

SCOTTSDALE CITY COUNCIL
SPECIAL MEETING MINUTES
WEDNESDAY, JANUARY 7, 2026



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

CALL TO ORDER

Mayor Lisa Borowsky called to order a Special Meeting of the Scottsdale City Council at 5:05 P.M. on Wednesday, January 7, 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 McAllen.

INVOCATION

An invocation was not given.

MAYOR'S REPORT

Mayor Borowsky thanked residents for attending the meeting, which was convened to bring merchants, leaders and others together to discuss ideas and recommendations related to Old Town Scottsdale. She noted the Mayor and Council were committed to supporting Old Town. Mayor Borowsky noted that the Old Town marketing contract was denied. Mayor Borowsky discussed tonight's agenda and shared a video featuring Barbara Peters, owner of the Poisoned Pen Bookstore.

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.

1. PRESENTATIONS

- **History of Downtown Scottsdale**
Presenter(s): Joan Fudala, Scottsdale Historian

Scottsdale Historian Joan Fudala gave a PowerPoint presentation (attached) on the history of downtown Scottsdale.

- **Keeping and Enhancing Old Town Scottsdale's Tourism Draw**
Presenter(s): Mike Lee, MLD Worldwide

Mike Lee, with MLD Worldwide, gave a PowerPoint presentation (attached) on keeping and enhancing Old Town Scottsdale's Tourism Draw.

- **Downtown Parking Solutions**
Presenter(s): Chris Mielke, SoniPark, LLC

Chris Mielke, with SoniPark, LLC, gave a partial PowerPoint presentation (attached) on downtown parking solutions.

MOTION NO. 1 – ITEM 1

Vice Mayor Kwasman made a motion to end the presentation. Councilwoman Dubauskas seconded the motion. Vice Mayor Kwasman withdrew his motion.

MOTION NO. 2 AND VOTE – ITEM 1

Vice Mayor Kwasman made a motion to recess into Executive Session. Councilwoman McAllen 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.

Mayor Borowsky recessed the Special Meeting to the Executive Session at 6:13 P.M.

Mayor Borowsky reconvened Special Meeting following the Executive Session at 6:29 P.M.

Mayor Borowsky explained the remainder of the presentation would not be given due to possible procurement concerns.

*****1A. Downtown Merchants' and Others' Presentations and Recommendations**

- **Tom Silverman, Former Scottsdale City Councilman**

Former Scottsdale City Councilman Tom Silverman discussed his family's history, the importance of Old Town, concerns about Old Town losing its appeal, and the need for maintenance in the Old Town area.

- **Hong Bischoff, Owner – Bischoff's Gallery and Bischoff's Shades of the West**

Bischoff's Gallery and Bischoff's Shades of the West Owner Hong Bischoff discussed her business, the importance of art, and the need to create new energy and experiences for Old Town. She stated there is sufficient existing parking for this area. She noted the need to examine the proposed structure of the parking garage and how to improve upon it while keeping the Farmer's Market in mind.

- **George Cavalliere, Owner – Cavalliere's Blacksmith Shop**

Elizabeth Cavalliere, spoke on behalf of Cavalliere's Blacksmith Shop Owner George Cavalliere. She discussed the difficulty in finding qualified applicants needed to reopen the blacksmith shop, concerns about the parking garage and its effect on the Old Adobe Mission and other possible locations, possible construction disruptions, and the need to preserve the character of Old Town.

- **Brian Raab, Partner – Mission Restaurant**

Mission Restaurant Chef Matt Carter spoke on behalf of Brian Raab, who is a partner in the Mission Restaurant. He discussed his clientele not having difficulty parking, concerns with parking garage construction, and the alternative forms of transportation used by the restaurant's guests.

- **Todd Bankofier, Chief Executive Officer – Western Spirit Museum**

Western Spirit Museum Chief Executive Officer Todd Bankofier discussed the Western Spirit Museum, how crucial tourism is for Scottsdale, and the need to promote and improve upon characteristics that make Scottsdale special.

PUBLIC COMMENT – ITEM 1 AND ITEM 1A

NOTE: Public comment for Item 1 [Presentations] and Item 1A [Downtown Merchants' and Others' Presentations and Recommendations] were taken together.

Mayor Borowsky opened public comment on these items.

Steve Sutton, Scottsdale resident, discussed concerns about building a parking garage across from the Old Adobe Mission, the aesthetic of the parking garage, the lack of evidence that a parking garage is needed, the underutilization of current parking garages, and the need for parking signage.

Carmen Fallen, Scottsdale resident, discussed the importance of farmer's markets, concerns in relocating the Farmer's Market, and opposition to building a new parking garage.

Patty Badenoch, Scottsdale resident, discussed the 3,000 signatures collected to not build the parking garage and her opposition to relocating the Farmer's Market.

Yvonne Cahill, Scottsdale resident, discussed that she does not have issues parking in Old Town, concerns about the Downtown Parking Solutions presentation ending early, City staff not having a list of downtown merchants, the need for creative solutions, the existing parking study being outdated, the importance of a task force, and the marketing contract denial.

Crystal Carroll, owner of Simply Shroom Café, discussed the need for adequate parking garage studies, lack of parking signage, and that the cost of the parking garage is not a good use of funding.

Rosemary Preisel, owner of Hair of Fifth Avenue, discussed cleanliness, nonfunctioning elevators, and the need for improved lighting at the Third Avenue parking garage.

Mayor Borowsky closed public comment on this item.

2. Downtown Task Force Creation

Request: Adopt **Resolution No. 13583** forming a Downtown Task Force to provide recommendations on improving the Downtown Character Area Plan and the Downtown marketing effort; directing the City Manager to provide support for the Task Force; and providing for the dissolution of the Task Force upon completion of the task.

Staff Contact(s): Luis Santaella, Interim City Attorney, 480-312-2405,
lsantaella@scottsdaleaz.gov

Note: This item is agendized for discussion and possible Council action.

Mayor Borowsky introduced Item 2 [Downtown Task Force Creation].

PUBLIC COMMENT – ITEM 2

Mayor Borowsky opened public comment on this item.

Steve Sutton, Scottsdale resident, discussed who should serve on Downtown Task Force, citizen petitions that are circulating, that the Farmer's Market does not want to move locations, and the need to do a new parking study.

Dan Ishac, Scottsdale resident, discussed his support for the Downtown Task Force, concerns about the proposed structure and membership requirements of the Task Force, and that the Farmer's Market did not want to move locations.

Tommy Plato, The Ends Restaurant owner, discussed his support for the Downtown Task Force, concerns about density, the need to keep the spirit of the Arts District intact, and that the Farmer's Market should be in a larger area.

Mayor Borowsky closed public comment on this item.

MOTION – ITEM 2

Mayor Borowsky made a motion to adopt Resolution No. 13583. The motion died for lack of a second.

ALTERNATE MOTION AND VOTE – ITEM 2

Mayor Borowsky made an alternate motion to reduce the size of the Downtown Task Force to 7 members and to add residents to the list of those who can serve. Councilwoman McAllen seconded the motion, which failed 2/5, with Mayor Borowsky and Councilwoman McAllen voting in the affirmative and Vice Mayor Kwasman and Councilmembers Dubauskas, Graham, Littlefield and Whitehead dissenting.

3. Agendize Future Action on Downtown Parking Solutions

Request: At the request of Mayor Borowsky, direct the City Manager to agendize an item for a future City Council Meeting related to future action on downtown parking solutions.

Note: This item is agendized for discussion and possible Council action.

Mayor Borowsky introduced Item 3 [Agendize Future Action on Downtown Parking Solutions].

PUBLIC COMMENT – ITEM 3

Mayor Borowsky opened public comment on this item.

Dan Ishac, Scottsdale resident, discussed the need for more data and study related to this item.

Yvonne Cahill, Scottsdale resident, discussed that a new parking garage was not the best use of this funding, alternative methods of transportation such as rideshare vehicles, and concerns about ruining the historic look of Old Town.

French Thompson, Scottsdale resident, discussed Council Meeting decorum, lack of parking in Old Town, the fact that the parking garage was designed for additional floors, and that funds already were spent on garage design.

Tom Frenkel, Scottsdale resident, discussed the revitalization of the Civic Center, the original intent of the 2019 bond funding, that the parking garage was designed to have additional levels, and the need for additional parking.

Mayor Borowsky closed public comment on this item.

MOTION AND VOTE – ITEM 3

Mayor Borowsky made a motion to direct the City Manager to agendize an item for a future City Council Meeting related to future action on downtown parking solutions, including a possible new parking study. Councilwoman Whitehead seconded the motion, which failed 3/4, with Mayor Borowsky and Councilmembers McAllen and Whitehead voting in the affirmative and Vice Mayor Kwasman and Councilmembers Dubauskas, Graham and Littlefield dissenting.

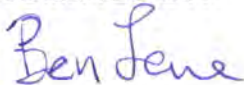
MOTION AND VOTE – ADJOURNMENT

Councilwoman Whitehead made a motion to adjourn the Special Meeting. Councilman Graham 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 at 8:14 P.M.

SUBMITTED BY:



Ben Lane, City Clerk

Officially approved by the City Council on _____

CERTIFICATE

I hereby certify that the foregoing Minutes are a true and correct copy of the Minutes of the Special Meeting of the City Council of Scottsdale, Arizona, held on the 7th day of January 2026.

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

DATED this 3rd day of March 2026.

Ben Lane, City Clerk

ITEM 1

Old Town Scottsdale through the Eras

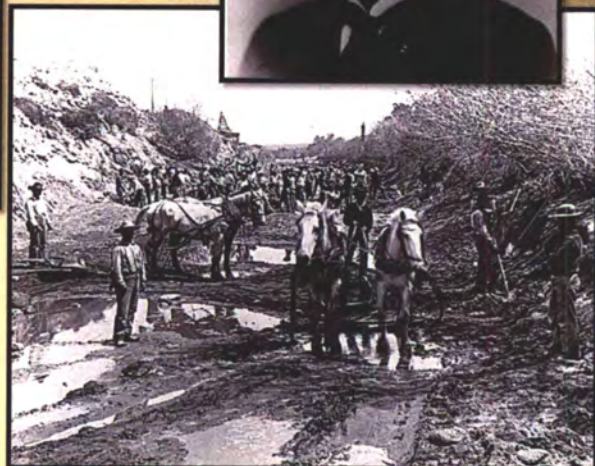
presented by Joan Fudala

Town of Scottsdale, Arizona

"The West's Most Western Town"



Prelude: WATER! Hohokam canals to W.J. Murphy's Arizona Canal



1888 - Chaplain/Major Winfield & Helen Scott homestead land, farm



1890s - 1920s – Founding Era

SCOTTSDALE

Are You Looking For A Home?

THIS IS YOUR "OPPORTUNITY" to own a home in a great new country, where the sun shines all year round, and irrigation has transformed the desert into the most fertile soil in the world. Where the products of the land of Pharaoh compare with the fruits of Hesperia. Here everything is abundant with the great spirit of the West—the land of independence.

A Good Living From 5 Acres

A first-class living can be made from one of our 5 acre tracts. One acre will produce a net profit of from \$60 to \$70 in Alfalfa; another \$70 in Strawberries; or another \$100 to \$150 in Egyptian Cotton.

We offer this land from \$100 to \$250 an acre. Write us today for further information.

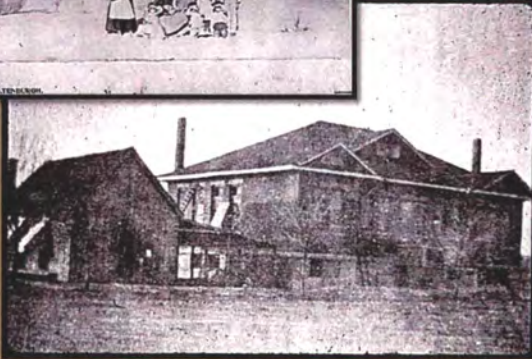
ARIZONA INVEST. & LAND COMP.

125-131 N. 1st Ave. Phoenix

Arizona Inv. & Land Co.
 Certificate: _____
 Please forward no further information regarding Scottsdale.
 Name: _____
 Address: _____



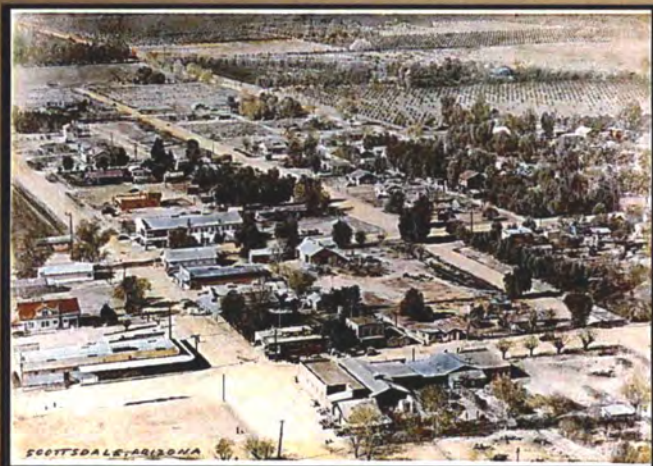
Founding Era "Firsts"



1890s-1920s - Founding Era: Tourism, Healthcare, Arts Begin



1930s-40s Depression & Wartime Era



Scottsdale Red Cross Opens Workroom

SCOTTSDALE, June 4—The local American Red Cross workroom will be open each Thursday morning, effective tomorrow, between 9 a. m. and 12 noon, according to Huldah Wilson, production chairman.

The workroom has been transferred from the local grammar school to quarters in the school home economics department. More workers are needed for room projects, according to Wilson.

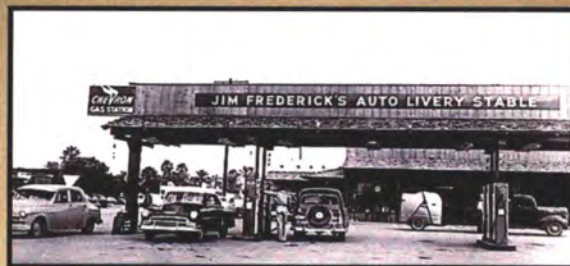
Scottsdale Scouts Plan Paper Drive

SCOTTSDALE, Feb. 18—Members of the local Boy Scouts troop will collect wastepaper between 9 o'clock and noon Saturday morning, it was announced yesterday by Women's Frye, scoutmaster.

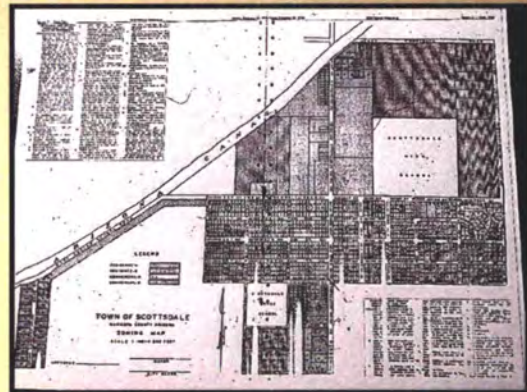
Mr. Frye suggested that residents who have errands in town Saturday bring in their wastepaper to the justice of the peace office, where the scouts will handle it. Gas and rubber rationing makes it impracticable to tour the ranches, Mr. Frye said.



1946-1960s - Post-War & "The West's Most Western Town" Era



Post-War TWMWT Era: 1951 Incorporation w/2,032 pop. on ½ sq. mi.



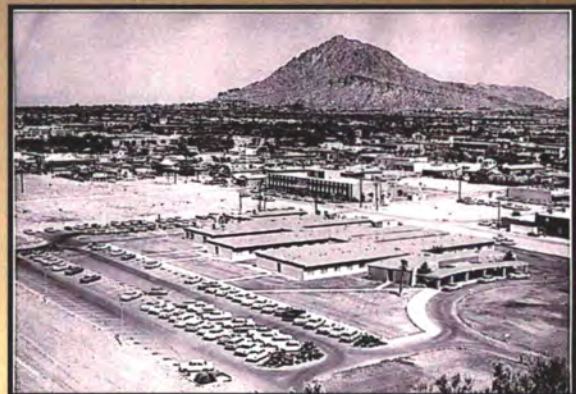
1946-1960s – Art, Crafts, Fashion Draw Tourists, New Residents; Create Image



1950s/60s Tourism, Events Expand



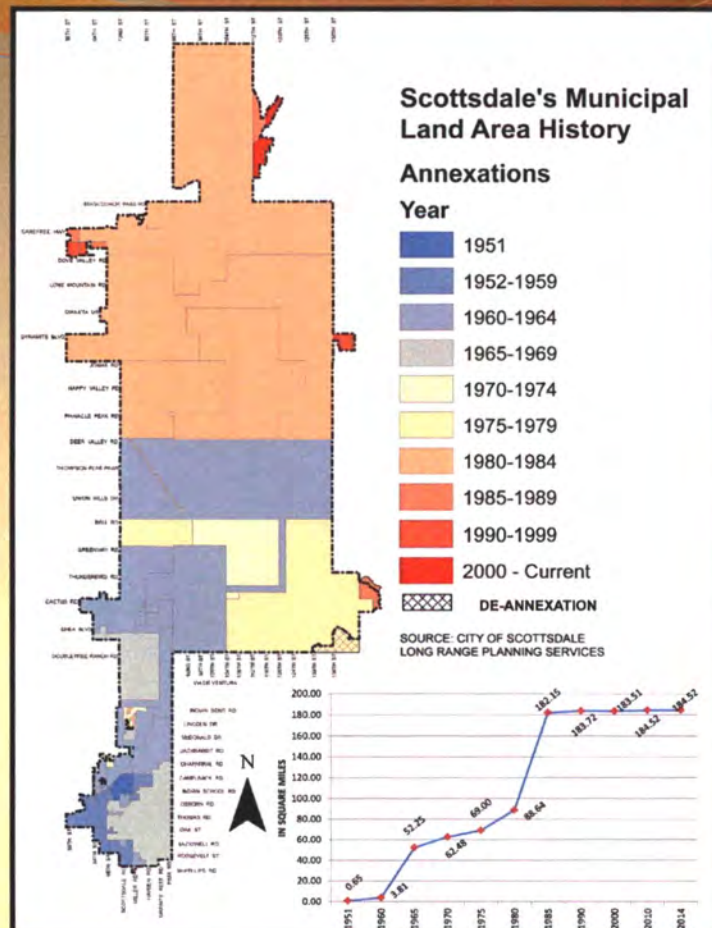
1950s/60s – New residents drive new business



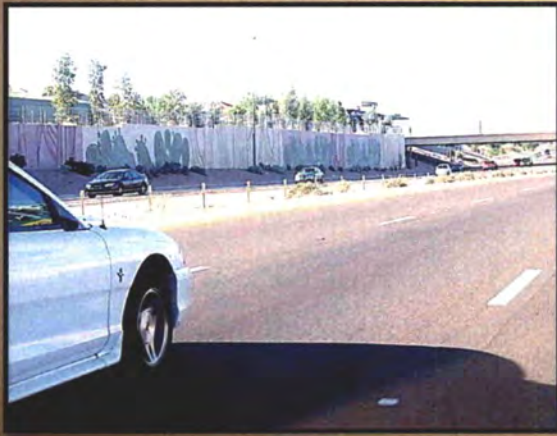
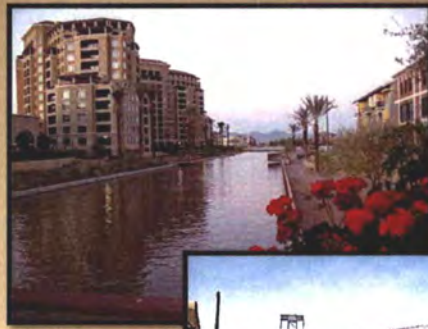
1970s-1980s-Infrastructure; Growth Era



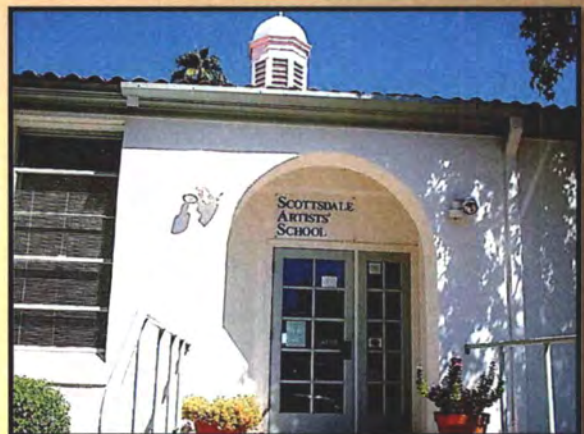
1951 – 1984: Land Annexations Expanded City, Controlled Its Character



1990s-2000s – Urban & Global Era



1990s-2000s - Also Environmental & Preservation Era

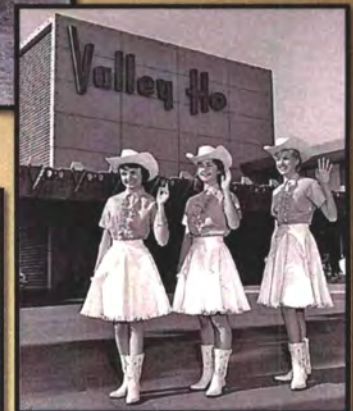
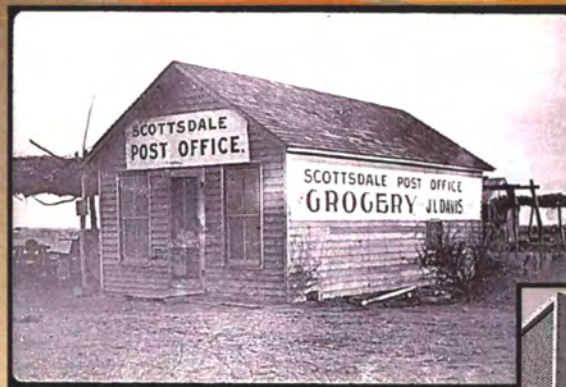


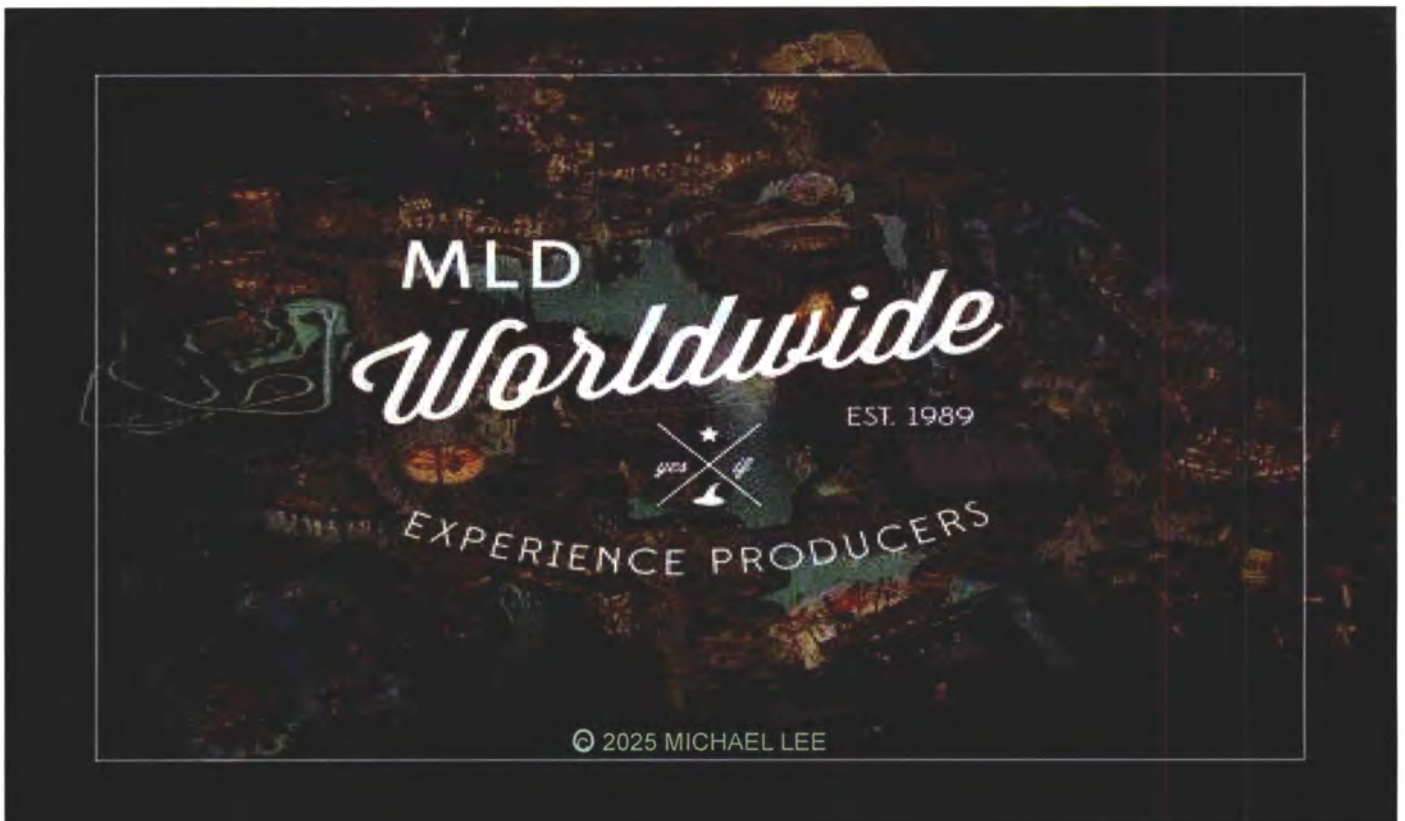
2010s-2026 – Redevelopment & Rebirth Era



Photo Credits

- Scottsdale Heritage Connection digital archives (Scottsdale Historical Society & Scottsdale Public Library)
- --Scottsdale Area Chamber of Commerce
- -- Scottsdale High yearbooks
- -- City of Scottsdale
- -- Scottsdale Public Art
- -- *Scottsdale Progress*
- -- *Arizona-The State Magazine*
- -- SRP Archives
- -- AHF/S Archives
- -- Marshall Trimble/SCC collection
- -- Joan Fudala Historic Consulting





“Experiences have always
been at the heart of
entertainment...
but are now at the
heart of our economy”

- Joseph Pine, *The Experience Economy*



PLAN, DESIGN & PRODUCE

guest
EXPERIENCE



Entertainment

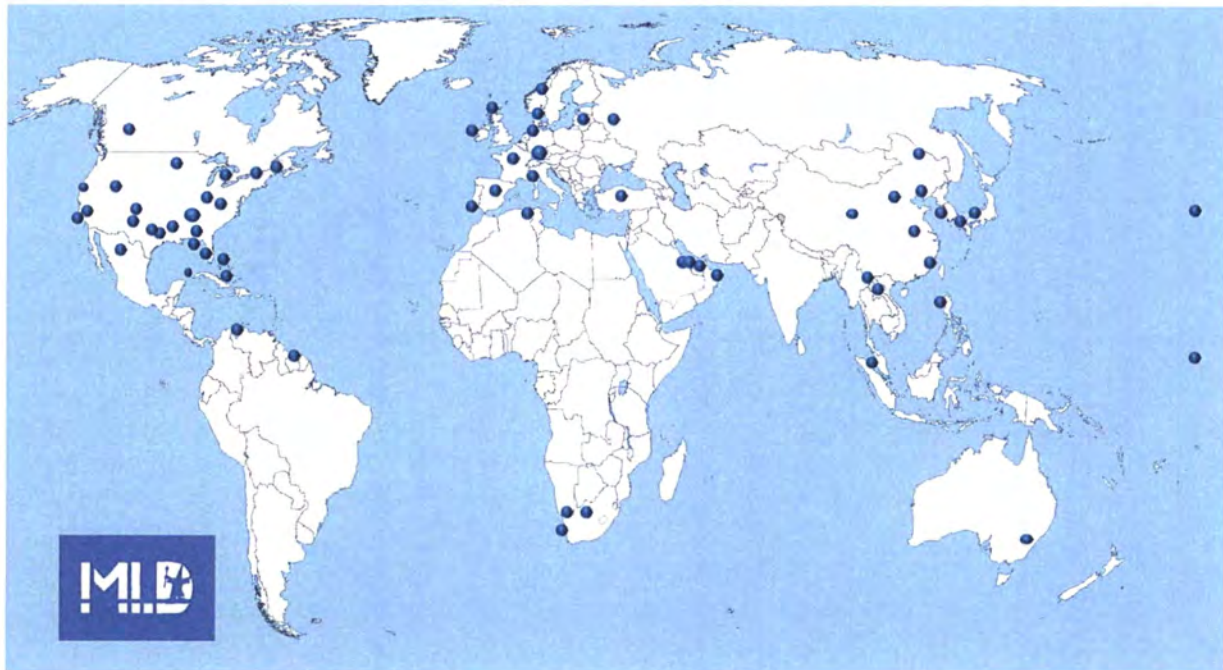
Theme Parks, Waterparks, Events

Learning

Cultural Centers, Museums, Aquariums

Hospitality / Shopping

Resort, Retail, F&B, Wellness



BUSINESS

Attendance
Per cap revenues
EBITDA , ROI
Warranted investment

FACILITIES

Bldg areas / sizes
Enclosure systems
LS areas / quality
HVAC requirements

SHOW

Guest experience
Know & Feel
Activities & Ambience
WOW factor



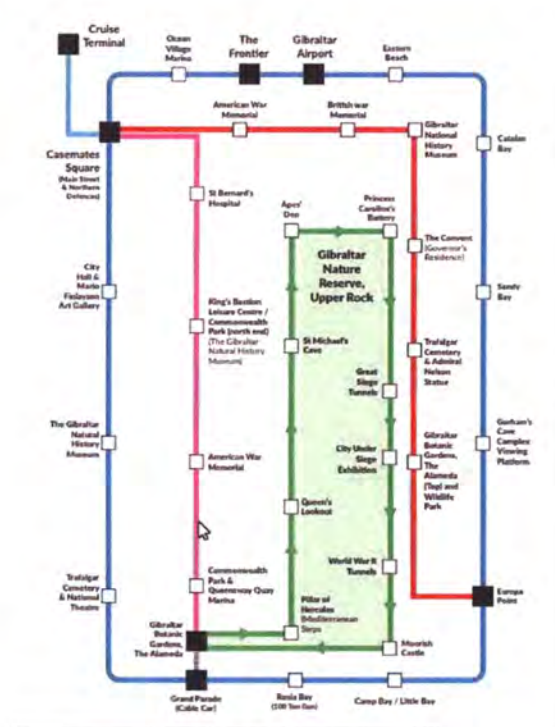
Rosia Bay, Gibraltar



Proposed Evening Spectacular Show

“The key to unlocking Tourism’s full potential is Transport.”

Gibraltar Chamber of Commerce Tourism Manifesto 2024

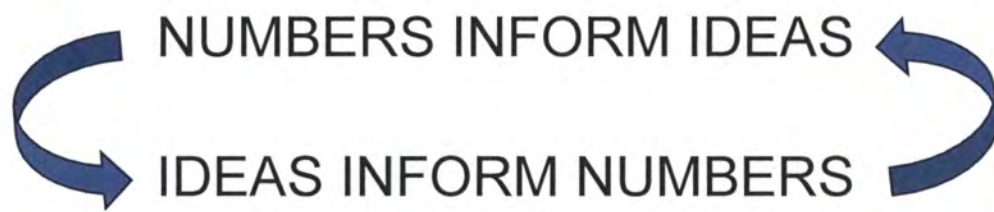


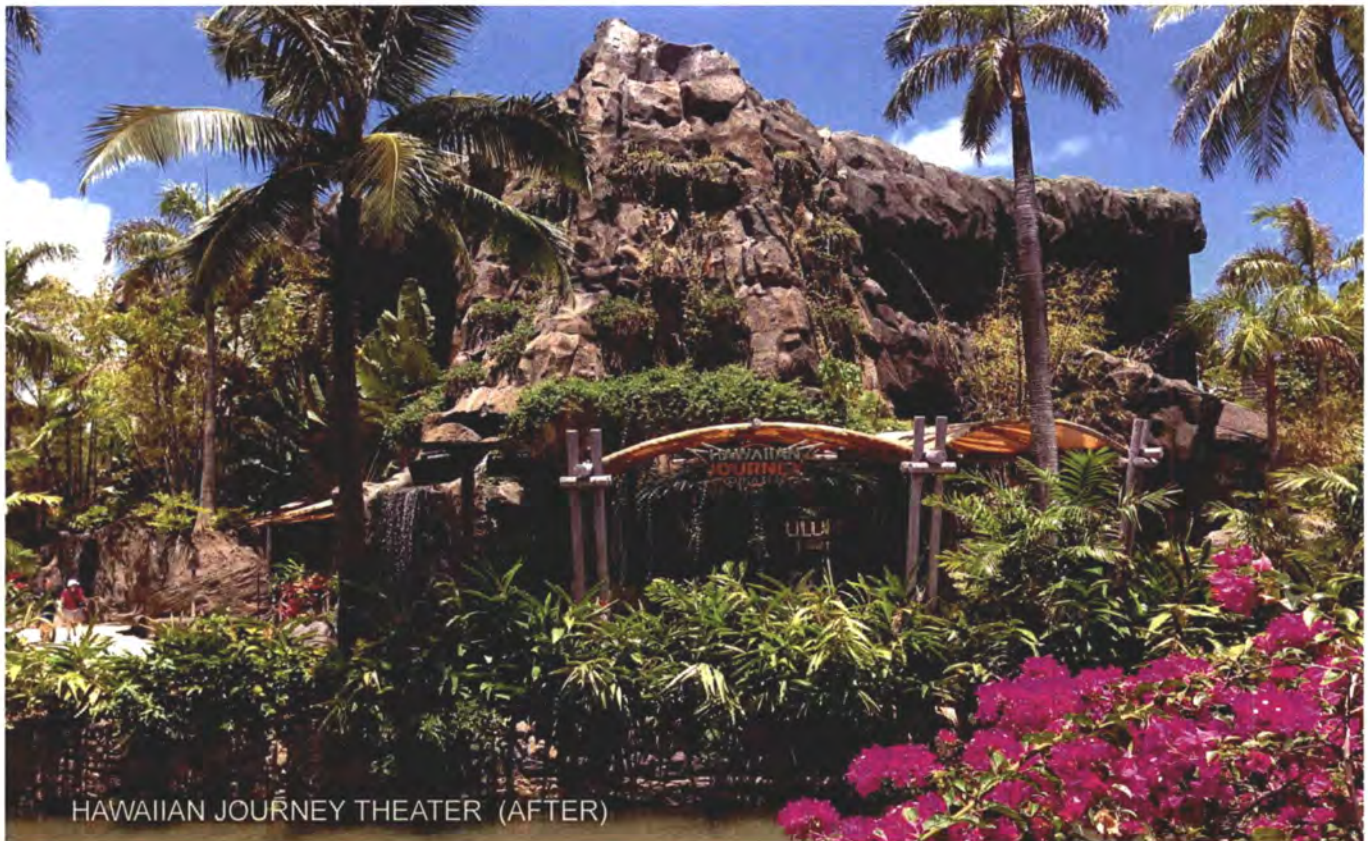
Rosia Bay Gibraltar Proposed Transport Routes



TAKE AWAY:

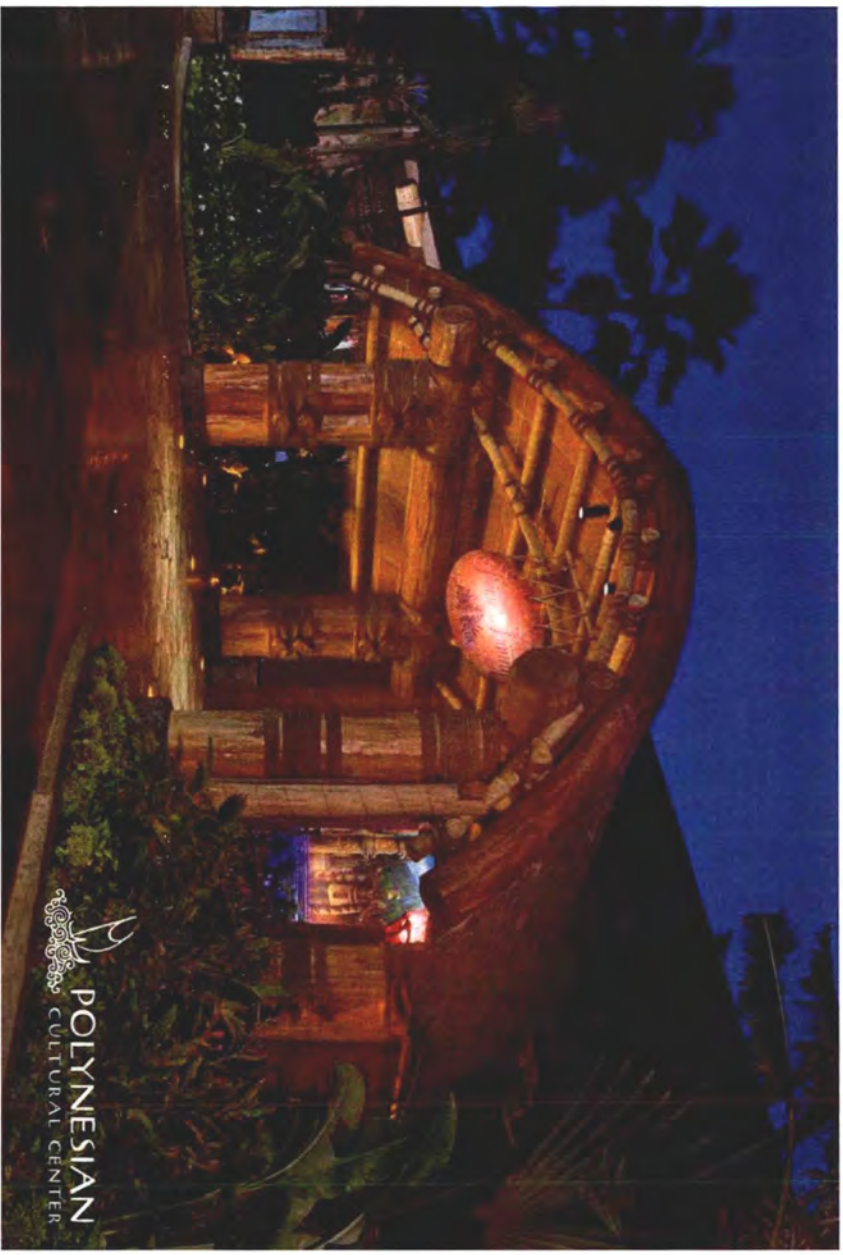
- OFFER STORIES THAT ARE UNIQUE
- INFORMATION ALONE IS NOT SUFFICIENT
- PRESENT STORIES IN BEST FORM, COMPELLING WAYS
- WHEN GUESTS ARE AWAY FROM THEIR CARS...
- EMOTIONAL EXPERIENCES DRIVE ECONOMICS





TAKE AWAY:

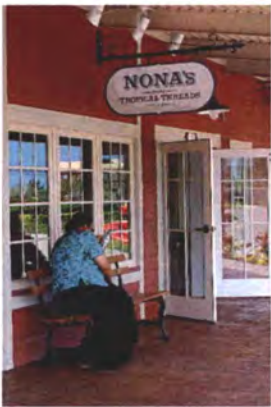
- DON'T BE INCONSISTENT WITH YOUR STORY. SAYING ONE THING AND BUILDING ANOTHER IS CONFUSING. CAN'T BE THE BEST WESTERN TOWN IN THE WEST AMID CONFUSING VISUAL MESSAGING.
- THEME-BUSTS HAPPEN EVEN IN CITIES





 POLYNESIAN
CULTURAL CENTER









Artfulness = Good Experience = Good Business

- “Artistry” is the essential element. Art is not just hung on walls.
- Facilities are the stage upon which the show takes place. It’s not the facilities for which people come... it’s the show in and around the facilities. Don’t make facilities different than the message.
- Guests want to be moved physically and emotionally.
- Try a mixture of storytelling, music, acting, dance, visual tickles.
- **Not like icing a cake...must be in & thru**
- Full immersion experiences promote a “Suspension of Disbelief”.
- Amusement Park not = Theme Park Why? Story!
- Your business is Show Business!



Signal Park Parking Guidance Systems

ITEM 1



City of Scottsdale
1-7-26

Parking Guidance

A better experience for the Motorist and the Municipality

For the Motorist

- Dynamic count signs located at strategic positions guide the motorist to the nearest available space
- Spaces can be separated on signs between Standard, ADA , EV , Police/Fire, Carpool, etc
- Detectors can be programmed to be ANY color on the color wheel and can be dimmed/brightened

For the Municipality

- All parking data is collected from the time the system is started
- This includes: Time vehicle parked, time vehicle left, length of stay, how long space was vacant
- This data is all easily exported to Excel to garner average stay time, peak hours, peak days
- System uses very little power, about 2/3 watt per "device". Sign power varies as they auto brighten and dim and depends on numerals indicated
- Length of stay can be programmed in and system can send alerts when a vehicle is overtime. This also shows on the plan view/God's eye view as vehicle is automatically circled in yellow.
- Open communication protocol enabling the software to communicate with almost any type of hardware. Over 20 database types built in.

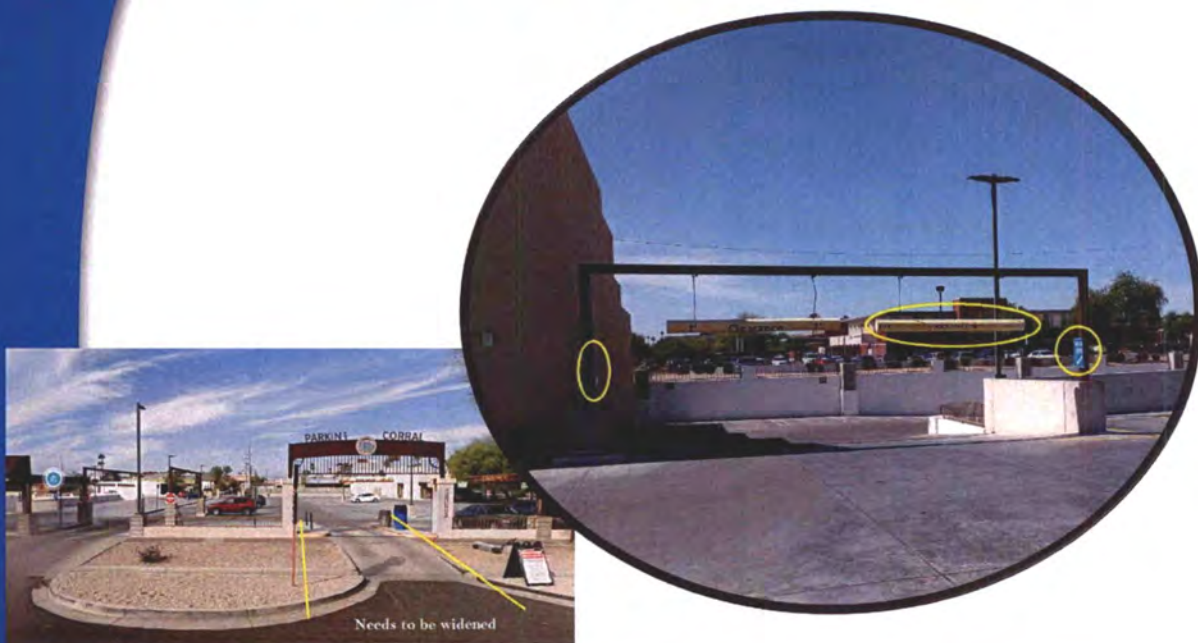


"Where's Waldo" is not good for Parking



SONIPARK

More Where's Waldo at the Corral



SONIPARK

And a third round at Civic Center Garage



SONIPARK

South Bridge at least has signage



SONIPARK

Strategic Exterior, Accurate Signage is the Key



SONIPARK

Rustic sign design examples



Monument Free Standing Signs



Blade sign for side of Buildings
or on Light poles

Yellow LEDs recommended near stop signs

SONIPARK