

**SCOTTSDALE CITY COUNCIL
REGULAR MEETING AND WORK STUDY SESSION MINUTES
TUESDAY, FEBRUARY 10, 2026**



**CITY HALL KIVA
3939 N. DRINKWATER BOULEVARD
SCOTTSDALE, AZ 85251**

CALL TO ORDER

Mayor Lisa Borowsky called to order a Regular Meeting and Work Study Session of the Scottsdale City Council at 5:07 P.M. on Tuesday, February 10, 2026 in the City Hall Kiva Forum.

ROLL CALL

Mayor Borowsky asked City Clerk Ben Lane to conduct the roll call.

Present: Mayor Lisa Borowsky, Vice Mayor Adam Kwasman, and Councilmembers Jan Dubauskas, Barry Graham, Kathy Littlefield, Maryann McAllen, and Solange Whitehead

Also Present: City Manager Greg Caton, Interim City Attorney Luis Santaella, City Treasurer Sonia Andrews, Acting City Auditor Lai Cluff, and City Clerk Ben Lane

PLEDGE OF ALLEGIANCE

The Pledge of Allegiance was led by Councilwoman Whitehead.

INVOCATION

Councilwoman Dubauskas introduced Pastor Ryan Goble, from Scottsdale Bible Church, to give the invocation.

MAYOR'S REPORT

Mayor Borowsky discussed recent and upcoming events in Scottsdale including the Barrett Jackson Auto Auction, Waste Management Phoenix Open, and the Scottsdale Arabian Horse Show, highlighting economic and charitable impacts and attendance numbers. She thanked public safety personnel for their efforts at these events.

Mayor Borowsky presented members of Scottsdale's Career and Technical Education Program a Proclamation declaring February Career and Technical Education Month.

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.

PRESENTATION/INFORMATION UPDATES

- **Employee Recognition Program**

The City Council will recognize employees with 20 or more years of service as of February 2026.

Presenter(s): Holly Peralta, Communications and Public Affairs Interim Senior Director

Note: The Council may make comments or ask questions to the presenter(s); however, no Council action will be taken.

Communications and Public Affairs Interim Senior Director Holly Peralta gave a PowerPoint presentation (attached) which recognized City of Scottsdale employees with 20 or more years of services as of February 2026.

MINUTES

Request: Approve the following Council meeting minutes from November 2025:

- Special Meeting Minutes of November 17, 2025**
- Executive Session Meeting Minutes of November 17, 2025**
- Joint Work Study Session Minutes (between the City Council and the Budget Review Commission) of November 17, 2025**
- Regular Meeting and Work Study Session Minutes of November 17, 2025**

MOTION AND VOTE - MINUTES

Councilwoman Whitehead made a motion to approve the Special Meeting Minutes of November 17, 2025; Executive Session Meeting Minutes of November 17, 2025; Joint Work Study Session Minutes (between the City Council and the Budget Review Commission) of November 17, 2025; and the Regular Meeting and Work Study Session Minutes of November 17, 2025. Councilwoman Littlefield seconded the motion, which carried 7/0, with Mayor Borowsky; Vice Mayor Kwasman; and Councilmembers Dubauskas, Graham, Littlefield, McAllen, and Whitehead voting in the affirmative.

MOTION AND VOTE – WORK STUDY SESSION ITEM NO. 2

Councilwoman Dubauskas made a motion to continue Work Study Session Item No. 2 [Special Noise Ordinance] to a future City Council Meeting date. Councilwoman Whitehead seconded the motion, which carried 7/0, with Mayor Borowsky; Vice Mayor Kwasman; and Councilmembers Dubauskas, Graham, Littlefield, McAllen, and Whitehead voting in the affirmative.

CONSENT AGENDA

1. **Frank & Lupe's Old Mexico Liquor License (95-LL-2025)**

Request: Consider forwarding a recommendation of approval to the Arizona Department of Liquor Licenses & Control for a new Series 12 (Restaurant) State liquor license for an existing location with a new owner.

Location: 8787 N. Scottsdale Road, Suite 214

Staff Contact(s): Tim Curtis, Current Planning Director, 480-312-4210;

tcurtis@scottsdaleaz.gov

2. Malee's Thai Bistro Liquor License (96-LL-2025)

Request: Consider forwarding a recommendation of approval to the Arizona Department of Liquor Licenses & Control for a new Series 12 (Restaurant) State liquor license for an existing location with a new owner.

Location: 7131 E. Main Street

Staff Contact(s): Tim Curtis, Current Planning Director, 480-312-4210,
tcurtis@scottsdaleaz.gov

3. Old Town Tavern Liquor License (97-LL-2025)

Request: Consider forwarding a recommendation of approval to the Arizona Department of Liquor Licenses & Control for a location transfer of a Series 6 (Bar) State liquor license for an existing location and owner.

Location: 7330 E. Main Street, Suite 105 (inside the Scottsdale Mall)

Staff Contact(s): Tim Curtis, Current Planning Director, 480-312-4210,
tcurtis@scottsdaleaz.gov

(Moved to Regular Agenda, see page 5)

4. Vecina Liquor License (98-LL-2025)

Request: Consider forwarding a recommendation of approval to the Arizona Department of Liquor Licenses & Control for a new Series 12 (Restaurant) State liquor license for an existing location with a new owner.

Location: 8300 N. Hayden Road, Suite D101

Staff Contact(s): Tim Curtis, Current Planning Director, 480-312-4210,
tcurtis@scottsdaleaz.gov

5. Old Town Tavern – Bar Use & Live Entertainment Use Permits (5-UP-2025, 6-UP-2025, 1-IP-2025)

Request: Adopt the following resolutions related to the applicant's requests to operate a new bar with live entertainment on a ±6,000 square foot site, zoned Central Business Downtown Overlay (C-2 DO), and to seek Council approval of 41 In-Lieu Parking Credits necessary to meet parking requirements due to the proposed increase in land use density:

1. **Resolution No. 13592** for a Bar Conditional Use Permit.
2. **Resolution No. 13593** for a Live Entertainment Conditional Use Permit.
3. **Resolution No. 13600** approving a request to participate in the In-Lieu Parking Program for 41 Parking Credits to be paid monthly for a new bar with live entertainment.

Location: 7330 E. Main Street, Suite 105 (inside the Scottsdale Mall)

Staff Contact(s): Erin Perreault, Planning & Development Services Senior Director, 480-312-7093, eperreault@scottsdaleaz.gov

(Moved to Regular Agenda, see page 5)

6. Adaptive Reuse Text Amendment (3-TA-2024#3)

Request: Adopt **Ordinance No. 4701** to amend the City of Scottsdale Zoning Ordinance (Ordinance No. 455) regarding certain provisions of Article VII, Sections 7.1300. through 7.1304. (Multifamily Conversion Developments), and any associated sections for the purpose of addressing State of Arizona legislation of House Bill 2110 intended to allow for the adaptive reuse or redevelopment of existing commercial, office, or mixed-use parcels for multifamily residential use.

Staff Contact(s): Erin Perreault, Planning & Development Services Senior Director, 480-312-7093, eperreault@scottsdaleaz.gov

7. License and Maintenance Agreement with CH Visconti at Camelback Communities, LLC

Request: Adopt Resolution No. 13585 authorizing:

1. Contract No. 2026-017-COS, a license and maintenance agreement with CH Visconti at Camelback Communities, LLC for the installation of public improvements and maintenance of the turf on City property within the Indian Bend Wash.
2. The City Manager, or designee, to execute any other documents and take such other actions as necessary to carry out the intent of this Resolution.
3. The City Clerk to record Contract No. 2026-017-COS with the Maricopa County Recorder within 10 days of its execution by all parties.

Location: Southwest corner of Camelback Road and Hayden Road

Staff Contact(s): Nick Molinari, Parks & Recreation Preserve Senior Director, 480-312-1011, nmolinar@scottsdaleaz.gov

8. Scottsdale Fire Fighter Screening Services

Request: Adopt Resolution No. 13572 authorizing:

1. Contract No. 2026-004-COS with Vincere Physicians Group, PLLC, in the amount of \$400,000 per year, to provide fire fighter cancer screening services.
2. The City Manager, or designee, to execute any other documents and take such other actions as necessary to carry out the intent of this Resolution.

Staff Contact(s): Tom Shannon, Fire Chief, 480-312-1821, tshannon@scottsdaleaz.gov

9. Keith Lanning v. City of Scottsdale Settlement Agreement

Request: Adopt Resolution No. 13598 authorizing settlement in *Keith Lanning v. City of Scottsdale*, ICA Claim No. 20192000422, currently pending at the Industrial Commission of Arizona, in the amount of \$135,000, bringing Mr. Lanning's lifetime disability award to a close and authorizing a credit of \$135,000 against any future disability benefit to Mr. Lanning in the event that his case is ever reopened.

Staff Contact(s): Luis Santaella, Interim City Attorney, 480-312-7771, lsantaella@scottsdaleaz.gov

PUBLIC COMMENT – CONSENT AGENDA

There was no public comment on the Consent Agenda items.

MOTION AND VOTE – CONSENT AGENDA

Councilwoman Dubauskas requested that Item No. 3 [Old Town Tavern Liquor License (97-LL-2025)] and Item No. 5 [Old Town Tavern – Bar Use & Live Entertainment Use Permits (5-UP-2025, 6-UP-2025, 1-IP-2025)] be considered as part of the Regular Agenda.

Councilwoman McAllen made a motion to approve Consent Agenda Items 1 through 9, noting that Item No. 3 [Old Town Tavern Liquor License (97-LL-2025)] and Item No. 5 [Old Town Tavern – Bar Use & Live Entertainment Use Permits (5-UP-2025, 6-UP-2025, 1-IP-2025)] would be considered as part of the Regular Agenda. Councilwoman Whitehead seconded the motion, which carried 7/0, with Mayor Borowsky, Vice Mayor Kwasman, and Councilmembers Dubauskas, Graham, Littlefield, McAllen, and Whitehead voting in the affirmative.

REGULAR AGENDA

3. Old Town Tavern Liquor License (97-LL-2025)

Request: Consider forwarding a recommendation of approval to the Arizona Department of Liquor Licenses & Control for a location transfer of a Series 6 (Bar) State liquor license for an existing location and owner.

Location: 7330 E. Main Street, Suite 105 (inside the Scottsdale Mall)

Staff Contact(s): Tim Curtis, Current Planning Director, 480-312-4210, tcurtis@scottsdaleaz.gov

5. Old Town Tavern – Bar Use & Live Entertainment Use Permits (5-UP-2025, 6-UP-2025, 1-IP-2025)

Request: Adopt the following resolutions related to the applicant's requests to operate a new bar with live entertainment on a ±6,000 square foot site, zoned Central Business Downtown Overlay (C-2 DO), and to seek Council approval of 41 In-Lieu Parking Credits necessary to meet parking requirements due to the proposed increase in land use density:

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5. **Resolution No. 13593** for a Live Entertainment Conditional Use Permit.

6. **Resolution No. 13600** approving a request to participate in the In-Lieu Parking Program for 41 Parking Credits to be paid monthly for a new bar with live entertainment.

Location: 7330 E. Main Street, Suite 105 (inside the Scottsdale Mall)

Staff Contact(s): Erin Perreault, Planning & Development Services Senior Director, 480-312-7093, eperreault@scottsdaleaz.gov

Note: Item No. 3 and Item No. 5 were presented and voted on together.

Senior Planner Casey Steinke gave a PowerPoint presentation (attached) on the Old Town Tavern Liquor License and Bar Use and Live Entertainment Use Permits.

Applicant Representative Attorney Cameron Morgan gave a presentation on the Old Town Tavern Liquor License and Bar Use and Live Entertainment Use Permits.

PUBLIC COMMENT – ITEMS 3 AND 5

There was no public comment on these items.

MOTION AND VOTE – ITEMS 3 AND 5

Councilman Graham made a motion to continue Item No. 3 and Item No. 5 to a future City Council Meeting date. Councilwoman Dubauskas seconded the motion, which carried 6/1, with Mayor Borowsky; Vice Mayor Kwasman; and Councilmembers Dubauskas, Graham, Littlefield, and Whitehead voting in the affirmative and Councilwoman McAllen dissenting.

PUBLIC COMMENT

Melissa Kemp, Scottsdale resident, discussed how open public comment allows residents to be heard and discussed recent change to the public comment process.

Steve Sutton, Scottsdale resident, discussed the Corral Parking Garage spaces, the cost to build a new garage, and requested a new parking study.

Steven Cross and Christa Cross, Scottsdale residents, discussed the new Montessori school they are building in north Scottsdale.

Michael Fernandez, Pottery Paradise owner, discussed the need to create a downtown task force and the existing parking garage in Old Town.

CITIZEN PETITIONS

10. Receipt of Citizen Petitions

Request: Accept and acknowledge receipt of citizen petitions. Any member of the Council may make a motion, to be voted on by the Council, to: (1) Direct the City Manager to agendize the petition for further discussion; (2) direct the City Manager to investigate the matter and prepare a written response to the Council, with a copy to the petitioner; or (3) take no action.

Staff Contact(s): Ben Lane, City Clerk, 480-312-2411, blane@scottsdaleaz.gov

A citizen petition (attached) presented by Michael Fernandez regarding the City Council reenacting its ban on electronic devices from the dais during Council Meetings was accepted and acknowledged.

MOTION AND VOTE – ITEM 10 (FERNANDEZ PETITION 1)

Councilwoman Littlefield made a motion to take no action on this citizen petition. Vice Mayor Kwasman seconded the motion, which carried 6/1, with Mayor Borowsky; Vice Mayor Kwasman; and Councilmembers Dubauskas, Graham, Littlefield, and Whitehead voting in the affirmative and Councilwoman McAllen dissenting.

A citizen petition (attached) presented by Michael Fernandez regarding City employees and the public being made aware of specifics of any allegation made against the employee before the employee is placed on any type of suspension was accepted and acknowledged.

MOTION – ITEM 10 (FERNANDEZ PETITION 2)

Mayor Borowsky made a motion to direct the City Manager or responsible Charter Officer to agendize this petition for further discussion. Councilwoman McAllen seconded the motion.

ALTERNATE MOTION AND VOTE – ITEM 10 (FERNANDEZ PETITION 2)

Vice Mayor Kwasman made an alternate motion to take no action, which carried 4/3, with Vice Mayor Kwasman and Councilmembers Dubauskas, Graham, and Littlefield voting in the affirmative and Mayor Borowsky and Councilmembers McAllen and Whitehead dissenting.

MAYOR AND COUNCIL

*****11. Appointment to the Public Safety Personnel Retirement System Police and Fire Boards**

Appointee: Monica Boyd – Head of the Merit System

Request: Seeking Council approval of the Head of the Merit System.

MOTION AND VOTE – ITEM 11

Mayor Borowsky made a motion to approve the appointment of Monica Boyd to the Public Safety Personnel Retirement System Police and Fire Boards as the Head of the Merit System. Councilwoman Whitehead seconded the motion, which carried 7/0, with Mayor Borowsky; Vice Mayor Kwasman; and Councilmembers Dubauskas, Graham, Littlefield, McAllen, and Whitehead voting in the affirmative.

WORK STUDY SESSION

PUBLIC COMMENT – WORK STUDY SESSION

Mayor Borowsky opened public comment on this item.

French Thompson, Scottsdale resident, discussed the tourism plan promotion of Old Town and the need for inclusion of actionable and deliverable strategies.

Bob Pejman, Scottsdale resident, discussed the tourism and events strategic plan and the need for inclusion of actionable items; noted concerns with the exclusion of art galleries; and discussed the Keen Survey and the need to prioritize core assets.

David Smith, former Scottsdale City Councilmember, discussed the tourism and events strategic plan actionable items with deliverables and metrics, such as impact on tourism, and the promotion of performing arts and the need to involve interested parties in this process.

Mayor Borowsky closed public comment on this item.

1. Tourism & Events Strategic Plan Updates

Requests: Presentation, discussion, and possible direction on potential updates to the Scottsdale Tourism & Events Strategic Plan.

Presenter(s): Kevin Burke, Economic Development & Tourism Senior Director

Staff Contact(s): Rachel Smetana, Tourism & Events Director, 480-312-2890, rsmetana@scottsdaleaz.gov

Economic Development & Tourism Senior Director Kevin Burke gave a PowerPoint presentation (attached) on the Tourism and Events Strategic Plan.

There were at least four Councilmembers in support of the following item:

- The Tourism and Events Strategic Plan should be refined rather than redone.
- Improve walkability in Old Town.

Councilmembers made the following observations and suggestions:

- The Keen Study gives a solid starting point for refinement of the Strategic Plan.
- The Strategic Plan needs to be actionable with clear deliverables.
- There is not a need for an expensive consulting firm.
- The Strategic Plan should be consensus driven and utilize stakeholders.
- The Tourism Development Commission should be involved in the Strategic Plan process.
- Experience Scottsdale is the number one destination marketing firm in the United States.
- Long-term areas of the Strategic Plan need improvement.
- Need to focus on an off-season tourism plan.
- Use metrics to better understand economic impact.

- Sufficient parking is necessary.
- Other cities' strategic plans should be reviewed.
- Tourism professionals should be on the Tourism Development Commission.
- Event producers need to hit certain marks as a condition of City funding.
- Established merchants in Scottsdale should be included in refining the Strategic Plan.
- Scottsdale is growing as a Passover and relocation destination for the Jewish population.
- This is a strategic plan, not a marketing plan.
- Visitors want unique Scottsdale experiences.
- Number one goal is to elevate experiences and highlight existing resources.
- Change Waste Management Phoenix Open to Waste Management Scottsdale Open.
- A launch event for the Waste Management Open at the Scottsdale Waterfront should be part of the Strategic Plan.
- Barrett-Jackson Auto Auction should have a launch event in Old Town Scottsdale.
- Horse farm tours should be organized, and the Scottsdale Arabian Horse Show should be highlighted.
- Youth sports should be highlighted to attract visitors.
- Shuttles and transportation to the Preserve should be provided.
- Seating should be expanded at existing facilities, including the Performing Arts Center.

*****2. Special Noise Ordinance**

Requests: Presentation, discussion, and possible direction to staff regarding the City's Special Noise Ordinance.

Presenter(s): Will Brooks, Assistant to the City Manager

Staff Contact(s): Will Brooks, Assistant to the City Manager, 480-312-7286,
wbrooks@Scottsdaleaz.gov

Note: This item will be considered at a future City Council meeting.

COUNCILMEMBER REPORTS

Councilwoman Whitehead discussed the Solid Waste Department's Grant award, the Fire Department becoming food waste-free, and the zero waste event at the Waste Management Phoenix Open.

Councilwoman McAllen discussed the upcoming Old Town Scottsdale Baseball Experience event at Frasher's Tavern this Friday, February 13, 2026 from 4:00 P.M. to 6:00 P.M.

Councilwoman Dubauskas discussed the impressive work by Scottsdale Police and Fire during the Waste Management Phoenix Open and upcoming office hours with Councilwoman Littlefield on Monday, March 2, 2026 from 4:00 P.M. to 6:00 P.M.

Vice Mayor Kwasman congratulated Chris Gotterup, the winner of the Waste Management Phoenix Open, and thanked all those involved in the event.

MOTION AND VOTE – ADJOURNMENT

Councilwoman Whitehead made a motion to adjourn the Regular Meeting and Work Study Session. Councilwoman McAllen seconded the motion, which carried 7/0, by voice vote, with Mayor Borowsky, Vice Mayor Kwasman, and Councilmembers Dubauskas, Graham, Littlefield, McAllen, and Whitehead voting in the affirmative.

ADJOURNMENT

Mayor Borowsky adjourned the Regular Meeting and Work Study Session at 7:56 P.M.

SUBMITTED BY:



Ben Lane, City Clerk

Officially approved by the City Council on _____

C E R T I F I C A T E

I hereby certify that the foregoing Minutes are a true and correct copy of the Minutes of the Regular Meeting and Work Study Session of the City Council of Scottsdale, Arizona, held on the 10th day of February 2026.

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

DATED this 24th day of March 2026.

Ben Lane, City Clerk

February Service Anniversaries

1

20 Years of Service

Brandon Beaty
Susan Butler
Rebecca Gavin
Jacob Kerger
Tupou Mataele
Jeff Nelson
Leah Peller

Sage Randall
Stephanie Tippet
Lance Tudor
Sara Waits
Tim Worth
Deanna Zuppan

25 Years of Service

Aaron Bolin
Kelsey Cohen
Michael Conway III
Blanca Joy
Ryan McKinnon
Samantha Mounsey
Julie Murray

35 Years of Service

Cheryl Sumners



PRESENTATION/INFORMATION UPDATES

Old Town Tavern - Bar Use & Live Entertainment

5-UP-2025

6-UP-2025

1-IP-2025

City Council | February 10, 2026

Coordinator: Casey Steinke





Detail Aerial

5-UP-2025 & 6-UP-2025



Existing Zoning

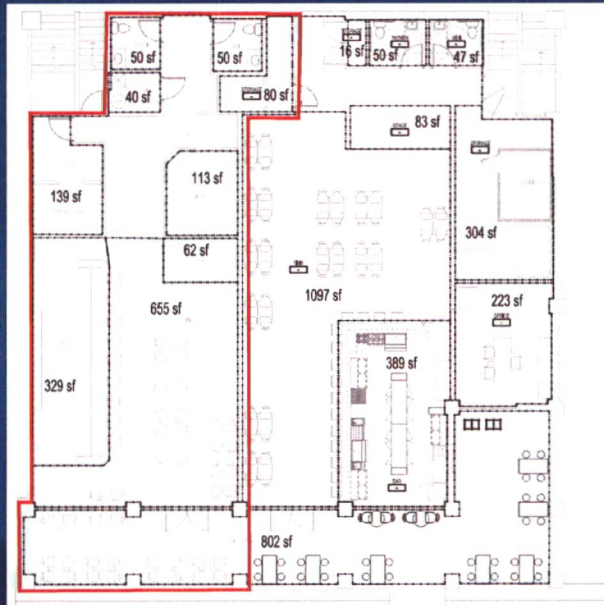
5-UP-2025 & 6-UP-2025



Action Requested

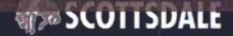
Adopt Resolutions No. 13592, 13593, & 13600 approving Bar and Live Entertainment Conditional Use Permits and In-Lieu Parking Credits on a +/- 6,000 sf site, zoned Central Business Downtown Overlay (C-2 DO) located at 7330 E. Main St.

interior	4,353 sf
patio area	802 sf
total	5,155 sf

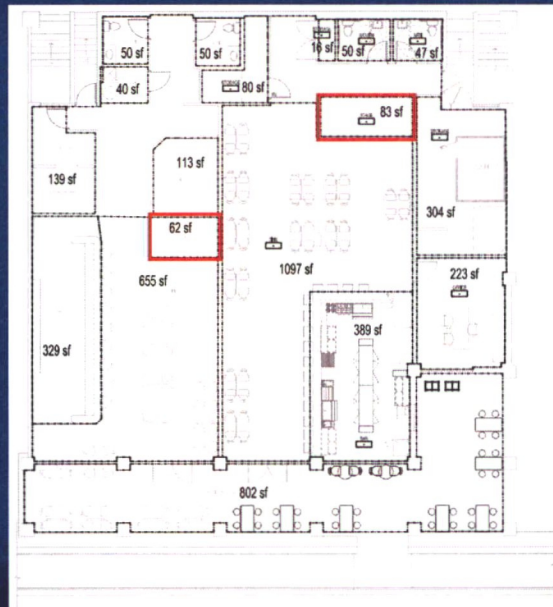


Floor Plan

5-UP-2025 & 6-UP-2025

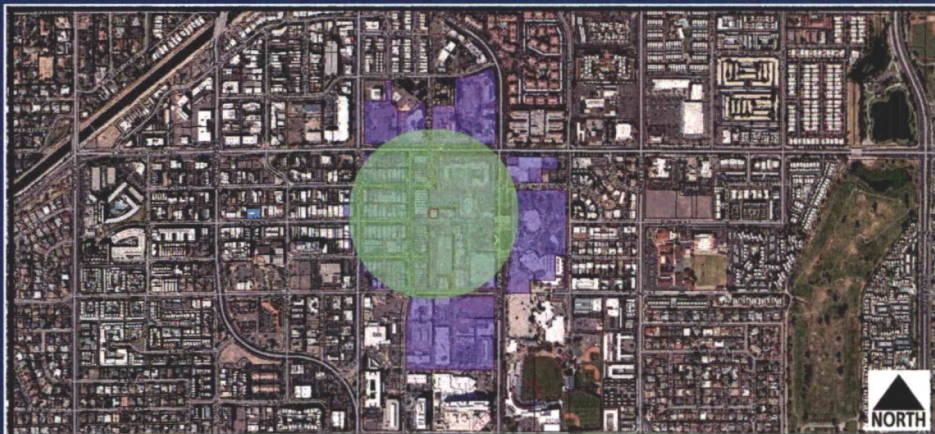


- No exterior speakers
- No propped-open doors/windows
- No residentially-zoned uses in area



Project Data

- Existing Use: Restaurant & Retail
- Proposed Use: Bar with Live Entertainment
- Buildings/Description: One-story Commercial Building
- Parcel Size: 6,000 sf
- Gross floor area: 4,353 sf (+ 800 sf patio)
- Parking Required: 58 Spaces
- Parking Provided: 58 Spaces (15 credits (1975), 2 bike, 41 In-Lieu)

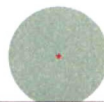


Additional Notifications:

Interested Parties List
Adjacent HOA's
P&Z E-Newsletter
Facebook
Nextdoor.com

Labels Pulled
July 31, 2025

Map Legend:



Site Boundary

Properties within 750-feet

Postcards: 87

Notification Area

5-UP-2025 & 6-UP-2025



Other Boards and Commissions

- Planning Commission: January 28, 2026
 - Approved 6-0



Old Town Tavern - Bar Use & Live Entertainment

5-UP-2025

6-UP-2025

1-IP-2025

City Council | February 10, 2026

Coordinator: Casey Steinke



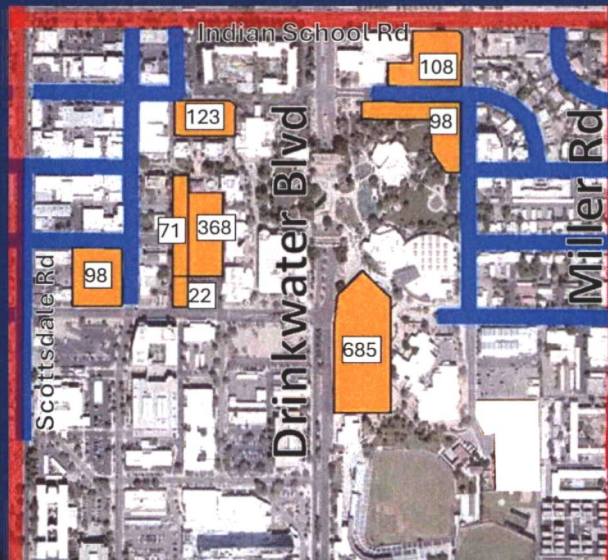
In-Lieu Parking Data

- 496 spaces permanently credited
- 64 spaces currently being leased
- \$808,406 generated since FY12/13
- \$264,636 spent since FY12/13
- Current account balance: **\$685,760**

Fiscal Year	FY25/26*	FY24/25	FY23/24	FY22/23	FY21/22
Beginning balance	\$ 529,981	\$ 493,917	\$ 460,105	\$ 429,431	\$ 381,354
Revenue	\$ 155,779	\$ 36,064	\$ 33,812	\$ 30,674	\$ 48,077
Expenses	\$ -	\$ -	\$ -	\$ -	\$ -
Ending balance	\$ 685,760	\$ 529,981	\$ 493,917	\$ 460,105	\$ 429,431



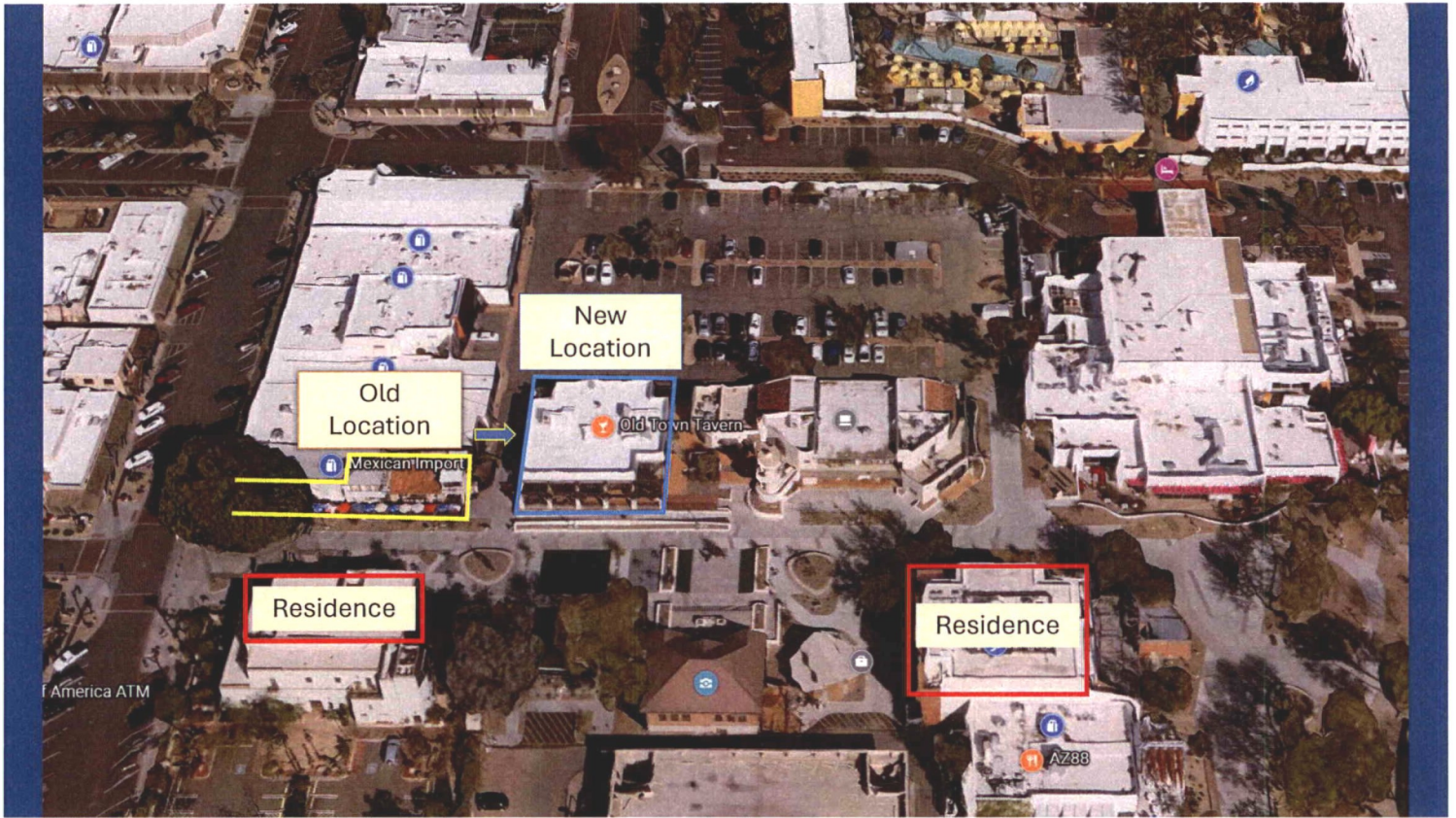
24-Hour spaces
On-Street : 511
Total : 2,084



Public Parking

5-UP-2025 & 6-UP-2025

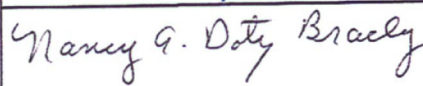
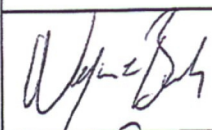
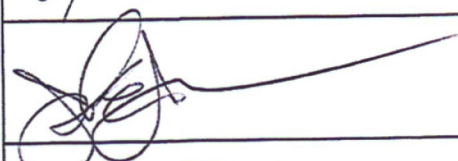
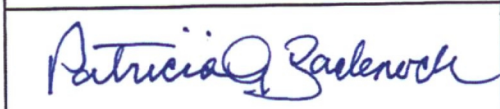
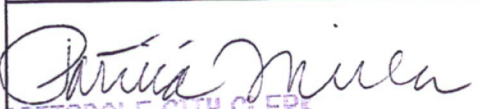




On January 7, 2025 Mayor Borowsky held a special council meeting to have the council and public consider the formation of an Old Town taskforce. As usual the Council voted 5 to 2 against forming the taskforce. During the meeting it was apparent that the Barry Graham Bloc, aka the Blockheads, were interested in playing with their cell phone. During the meeting Councilman Kwasman posted a derogatory post on X mocking the mayor, the presenters and the public.

Just as grade-schoolers aren't allow to have cell phones in class, the Blockheads have proven that they are no better than grade-schoolers. Since they can't resist playing with their cell phones to pay attention to conducting the public's business, then personal cell phones should be banned from the dais during council sessions.

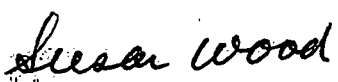
In accordance with Article Two § 15 of the Scottsdale City Charter: We the undersigned residents, here by petition the Scottsdale City Council reenact its ban on electronic devices from the dais during council meetings.

Signature	Printed Name	Address
	MICHAEL FERNANDEZ	5811 E. EDMONT AVE. SCOTTSDALE, AZ 85257
	Nancy Doty Brady	5461 N. 78th St Scottsdale, AZ 85250
	Wayne L. Brady	5461 N. 78th St Scottsdale, AZ 85250
	Joseph E. Junker	7987 E. Via Linda Scottsdale AZ 85258
	Yvonne D. Sanner	7987 E. Via Linda Scottsdale AZ 85258
	PATRICIA G. BADENOCH	5027 N. 71st SCOTTSDALE, AZ 85253
	Patricia Miller	8228 E. Berridge Ln Scottsdale, AZ 85250

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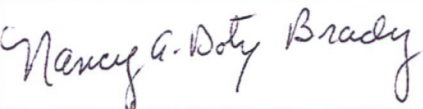
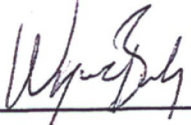
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Signature	Printed Name	Address
	Steven Allen Sutton	6637 N. 8th Street Scottsdale AZ 85250
	Patricia A Lowman	7517 N. Via de Manana Scottsdale, AZ 85258
	Susan Wood	9630 E Yucca St Scottsdale AZ 85260
	CHARLES S. WOOD	9630 E. YUCCA SCOTTSDALE AZ 85260

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Further, when Mr. Caton was installed as interim City Manager he had less than 6 months of residency and in a Stalinist manner he systematically purged the upper ranks of city government of long-time officials with years of institutional knowledge. His purges have created a culture of fear within the ranks of city government. His conduct regarding citizen involvement is antithetical to how Scottsdale became the envy of the Southwest.

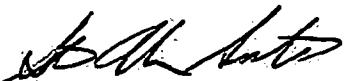
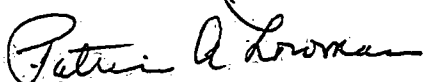
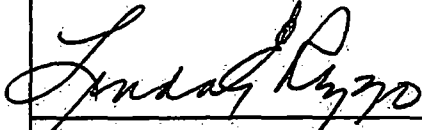
In accordance with Article Two § 15 of the Scottsdale City Charter: We the undersigned residents, here by petition the Scottsdale City Council to enact a policy consistent with traditional American due process that the accused and the public be made aware of the specifics of any allegation made against them before they are placed on any type of suspension.

Signature	Printed Name	Address
	MICHAEL FERNANDEZ	5811 E. EDMONT AVE. SCOTTSDALE, AZ 85257
	Nancy A. Doty Brady	5461 N. 78th ST Scottsdale, AZ 85250
	Wayne L. Brady	5461 N. 78th ST Scottsdale AZ 85250
	PATRICIA G. BADENOCH	5027 N. 71st SCOTTSDALE, AZ 85253
	Joseph E Junker	7987 E Via Linda Scottsdale AZ 85258
	Yvonne D. Catell	7987 E Via Linda Scottsdale AZ 85258
	Patricia Miller	8228 E. Berridge Ln Scottsdale, AZ 85250

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Signature	Printed Name	Address
	Steven Allen Sutton	6637 N. 8 th Street Scottsdale AZ 85257
	Patricia A Lowman	7517 N. Via de Marana Scottsdale, AZ 85258
	Susan Wood	9630 E Yucca St Scottsdale AZ 85260
	LINDA E. RIZZO	9324 E. WOODR SCOTTSDALE AZ 85260
	CHARLES S. WOOD	9630 E. YUCCA SCOTTSDALE AZ 85260

Tourism & Events Strategic Plan

Staff Presentation

Kevin Burke

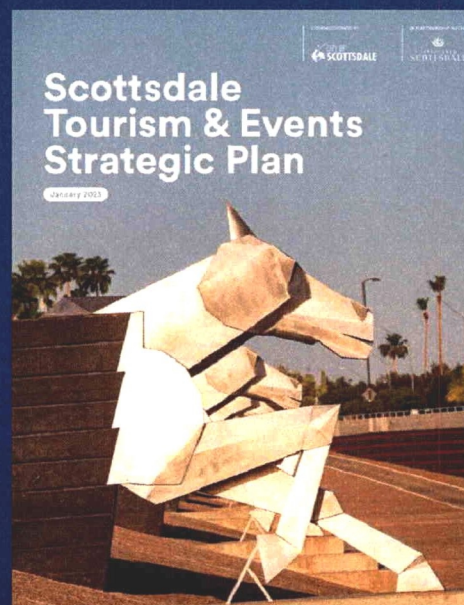
Sr. Director of Economic Development and Tourism

Tuesday, February 10, 2026



Action

Presentation, discussion, and possible direction regarding updates to the Tourism & Events Strategic Plan.



Background

Tourism efforts in Scottsdale are guided by the Tourism & Events Strategic Plan, approved by City Council in January 2023 and running through FY 2027/28.

Eight key experience principles are prioritized in the plan:

1. Community Well-Being
2. Culture & Creativity
3. Festivals & Events
4. Meetings & Events
5. Outdoor Pursuits
6. Placemaking & Entertainment
7. Sports Tourism
8. Travel & Hospitality



In 2024, visitors generated an estimated \$3.7 billion in total economic impact



Analysis & Assessment

Updating the Strategic Plan prior to the formal end will help Scottsdale respond to market changes, build on recent tourism growth, and better align priorities.

The new plan will:

- Provide a focused roadmap for Scottsdale's Tourism & Events
- Establish goals and key performance indicators
- Deliver performance tracking framework



Next Steps

Subject to City Council approval of the FY 2026/27 budget, next steps include:

- Consultant engagement & scope development
- Research, data analysis & stakeholder input
- Draft plan for internal & external review
- Final recommendations presented to City Council

