announced a landmark Preserve acquisition/agreement in partnership with DMB at DC Ranch. While Sam was Mayor voters approved expanding the Preserve boundary from 16,000 to over 30,000 acres to encompass Brown's Ranch and the area that now includes the Fraesfield and Granite Mountain trailheads. Since leaving office, Sam. Campana has continued to lead efforts to celebrate the McDowell Sonoran Preserve and educate the public about its environmental significance. As a city commissioner, non-profit board member and elected official, The Honorable Mary Manross has been a consummate champion of the McDowell Sonoran Preserve. As a Parks and Recreation and Planning Commissioner in the 1970s, Mary realized the critical importance of open space to a community's quality of life. Elected to the Scottsdale City Council in 1992, she became a leading voice for preserving the McDowell Mountains which were threatened by development. She worked with the McDowell Sonoran Land Trust. Scottsdale residents, the tourism industry, Scottsdale Chamber of Commerce, developers, and the media to create community awareness for the urgent need to create and fund a Preserve. Mary was proud to cast her vote at the October 3, 1994 Scottsdale City Council meeting that created the McDowell Sonoran Preserve. Councilwoman Manross also advanced the idea of expanding the Preserve to include over 19,000 acres of Sonoran Desert in the northern area of Scottsdale, which voters approved in 1998. Without her leadership as Mayor, the Preserve would not have its signature Gateway trailhead. Following her tenure as Mayor, Mary Manross has been an active supporter of the Preserve and the McDowell Sonoran Conservancy. While residents, visitors, students, citizen-scientists and others enjoy and learn in the McDowell Sonoran Preserve, it is vital that its remarkable history be recorded and disseminated. Recognizing those whose leadership ensured Scottsdale could preserve over 30,000 acres is an outstanding way to create awareness about the citizen initiatives and extreme dedication that created and sustains "The People's Preserve." I respectfully encourage your unanimous and enthusiastic support of the recommendation to name the new Fraesfield Interpretive Trail in honor of The Honorable Sam

	Campana and the Preserve Gateway Amphitheater in honor of The Honorable Mary Manross. Most sincerely, Joan Fudala Scottsdale resident and community historian	
Comments are limited to 8	3,000 characters and may be cut and pasted from another source.	
NAME		
Name:	Joan C Fudala	
CONTACT INFORMATIO)N	
Please provide the followi about your comment (opti	ng information so someone may follow up with you if they have questions onal).	
Email:	jfudala@coxnet	
Phone;	(602) 549-9476	

Jagger, Carolyn

From:

Smetana, Rachel

Sent:

Tuesday, March 17, 2020 10:16 AM

To:

Jagger, Carolyn

Subject:

FW: Comment

From: Sam Campana <sam@samcampana.com>

Sent: Monday, March 16, 2020 8:03 PM

To: Smetana, Rachel <RSmetana@scottsdaleaz.gov>

Subject: Comment

⚠ External Email: Please use caution if opening links or attachments!

There was a "system failure" when my grandsons tried to enter comments for tomorrow's meeting. We are all disappointed not to get to be there but surely understand why we should not.

I took a screen shot of what they wrote. Can these be entered into the record tomorrow night?



7:50 PM ☐ scottsdaleaz.gov

84%

CITY OF SCOTTSDALE

What are you looking for?

Q

NAME

Name:

Connor and Evan Campana

CONTACT INFORMATION

Please provide the following information so someone may follow up with you if they have questions about your comment (optional).

Email:

Cassidy@parenticomm.com

Phone:

6024691502

Address:

7801 E. San Miguel Ave, scotts

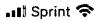
Example: 3939 N. Drinkwater Blvd, Scottsdale

Copy

Look Up

Share...





84%

CITY OF **SCOTTSDALE**

=

What are you looking for?

Q

COMMENT

Comment:

REQUIRED

We support having the trail named the Campana Family Trail. Thank you for this honor. We enjoyed watching the helicopter bring the boulders to the trail. We saw a coyote that morning and 10 different kinds of birds. It's our favorite trail. Evan Harrington Campana

Comments are limited to 8,000 characters and may be cut and pasted from another source.

NAME

Name:

Connor and Evan Campana

CONTACT INFORMATION

Please provide the following information so