

Unfortunately, I don't know. Wow. That's a kid. Can we make a rotation over here? You guys have... Here we go. What time is it? Four. 28. What? I missed this yesterday. What was your business? Yeah, yeah, yeah. yeah yeah. right thanks. Nice, nice, nice, nice. There's not enough chairs. I did. Okay. How are you? I'm home. Doing really good. I have to think about something... Okay. I mean, I can't get into your video games. I don't have anything. My son's been up here. No, she want your picture? I put it on there. Oh, a shoe? What? I don't know what to say. I know, so... Yeah just picturesoci cool. Wow. So, I put my picture on, but... This is what... Oh, that's nice. challenging. Yeah. Did you see this as what Nancy did, like, three different properties? Yeah.. Tammy Smith said. You probably know more about it? Yes. Oh, sure. She loves it. Okayarently so. Let's do that. She could want it.. Good. I know. Uh, Dad. Oh, boy. Yeah. okay. Yeah. Thanks, sir. Thank you. Welcome. Yeah. Just try to... take one down and pass around.. I do, I... Thank you for telling me. It's not. Glad you're not... Yeah. Well, so, with the heat, the last week, the last bad... careful. working Yeah. Oh, okay. Yeah. As far as I'm a lot, he didn't literally kill me. I thought I'd seen you guys over there, but... All right, good afternoon, everybody. Thanks for coming. Um, I see some same bases and some new faces today, so, uh, thank you for everyone. I'd like to call the meeting this meeting of the downtown Scottsdale Task Force to order. My name is Ryan Hebert, for those who don't know me. We are Browski has asked me to share this task force. Thank you, everyone, for being here. appreciate it. Before I go any further, I want to acknowledge a structural change that we discussed yesterday. Uh, you should know back front after consultation with Mayor Morrowski this morning, the mayor has directed that the original advisory council, and the steering committee, away from Bob. Oh, how are you? Um, I was just going through some structural changes that happens from yesterday's meeting. So, after consultation with me and Rouski this morning, Mayors directed that the original advisory council and the steering committee be consolidated into a single task force working room. So the body you are sitting in right now, it will be the body plus the task force members as well. So there's about additional 7 people on top of who's here now. The reasons there are 3 reasons this decision was made. First, transparency, 2 body structure, creating confusion about who was making recommendations to who, and Mayor Korowski and I, believe, hope that a single body is clear, more accountable. Secondly, efficiency, efficiency, wants to do real work and avoid duplicating needs. Everyone's obviously busy third who listens to your comments yesterday to everyone's comments yesterday. It's the original advisory council raised legitimate concerns about having two bodies interact and how the consolidation is the cleanest answer. So the mayor wants to stress transparency throughout this work, a public facing website will be live shortly, and all meeting agendas, belts, and materials will be posted for the public to review. Since this is the first meeting of the consolidated, now consolidated task force, um, let's go around the room, and if you wouldn't mind, please say your name, and the business or organization, that you

represent. And second, I apologize. He only has a personal. Um, please say your name in the business organization that representative of you will have time for substance later. So good luck, we'll start. Steve Sutton, I don't have a business. I retire. He might be on the rest of the Scots, but... the test. Thank you. I'm Susan Wood in my property, okay? Residents 50 year resident. Was your name? Patty Baden. Okay. Thank you. Thank you. Sorry. Charles Wood, President Scott. Okay. I'm Jamie White. Uh, David Schofield, uh, it's great to see, but uh, we see another pass, and also the tourism as well. That's faster. I am shaped on a couple clubs, one, social restaurants, and... Not done yet. It's the only transportation, logistics, business, and real estate. Taylor Dambell, Realtor, at least. French Thompson, French, sonor, jeweler, and this Costco gallery association. What's the dress I'm representing? Thank you. Uh, that sounds like we have one, so we can't proceed. The agenda for today's meeting should be in front of you. Does everyone have it? No? Yeah. stealing more of them. Sorry. Oh, wait, that's fine. Yeah. Thank you.. Um, is there a motion to improve the agenda as presented? So much. Is there a second? All in favor. the agendaved. All right, so I want to take a minute and give some hoping remarks. I want to spend a few minutes on how we're going to operate as a task force. And what I'm asking of each of you over the months ahead. Let me start with some gratitude. Some of you were here yesterday, and I know this is time out of your day, and... We're all at this table because Mayor Growski passed each one of you specifically. She chose people who know about whole town, and then inside, we have skin in the game, and you can speak honestly about this working, what isn't. That combination is rare, and it's what is going to give this task force a real chance to deliver. After speaking with her this morning, she really wants this task force to work and come up with actual things that can help the overall city in the downtown. It's worth saying out loud that the whole town is a stronger position. is in a stronger position, most downtowns in our country. Our restaurants, bars, set the regional standards, galleries, attract series collectors, historic district holds authenticity that other cities try to manufacture. Fifth Avenue remains one of the most beloved shopping streets. And at the same time, I said this yesterday, every one of those strays has pressure on it. That tension between what's working and slipping is exactly what the mayor can be in this task force. to address. So, to repeat some of the things I said yesterday, how I'd like us to operate for those who want here. Everything that we do needs to be evidence over anecdote. Every recommendation we perform has to be grounding in something we can affect. Ultimately, all four districts will give people standing. We're not here to advocate from one neighborhood at the expense of another. Solutions, not finger pointing. Something is broken, it's our job to try to fix it, not to assign blame. We want to expect each other's time, have concise comments, think about whole town as a whole, not just to a storefront. And when you recognize this, you, please say your first name, it helps that one in the room keeps the record clean, as well as, um... Let's everyone know who you are, and

your business here involved. The 3 things I want to accomplish today. So, number one, I want to agree on working prior as the mayor has sent us laid out. I want to hear what's most pressing in each district when the people who run the businesses there or who live there. Walking out of this room with clarity on what this task force will deliver the next 90 days. The priorities I'm about to walk through the front line, they came directly from the mayor. Our job is to take her direction and turn it into something real. So, later grew out, Mayas Growski's directions... breaks old towns, challenges into seven priority areas, and one is public safety. Clean and beautiful town, brands and marketing, access and experience. Visitor circulation, and district activation, economic vitality, and livability and balance. You'll all receive the full framework of this document, documentation with detail on each. But rather than walking through all seven, I want to focus on what we're going to actually work on. The Southern priorities, cluster and four, working topics, and each of the district subcommittees will work on within our own geography. So, some of the things that we touched on yesterday, specifically, were marketing and foot traffic covers brands, marketing, economic vitality, and the marketing dimension of the visitor's circulation. That's how we drive visitors to and through Old Town. parking and access, which is a big one. Covers access and experience, how people get here, where they are, where they can find their way around once they arrive. Events in district activation. This was another big moment we discussed yesterday, covered state to the district activation, and events to mention visitor circulation. The program, that brings whole towns to life. We used to have a lot of programming, the programming has sets been, um, a little discouraged, I think, and I think the consensus is, we'd like to see some new programming in the downtown, as well as Scott State and General. Um, streetscape and safety and cleanliness covers public safety, clean, green, old town, and enforcement, uh, to mention a livability balance. These items touch on four districts, across different brand architecture, possible trolley loo, bed tax allocation, residential policy, enabled here, at a task force, rather level, rather than inside anyone's district subject. Now, I want to give you a quick readout or read out what district colleagues shared yesterday. Their input maps clearly clearly to these four working topics. Sorry. It's okay. It So yesterday, we discussed, um, marketing and foot traffic. The approximately \$2 million in annual vet tax allocation for old town marketing is widely perceived as ineffective. There was a strong support for distributing a meaningful share to each district. Luxury resort, visitor, capture, Phoenician, Camelback, the Royal Mom Sanctuary, came up as a high level leverage opportunity, and visitors don't understand a four district structure, which limits cross district circulation. The second piece was parking in access, in access. Parking is the top concern, particularly in the historia district. The phase two parking garage must be protected from reversal. The farmer's market parking solution needs resolution, and there's... excuse me. And there's untapped capacity in closed business parking lots, we should consider activating. Events in district activation,

special events have declined by roughly 90% over the past three to five years. Legacy programming, the Old Town's Christmas tree, or some bunnies, singing cowboy, has disappeared. First Fridays were referenced as an opportunity for revitalization. And events need to be designed to drive foot traffic while remaining compatible with residents. streetscape, safety, and cleanliness. Excuse me. Beautification, landscaping, coherence are needed to make Old Town more attractive. Safety concerns, including homeless presence, near historic district tennis, were raised. Sorry. And there's a need for a clear coordination with code enforcement on both residents and commercial concerns. Now, I'd like to hear from the task force members who weren't here yesterday, particularly members of the original steering committee, which most of you are. whose perspective will be invaluable as we organize this work. If you'd like to share your top opportunity and top concern for Old Town, from whatever district or perspective you bring, please raise your hands. We can do one to two minutes each, and we can hear from as many of you as possible. If anyone would like to start, maybe French. Sure, yeah. French Thompson. Um, one of the things that I've got a real long history of the downtown area in the business district. Sure. And I also had an employee who had a 40 year longer history than I, so I've learned an awful lot of stuff about downtown. So you brought up a first Friday at Ben. I'm just going to tell you, the reason why the first Friday exists is because Skessel has sister had ache. Every Thursday night, our block. And so the city of Phoenix said, Well, we can't do it every week. What can we do? that let's copy them. So, what you're saying is that you're gonna plagiarize something that was plagiarized from us. So if you ever bring that up, I would recommend activating on Thursday nights, which has already got a 45, 50 year history of Thursday nights, bringing people to the downtown, and going along with something that's already been marketed and planted, and has been very successful. So successful, the things wanted to copy it. So the other thing I'd say about bringing in outside events is that we have a real problem that when you bring these in, you bring in outside businesses that come in here, and then they basically parasitically attach themselves to the businesses that are already here paying. Right. You know, taxes and rent, and employees, and everything, year round, and they only come at the best time of the year, when they're sucking and siphoning money off of businesses that could be here. Now, if you develop homegrown events that are homegrown businesses, or somebody, you know, like cactus jock that's doing stuff, you know, year round, you know, build something maybe off of that, or, you know, build something off of other things that are available and used existing assets that you have. It's really difficult for a lot of the businesses to look at a pop up business that comes in and just takes money off the top, and then they're gone in the summer. So you know, those are the first things that I would end up advising. Those are pretty fun. Thank you. And I think Scottsdale, over the past, you know, probably 10, 20 years, has done a pretty good job of being third party vendors, special event vendors out of

the city. and keeping most of the events homegrown. So we can definitely advocate that any events that we support moving forward are going to be homegrown type of events. I totally agree with that, having a lot of businesses in Scottsdale myself. The last thing I want to do is have a third party vendor come in and put a bunch of offenses up in front of my business, and then activate the streets and make a bunch of money, and then all of a sudden, I'm basically shut down for the weekend. Um, so I totally agree on the same page with that. As far as 1st Fridays, I was just suggestions. Yeah, I'm just giving you a 50 year historical. It's good observation, okay? So, my name is Taylor. I was here yesterday, but I was kind of an observer, rather than anything else yesterday. I think the point about events that we do not have anymore is a very good point. However, we decide to do those or the city decides to do those. is one thing, but I think no events is not helpful for anybody, whether it's third party or homegrown or anybody at all, right? So, um, you know, this year, I can remember, uh, quite vividly. I went to Scott's dabs on a Friday night at 6:00 p.m. with my kids, and I think it was only us there. And so I think part of this, too, is if we're gonna spend money to do things like that, well, it probably should be more than just me and my two kids there on Friday night at 7 p.m. on December 17th, right? So if there's gonna be money spent, maximize the money that we're spending on these things, there's no music, there was no good nothing. It was just lights and meat. And in a city that is quite the tourist destination, now we call ourselves, and now it is that nationally, you have that name, cachet. There should be no locals nor no tourists there, right? So, that's, I think, like, Jamie said yesterday, No, we haven't done the tree in nine years. You know, I don't want to use the word embarrassing, because that's a little bit of an extreme, but, you know, we have friends from Gilbert, Chandler, and Central Phoenix, and we said, let's go to Scott's Castle, things like that. And I'm not just using one event to say, guys, totality, but I think a lot of, from hearing what we all discussed yesterday, it seems to be across the board of thoughts. So why did these things, let's call it, pre COVID, were so successful, like, of our walk that we talked about, and you talked about, why are these things less successful now than they were in pre COVID? Is there not enough money being spent towards sharing the civil community? How are we making sure that, you know, obviously, we all know that 10 years ago, the Kierans, the, uh, TV, downtown Gilberts, all these places were applied as robust. They are in the house, so we're definitely, people are getting pulled in a lot more directions now than they probably ever have been in Phoenix Metro. So how do we take advantage of the things that we already have going, the things that have a 50 year history, or the things that we're already, you know, putting money into? And, you know, maximizing stuff that's already happening, while also using, like we said, historically successful things. Why are we not doing more of that? Um, I know that I'm kind of newer to this, I've been resident here for 15 years, so I don't have quite the debt that everybody has here. But in my 15 years in Scottsdale, I can definitely say that the foot traffic from events and things of that nature is,

and in such an extreme low compared to what I first moved to. Thank you. Yeah, I make just a follow up comment on the event. Thank you. So the reason that the Civic Center, the reason that the city spent \$35, \$40 million, we revamped the Civic Center, was bringing events in. And you go on Saturday, Sunday, their big events, so we have events, but it's just that, you know, they're, see, the history of events, like, for example, there was French notes about this. There was going to be an Martin Wine show, a Marshall, having last forever, okay? And, um, the merchant stopped it, actually. Why parking? They were gonna take over all the parking, plus the new events ordinance that was, um, you know, the city updated the events ordinance back in 2016. One of the requirements was that the events have to be set for. So, obviously, I couldn't do that. And, um, this same event was in Cureland, two weeks later. So, I said, Let me go with Q and see how it's working out, right? So, you have the streets, you're on the streets, right? Of course, all the parking spaces are taken out, the event is on the street. Hacked. Well, if you went on the sidewalk, where the stores were empty. Right, right. So, it's just, you know, it's... I don't want to call the scam, but it's, you know, when they say that the events helped in merchants, it's the opposite. One thing is important. Yep, it was even. Right, right, right. So, what? I'm just, I'm just saying that the event that comes in, if, if, just go to the cure on the anytime they have those, you can walk, the stores are empty. The event is packed. So the events don't help the merchants. At the same time, the ones that are in the civic center, I mean, there's an argument that they actually take away. You know, some of them are retail events, they take away from the local merchants. I've heard Jamie heard a certain few things about that, right? Yeah, I... They actually do that. I'm just saying that, but at least, we have events. I mean, to say that we got to bring events in, the Civic Center is the event center. So one of the things that we've done, specifically, for the entertainment district, is when we do have events, and the city brings in events, like Sherwold, comes to us, and say, We got to spend, et cetera. We don't allow the events to have food and drinks in the event itself, so people then have to come inside the businesses for the food and drink, or, you know, that could be any specific type of business, right? Activation is actually still in the business. And the city's been pretty receptive to that. They've been pretty comfortable, you know, being specific with any third party vendors that, Hey, you have to structure this way. But so I hear you on that one because I don't disagree, but there is a little bit of structure that can be helpful. And by the way, the genesis of the special events ordinance being revamped, overall. I don't know who remember his French knows it well, and in 2012 to 15, there was an event on the bridge that drew massive opposition from the merchants on Fifth Avenue, where they were sucking all the traffic to the bridge, Fifth Avenue was empty. Three years in a row, emergency signed petitions. to stop it, and the city didn't want to hear it, because they wanted to activate the bridge, but they activated the bridge at the detriment of Fifth Avenue. So a whole bunch of us, about 300 local merchants, in Old Town. I got petitions

signed, you know, by about 300 local merchants that actually stopped at and caused a rewrite of the event ordinance, which brings us here. But in the meantime, back even then in that ordinance, the Civic Center was exempt, because they knew that that's gonna be pretty much the event center, and lo and behold, you know, now it is. Yeah. And that's just the history of the... Well, not to take up, you know, before I move on here, I think... But I think part of this is, too, is, you know, as people have moved to the valley, you know, if we focus on residence versus tourism, right? There's less reason to be in Old Town than probably as ever existed in Phoenix Central area. So perhaps, is there a way that we bring events in as it almost, like, a billboard, whether they shop that day? Yeah. You know, I'm not saying I know what you can more than anybody else, but do they shop that day, or they say, Oh, we haven't gone to Old Town before, because we live in Santana Valley now, in Verado, or wherever, right? So can we use those events as, even though that day you might not get the business? We use that as an advertisement for our community. Some events work, but... But just... just for the sake of history, every consultant that the city's tourism events department has hired, they take a book from the shelf called Events. That's what we need to do, right? Right. And for as long as I know, French and I, other people in the art district, have pushed for promote the existing assets. His existing assets are the restaurants, the bars. And, like, people can, oh, wow, once it was hard. They are exist in essence. Our restaurants are dining. The galleries are the museum, especially stores of the canal, as a civil extent. We have tons of existing assets that the city just doesn't promote. Maybe that's the answer. That is the answer. That's the answer. From the Chamber's point of view, that's one of the three talking points that I'm representing in the Chamber, is support for businesses that are here, and then let me add on to that, support for new entrepreneurs as well. Yeah. Right? Yeah, please. So, I've never operated a business in old town. But I haven't lived here since I was a child. And I'm really concerned about Old Town disappearing from what it is supposed to be. So, I find myself in the position of absolutely agreeing with Mr. Thompson and Mr. Pejron on this. The people who are here need to be protected. It should not be a situation where you're bringing in outsiders to bring revenue, to permits or whatever, to the city. Everything should be promoted for the people who are here. There's gotta be ways to do that. And I hope we can preserve Old Town, many further changes, 'cause it's not gonna be Old Town anymore. I think that's our goal, is that we want this committee to champion specific comments that you are talking about. That's the whole goal here. And, um, let's keep going around the room, so thank you. Uh, I am shaped, just thinking out loud in the few minutes I've been here. Uh, I'm on the board of a... organization called Phoenix Fans or Crackers, we take keto patients, get them out, working in the parks, one of the weather's permitting. Senior center, whatever, kind of get that jet lag from chemo out of their system. We had a shutdown for COVID. We just got on again. I mean, first week in October, to do a five mile walk on the west side of Scottsdale Road,

where all the bars and restaurants, and our galleries are, we're probably bring a thousand people to learn people. It's not a lot, but it's not a big job. Um, and it's surprised, but, you know, I like you, I, um, I grew up here having nurses on the 17th. And, you know, it's a very special place. It's a very unique place. It's one okay. It's loosening. And, uh, And man, there's some people online that are just brutally beyond mayor's office. It's horrible. And they're even already coming after the task force. So I'm all in. I don't like keyboard cowboys. Of, uh, yeah. But, and so, yes, city needs needs to be protected. There's issues that need to improve it. Of course, it's gonna be that way anywhere. No place is ever gonna be utopia. But, um, you know, this, this, if everybody was moving in the same direction, right along, uh, I think it would be better off that the city gets moving. I mean, that deal with the parking garage, I developed two parking lots for them right when I left Chicago. And those guys were so cold gangsters. They would never even think of looking up a price like that. There are many spots. Crazy. But, uh, and hopefully they finish it. You know, who knows it? All money might disappear, and a gas crap. And we might end up with a 10 story apartment now, I was there. I don't know. But, uh, where do things happen? So, I don't know, I just, uh, I want to be more civic, oriented, in my life. I've been through a bunch of health issues lately, and I still don't know why I'm inspired. But, uh, you know, it's definitely enough to do the direction I used to live in my teens and 20s, but, uh, but yeah, it's, um, I'm grateful well, um, any way necessary. Maybe it's better off. I not mention, I guess, of course. Um, but, uh, I'd like to help out anyway, I can. Any, any, when did I, that I can? And then I would be an asset to... And, uh, yeah, I want to see this city get better. I mean, I look at that. I drove down. We're working on the lakes again, now south, in the park. Woke up, wandering mantresses there, and just, like, you know, almost like, don't finish it. away from, from the parking lots, away from, you know, away from the treasure of what makes Scottsville Wisconsin. Because there's no place like it, and I know I feel... Anyway, thank you. Bye. David Schofield, I was here yesterday as an observer. Um, one of the big challenges, I think, is I come to a hotel, being around. Most of the hotels want to keep the people on site. mention yesterday. Especially when it comes to a meeting. Most of the hotels have guidelines that they must cook 2 of the 3 dinners on site. That's part of the contract. I have that. Her mom, we just wouldn't sign a contract with a visitor group unless they had 2 other events on site. So you have one night, and they have to go score all Wisconsin. So it's a free for all in that regard. And an extension of that is that at the concierge desk, they just refer to it as, in most locals, as a old town. because they want to apply to as many people as possible, and then they say, What would you like to do? And they say, well, we'd like X, then they directly. So, I guess part of my challenge, that you asked about, was, how did we find out, make sure what the visitors want, where you, a very good job of understanding what our local merchants need? But I think counteracting for that or the other side of it, we've got to do some kind of information gathering from what are

the customs on? What do they need from us? I personally think we need an app for downtown, but that's my personal opinion. I don't have any evidence to substantiate that in this stage of the game. But I think we've got to find some counterbounds, but I've already learned something today, and I think that's got to be our underlying rule is promote existing assets. I can't remember who said that, but that's probably got to be the underlying rule of the whole focus of this group is really protecting and promoting existing assets. I think. I encourage you for having a puzzle rized. I have a really unique perspective on the city because I'm not in one location yet. We are our office is in this very water building, but we offer a street room style, a scavenger hunts on golf carts throughout the city. And we use primarily historical markers and public art as our different destinations. So you're working yourself around town, like in a skate room, much like a skate room, but instead of getting out of the room, you have to get to the final location before your time runs, perform a final pass. So I get to travel around all these different districts every day and see some of the changes to your point, some of the, I've been here for 20 years and some of the, I'm not always, you know, present in the room. Some of the changes have negatively impacted. The city, that's why I'm here on this task force is because, you know, I see I see a broad variety of what was on it in the city and some of the other people. We have a location up in Preston as well. We do the same thing on the president. But when you're out here, we have a physical store location up in Prescott. That's our called public shop. And we're looking to open up. I'm looking actually looking for a space down here in Old Town, open up the same, as I've done pressing. You can open up the press for a year up there with a sword, and I have 2 problems right now. I can't keep inventory in stock, and I've not thrown my reunits in my 1st year. So, yeah, good problems out. So I'm actually looking for space down here in Avenues, you know, a good spot looking, but there's some challenges where someone development, things that are coming around. Um, But, uh, yeah, that's why I'm on the task force. So I get to see a little bit more of these things that some other people see. I am concerned about losing our history of the city. The new parking garage goes up, goes up. I pretend you can lose one of my flu spots and the one in Histories. the little cowboy hat and the boot and everything that's on the ground right there on the north or the northwest corner of one of the where that parking pile is. Beverly? By the way, yeah, right, I just... Yeah, but then there's there's different pieces of art right there. It's on 2 separate corners. We use those for a puzzle rides and also when we do our corporate kingdom. If anybody's in the hotel and restaurant business, to your point, I was not in yesterday's you know, I was traveling back here. One of the things that we do is we offer corporate team building, and we can do our events totally on site, totally at the hotel or restaurant. you know, using door, uh, you know, food garbage or, we do everything on site. So if anybody's any has any connection with concierges or hotel owners, whatever, you know, they want to keep people on site and they write down the contract. We're one of the companies that

come in and utilize space and keep your customers there on site. realizing your space, even your food, your food, what we come in, do our open human, right? Thank you. So I have two things. I think it's fantastic, fantastic idea, no food and drink at events. That's the thing that really parasites over town and the parking, you know, they gotta park somewhere else. Then I found out through a business owner on Main Street, there's a bit, there's businesses that used to be in the Sabas, old buildings, called Marketplace or something around there. So they sent out that Civic Center. I went only there the other Saturday. They have signs in front of our restaurant, right in the corner. They have signs, like, all down the street, all signs point to Civic Center. And you walk over there, and they have an entrance, you go into that, outside, they've got one of those eight frame signs, then this all their shops. And you go in there, it's huge. They have a band, they have food, they have absolutely everything. stuff for kids, it looks like a giant party, and they're selling stuff. And I talked to them, like, how'd you guys, how are you guys here? You know, how'd you guys get here? Oh, well, Civic Center, or the arts district? That's it. Oh, stop the hours. Yeah, lets us use this clay. So, I don't know the whole ordeal of it or the logistics or anything, but it's not okay. And it really upsets this one shop owner because he says he sells nothing. So on the way back, I did watch same thing. I walked through, there's like, no people in the shops are old town, and my tennis told me the same. So I don't know how that ever got approved or anything, but that's definitely something that needs to be handled. But the no food or drinks at events, that's perfect, you know? So one of the, one of the structural things that we've done with the special event, uh, committee in the city, is we have bobbied that the food and place that are served, if they are served in the, of right away, are served by the businesses themselves. Yeah. And there's a certain amount of extension that they're allowed to have each business, right? So, like, the street gets blocked off, and each business has a section. And this is just something we've done in the past, it's been obviously totally open for discussion, but that's something this works, because then the business gets to keep that revenue. Even if a third party is putting on the events, they might get a small type of revenue, but it's only a small type. North brew, safety reasons, obviously, they have water. I mean, you know, you don't want to deny people. No, I killed it. Yeah, okay, nothing. Our cell came to people. But anyhow... So that's fantastic. And then, um, French, so make it up on Thursday, our walk. So for years, we've always tried to get our tenants to stay open on Thursday. We, like, come on, guys, you know, this is right across the street, it's now opens open, they just won't do it. So I think making that an event that includes everybody, and, you know, it's not just ours, just, just great. And then there's the opportunity of come back tomorrow night, Friday night. You know, to bring people back. Something like that. And then now here's something weird. So you mentioned, you mentioned residence yesterday, and I'm like, I don't know anything about the residents. So I realized I actually don't, because in my mind, the residents were people that live in the

neighborhoods. You know, surrounding old town, so... But I don't believe that's the case anymore. Now there's been all these apartment votes, all these residents, and I remember hearing just like the same thing I've heard every other time. Oh, it will bring people to alternate. They beef up the canal. It'll bring people to old town. Farmers' market, don't bring, people don't tell. Well, what happens is none of these things ever do. But here's the question. What are the residents causing in terms of difficulty for the businesses? Like, I could see the residents eating at beers and cheeseburgers, while eating at all these restaurants. I don't see them shopping in our businesses, because my tenants tell me, residents don't shop. You know, they're not buying anything. So, you know, it reminds me, and I think there's a lot of them. It's almost like it should be a 6th category here, you know, Old Town, this, this resident block, because are they putting pressure? You know, we've got weird stuff, like, you can't make any noise. Shh, the residents. You can't make any noise, you know? And you can't have lit signs. You know, there's a zoning guy that goes around, hassles everybody for stuff. You know, you can't do this, you can't do that. So, trust me, this is a deal breaker between, where something has to be figured out, because people obviously live there, but they can't run the show. You know, they're not, their interest is not in, do these businesses survive or not? They don't care because it doesn't have anything to do with them. They live there, they go eat, they go drink, or they do something else. But they're parasiting bold here. Like, it reminds me of people that buy houses and property next to cow farms. God, it smells. So what ends up happening is cow farm sleep. You know, because they just get pressured out. And with the push to put in more, you know, all I read about is people on the council, or particular people that are constantly giving in to more development, more development, more apartments, more this, more that. They're, like, everywhere now. I see how that's, like, a huge issue, because it will run, I mean, because they don't care about the businesses. So this is a big deal. And they can't complain and affect the businesses. You know, someone has to tell them, that's it. Yeah, there's, real quick, one of the things this task force really needs to address, and I'm heavily going to advocate this myself as the balance between the residents and the businesses, because what we don't want to happen is constrictions so bad from the residential that all the businesses fail. I've seen that. It's happening. We operate in a lot of cities throughout the country, and I've seen it, in downtown, where the residential becomes so prevalent in the downtown, it all of a sudden, the downtown becomes desolate, because all the businesses cannot operate, because with all the good complaints and things like that, comes legislation, right? Yeah. Yeah, but mixed use leads to that when you want apartments on top of businesses. Right. So the balance is really important. And of all places, this is really interesting. Of all places, Washington, DC, actually has a grandfather, has legislation that grandfathers in, businesses that are preexisting within a certain period of time, within a certain distance of residences. So if

someone moves in or builds a parking complex, or something like that, or a home within 600 feet, or 500 feet, or a 1000 feet, of a preexisting business. That's grandfathered in. And I thought that was a really interesting thing, going through and seeing all these different cities, and how they operated. I thought that was a really interesting thing, because it preserves what's currently there. And it preserves, obviously, the pro business aspect of, well, it doesn't give the business the right to do whatever they want, because clearly there's so ordinances and sound requirements and things like that. But what it does do is it stops the single neighbor from coming in and rooting an entire district or an entire area. And just because they don't like it or something like that. And, um, I think that's an important thing for us. I think it's huge. I feel like it never crossed my mind before, ever, until we talked about it yesterday, and I'm just like, oh, so it's huge, and it's past the 11th hour right now. I mean, and the residents, whatever their complaint stuff is, have been so successful that it's really hard to put that back in the can. Yeah. You know? And they get rewarded for it. So they just do more of it. Off of it. Go back to, you know, this whole event versus business, you know, just offer another perspective on this. So, if you go to the civic center now, go there on a Sunday or Saturday. It's pretty fun. It looks pretty good. Amphitheater, buzzing, people. I mean, it looks a lot better than historical town. I mean, I'm just saying that unfortunate part of that is you wonder how that benefits the city financially, right? How many of those vendors even remit the sales tax, right? They pay license. And I know a lot of situations like this, that doesn't happen. So then, who is it benefiting? If the Civic Center is hopping with events, who is it really benefiting? The people that go there doesn't benefit the shops, doesn't benefit the businesses. And then I think about this, that, you know, a lot of people say, well, Old Town is, like, you know, come out in the dumps because of the way it looks, and behind it before it burnt out. Key West, you know, old buildings, Lahaina was actually pretty beat up with me. The businesses in Bahaina did about 10 times the amount of business, then counterpart businesses. I was in an archeatry. My art was sold in the art gallery there, that their rent was \$60,000 a month plus 10%, all right? That same building here gets maybe 8,000 a month. And so why? But my point is that one of the things that we can do that no one has done in the city is to recruit businesses, good businesses here. Because old town is nothing but a collection of businesses. There's a reason the rent is low, right? And so, therefore, good businesses don't move. So we have a lot of mediocre businesses. We open businesses, don't draw crowds. If all these businesses, a lot of these businesses were better businesses that would draw their own crowd, collectively, they bring a lot more people down here. So like, what's our inventory? It's the businesses. Now, for every good restaurant, there's a shop, there's, like, 10 mediocre ones that, they look at me, right, Main Street now has, you know, like, IV injection place, it's got a wedding store, it's got a stick, the room, it's got... You know, it's got that time massage place. I mean, like, well, I'm just, it used to be galleries, you know, and so, but those are not towards

destinations. Maybe there are. Maybe the IV thing is, but I'm just saying that imagine if you have some serious draws that individually they will bring you people and then collectively that brings, I mean, there's another way to fix this. You know, but how do you get the businesses here? The marketing has to be better. We could track the businesses. But, I mean, it's a chicken or the egg? Well, one thing is that when you have an event in the civics, and this is Dawn, that'll be practically, as you were saying, is it looks so fun and good. Why go on brown to shut up? You know, so we got to be careful, you know, what we promote, and also, I have talked to the many city managers about this, have one person that recruits desirable businesses in the old town. Just like shopping malls, the French notes about this, right? Well, it's economic development, and serious, gascio mob observations are going after corporations. They literally don't go for small businesses, but I was working in the Morgada for 14 years, which was like a premium luxury shopping area, right? And other cities would literally email, or before email, mail us, stuff, open your business here. Come to Fort Lauderdale and open up the business, come to Santa Fe, open up the business, or even other malls, would be sitting out stuff, Hey, we're opening another ball. We'd love to have you open up your business here. That's the kind of thing that the city of Scottsdale should be reaching out, and literally marketing the city of Scottsdale to small businesses, as much as a big corporation, so I mean, quote unquote, the big, it's like, it's like Moneyball. Small business is winning the game for the tax revenue and everything else, but it's not a whole run. Corporations are home runs, so we can look at it, go, Oh, man, we made a home run. Meanwhile, the other teams made five, you know, base hits, and got in, you know, three more runs than the home run does. So, I think there needs to be a little bit of a shift in how city markets to bring in businesses, and I've seen it work. I know it really works. But since I'm talking, I'm gonna add a couple of little things that the city has, that we should change. You know, we have a very restrictive sign code that people with money can't read the \*\*\*\* screen songs. They can't see where the parking is, that, you know, that if we had better signage, they would know where to go to park, but we have these little bitty signs. And literally, fashion square has what's obviously a giant parking bus. You know what they have in front of science? Giant parking garage? A giant sinus is parking. I mean, that's like you got a balloon there, and they got a big sinuses balloon. But here's Custody, we got, there's many times of science, and, you know, I'm an older guy. I understand that a lot of older people that have money, can't read the science to know where there's parking, and that guy that came to the city was talking about all these different He was trying to get a job, basically, but if you would have just talked about the things that the city could do to improve the wavefinding, I think that there were a lot of really valid things that are really important thing that maybe you can push through. Do you know that the city of Scottsdale doesn't know who is in all these businesses? The downtown development group doesn't know all of these businesses. You know what an apartment knows? The business licensed

people. They won't share that information with the downtown development people. The only way the downtown development people know you have a business there is if they get somebody on the ground, which they now have, Tiffany. But literally walking in and getting a business card in contact information, that's already automatic when you might get a business license. They should be sharing that information with the downtown development people. So if they had some Bob had brought up a gang on Fifth Avenue, I'm going, it's on March away with this wine again. They didn't let anybody on that street even know that they were gonna do it, because they don't know who's there. The same thing happened this last winter, but they, um, an all women marathon. They closed off Main Street for two blocks, and didn't let anybody know except that we can advance, and you had to go to the Museum of West to find that out. So these are things that the city really needs to make changes within the way they do it, so that, you know, the downtown going group, and you, you should have a list of every half businesses. It's an old town. One of the things that we did, probably, what, three years ago, is we born the Scottsville Downtown Association, specifically for that exact reason. The EA's, the business owners between the city. And it's a monthlier quarterly monthly meeting, and it's actually got some pretty good traction. You know, probably 20, 30 business somewheres at this point. And It was a monthly game where it was formed because there was no communication between business owners and slavery. There was some, not strong, or place in the businesses. And the city was very international and supporting someone that was because it fosters better to a communication. So, once a month, we have a meeting where the stars up in the police department, there's a small day. And then, usually, someone from the sitting, person on the front, they say, Also, there's no date. And then, you wanna have a meeting, you sound on the summary the next day, so you can't make it, you still get information on what's going on. Biggest example is, police department has bar some units on the Tasmanians. Once you choice them. It's great for the bar owners and operators to know what's going on with this friend, but the 2nd thing is over. The date part businesses, the hair salons, the whatever, clothing stores, they don't know what place to share, press the... So now, it's that much stronger doing than you guys, they do have back here. Yeah, but I think we need to make the city change that rule. I mean, the downtown element group, which is Old Town, should be able to know the name of the owner of every single business at all town. And it's not, they say, well, it's an invasion of privacy. It's like, are you kidding me? The city has that information, and you're saying it's an invasion of the privacy for the city to actually use that information, to contact you, to let you know something is gonna happen in your neighborhood, if you agree about it or not. I mean, that's that's a very major thing to have, you know, the downtown government group being blind to what's going on. And, you know, business is moving in and out, and so unless somebody from your group goes and talks to them, you're not even gonna know that they move in and out in the city. I know, 'cause

they've got a business license. They know when somebody didn't know it, so they know when somebody applies for it. So, I, that's a major thing that I think the city needs to... to jig, you know, things, that's real real quick. Let's continue through the room, and then we can double back. Please. Um... My emphasis is in the historical town area. And I have noticed that the staff is incrementally demolishing the character of it. For instance, when they removed the wooden benches that were there, that had a really neat look, the reason I was told is because the homeless people sleep on them and urinate on them in something. You know, you don't throw away the baby with the bathwater. You take care of the security issues relative to the homeless people, and you don't throw all those old benches away. So that was just one thing. They just are just taking away the historic value. So then, the issue kind of comes up for me. Do we want to keep the historic old town? Because some of these business building owners want to redevelop. And I think that that was the primary example for the garage fee build. It's part of redevelopment, and then Ortega sold a big building, and he's gonna put residential on top and business on the boat. And so what kind of reference does it have to maintain the historic look to it when that's done? I don't know, I don't think that that's being addressed properly. Today, it was brought to my attention, and also, Bishop, lady, brought to my attention all those rocks they put around the trees. It's not attractive. It's not inviting, but it must be for the convenience of the maintenance. And so when you're talking about the historic value, you're not talking about practicality, per se. You're talking about maintaining the historic history, and or just get rid of it. Just demolish it, do away with it. Is the historic district on the historic registry, federally, doing that? No. All these are building... This is another issue that I noticed. I thought historical town was all about history, but it's not only a few buildings are historic, like the cavalier, blacksmith shop. Sugar Bowl was on and off. I don't know where it is. And, um, then, uh, what's the other one? Uh, they're Tony was. Yeah. Pink pony. That's a shame that we lost the pink pony, 'cause that was a wonderful drive for people from coming, the Giants baseball people went there, and there's another historic place, too, which my mind is... Hi, Charlie's. Yeah. Okay. Oh, it's a little... Either. It should be historic or not. And if it's not, then how do you maintain it with the owners that want redevelopment? They want to maximize the other, their money. Many of these old families want their children to acquire these businesses and do it. But some of the children don't want to do it. Like Marilyn Atkinson, for instance. She didn't want her children want anything to do with Atkinson's trading posts, and so there it goes. So, I don't know, I just think that the city is not doing very much to preserve the historic character. through staff. Not for their convenience. I want to add on the work, she said, really quick, back in the meet and greet. But... Thank you, would you mind? real quick? What do you... Crystal Carroll. Hi, guys, or just really quick, 'cause I showed her the rock. Old Town looks like \*\*\*\*. I don't care what anybody says. It's about an experience. You go to places, we can't market, hey, come into Old Town.

It's like when I move into a neighborhood, I come into a neighborhood, 'cause it's a nice neighborhood. Come where simply Shroom is. There's a building where you see their old signs, new businesses have come and gone, and there's paint, they didn't even paint over the sign that was taken down for the previous business. It just, it looks like \*\*\*\*. There's rock everywhere. It's not warm and inviting. It needs a giant... That 20 million, they're spending on the parking garage, they should have spent to revitalize all of Old Town. It looks horrible. And we are a rich city. So, I'm in disagreement with, you know, maybe there was a city that looked like crap, that they were getting, you know, 60,000 of rent, and... I am. It matters here. It matters here. People are all about the experience. I'm about the experience, and if I'm gonna go shopping somewhere, I don't want to go to a \*\*\*\*. I wanna go and feel good. I wanna feel, like, things are lovely. Oh, isn't this quaint? You know, my personal opinion, we need a major, major. You own restaurants, you know this. When you go into a restaurant, it's about the vibe, how, you know, Sam Fox is famous for it, and the city needs to take just a little bit of what he's done with his restaurants, and do that for Old Count. It needs a complete rebamp. On top of we should be advertising, we should be advertising in all of Scottsdale. There should be a huge advertisement support local. I've never seen anything on social media. I've never seen any kind of big push, a marketing push. Because it doesn't exist. It doesn't exist. We need to support... Oh, wait, this is it. But we could. It could be a huge, it could be a huge push, and then third, I'll shut up after this. We should see if there's any grants available. I know that Phoenix got, like, \$20 million for trees. I'm not saying we put treason, that's not the answer. I think it means complete, you know, getting rid of a horrible rock everywhere, but there might be grants available for some kind of, uh, uh, beautification project or something. But if we don't, I mean, the buildings look like they're so bad. They're doing good. Okay, can I... I respond to that. I know where I am. We're gonna do them a time. It's 5:30. I like our buildings. Combined. What's your response? It's the chicken... The chicken. So, anybody who's been to Maui, you have the line that was burnt down, looked exactly like Old Town. Crappy, falling apart, sidewalks crooked. Everything sucked about it, all right? Character. But I'll tell you, but then, you know, 20 miles down, you're at Wailea, which was, like, a souped up cure. Yeah. Okay? Businesses did more business in the Heiner than by Leia, okay? And because people wanted that authentic look. Here's the problem. The city's marketing has sucked. All right? And so, therefore, we feel that it must be because we look like \*\*\*\*. That's not the problem. The problem is the marketing. You fix the marketing, and all those good tenants will move in and fix all the buildings, and the place looks, all of a sudden, totally different, the same crap all looks totally different. So the marketing is the key to this thing. If it's marketed or right, the businesses thrive, you encourage better businesses to come in, and it just organically turns around. You can make it look great, and still the same, same, same people walk, and, you know, don't walk, and, you know. Thank you. And, you know, I'm all

right, you don't move any of them. So, um... There are a few things that I'm hearing today that I heard yesterday as well. Obviously, we're all very passionate about things that we want to achieve in this task force. Not being. I think we want to organize ourselves, like we talked about yesterday briefly, to do the work. I want to float another proposed structure and see that I think it changed it a little bit, based on some feedback yesterday, after my call for the mayor this morning, I'd like to propose four district subcommittees, as opposed to the categories that we talked about yesterday. So, the arts district will be Bob and Jim Champlain, maybe in friendship, if you wanted to do that with Lip Bob. Sure. Okay. So, fashion bog on the arts district, historic District, JD, and Paul, and some Paul, and... Can I get someone else on it? Sure. Okay, I'm gonna try to get my tent. So I'm gonna ask... That would be Denise, Rosales. So she's got NAT orders. She wanted to be on the town, so I'll ask. She'd be good. Yeah, she'd be fantastic. She has great ideas. The midway. Things happening district, Tony is not here today, and Crystal just left. Um, is anyone else would like to be on the 5th Avenue District? So, okay. I get it. Okay. What was your name, sir? Great, you Ford. And I apologize, 'cause you're again? I, I intrigued. Dot com. All right, so each district subcommittee will work across these four cross cutting topics that we outlined earlier, earlier. The marketing, put traffic, parking, and access, events and district activation, and streetscape and safety and cleanliness within their own geography, right? Okay. So, everyone else in this room will be assigned one of the four subcommittees based on your business location or area of your interest. Um, and you, you all can respond, think about it, if you'd like to be a part of what's just straight, what part of you live in, if something you're interested in. Go ahead. I didn't get to really finish. There was I don't like the three hour parking, either. I have heard from the businesses that they are charged \$50 sometimes. Yeah. If they park more than the three hours, and the business owner was so appalled, he paid for it. So, and the reason they're saying is because the merchants that work there, they like to park in the front. They don't like to park somewhere else, because of the fear factor. Well, then that's an issue. The safety factor that we should have more security down there. That's a huge issue about the lack of security. Okay. Who was the naming and apologize? Patty. Yeah. Um... See there, just... There's a solution. Would you like to be a part of one of the subcommittees in the district? Well, where would I get it? It's weird. Would be the art. So there's arts district, historic district, entertainment district... Well, the historic district, definitely. And, I mean, they used to have watering troughs there that made into planters. They were all taken away. You know what the reason? 'Cause they get rusted. Excuse me? You look at Blue's Elm. They have two of them right there. Beautiful flowers and stuff growing. So they incrementally for their own convenience, take away this stuff, because it's easier for them to maintain. with the staff. And that's where I have a problem. Okay. That's true. That's good feedback. And also, also, I would like to see the, some of the events come back that have been dismissed, too. For instance, The Miracle of

the Roses. I would like to see that come back. That's great. Yeah. I like that. That's what we're here for, is to champion, and to come up with ideas, and how to structurally give ideas to the city council, and to the mayor, of the things that we want to try to accomplish. So that's exactly what I do. I see. Would you like to know you part of the one stuff? You have an answer today? No. I'd like to think about, yep, totally fun. Anyone else I miss, David? I think about it. Okay. I'm open to being kind of put somewhere, be honest with you. Okay. Like, I don't have one, I spent the last time in the entertainment district in my life, but that doesn't mean that... But you just remember those days... But yes, I've transitioned to a different part of... Now you're changing like water, right? But you know there are morphing into the older group, so you can fit back in. Exit. All right, so I'm I'm the last one. If no answer isn't okay, answer. Why don't you follow up? Yeah. Just purposely about it. Yes. Next steps will be district co leads, will hold their first working session within the next two weeks. So we will reach out to each group individually and try to schedule a specific working session for each subcommittee. Each district will host a walking tour of their district for the full task force, if they would like, within the first 30 days, that's the goal. All meeting agendas, notes, materials will be posted on the public website once it's live, and we will provide a written readout of today's meeting and proposed structure within the next week. Um, I'm proposing that we meet monthly. You know, something that's comfortable, same time of the day, will confirm the exact date and time for the full task force. Between now and the next meeting, you'll receive a full working framework document for review. District colleagues will reach out. I'll reach out to district colleagues. Sorry, to coordinate the first working sessions, and the walking tours, and District Coe's will then handle those from their own districts. If you want to be assigned to a specific group, we already talked about that. If you have thoughts you want to add, please send them to me directly. And this is a two way conversation. Obviously, I'm here to facilitate as much as I can. I can't do everything, but I'm good for everything, I can. Before I close, I want to thank each and every one of you that showed up tonight. Obviously, I think there's a lot of, uh, very intelligent people in this room, and people that know Scott so very well. And perhaps much better than me. And I think that we can accomplish some really great things, and we've talked about some things that have started to stop in the past. I don't want that to happen again with this group. I think we can actually accomplish some really good goals. Even if it's only, you know, the high level stuff that we get across the finish line, I think there have been some associations that have started in the past that ultimately end up doing some great things even after just beginning, right? So, please, I just... Does everyone agree here that we're going to do everything we can to protect the existing emergents that are down there now, especially in historic arts district? I may be sure we don't have people competing with them from the outside. Is that gonna be a strong emphasis of this group? Is that, has everybody enjoyed with that? All town, not New town,. Right. Yeah. Yeah. This what's

happened through the years, because Scottsdale has developed so far more. Every couple of years, like, like, you know, Game Ranch happened. Well, I suffered a little bit. People came back, then it was even further north, Gray Hawk, Trune, D.C. Ranch, every few years. These big developments would happen, people would drift more. Remember Truman's biggest marketing thing was... It's that degree schooler up here. And people found out that they got swingled in the hand. I understand, I agree what you're saying. I'm talking about, we don't invite outsiders into that area. I personally think it's ridiculous what's going on in the civic center area. First off, I hate what they did to it. I thought it was the best before, but secondly, I don't want, for a lack of better phrase, flea markets operating across from... Right. Our most prestigious areas of the city. I don't see any need for that. They compete with them... That was a big mistake. The city did to me. Fantacidic Plaza Ma to bring in as many iron, 40, 10 venues, to direct competition, with the height of the tourist industry... That was a bland, though. That was one of the plan. You're gonna do stuff like that, it should be the local business is given an opportunity to operate in that area for a special event, which shouldn't be all these... Why am I eye operators to come in and just travel around like gypsies? It's a very good topic, and something that, um, I think we should definitely change. So, let's... President of the tourist office, you know. It's Kevin, Kevin Burke. He's... Government Burke is a economic development. Just two years? No, new. He's new. He's three months, like, three months. Okay. It's Kevin Burke, and then you have... Well, I mean, Ray Montano's no longer there, so... That's a lot. I think they're looking for hire or something. They always like to hire 60 year olds. They found that last control... I got my shop. There's something missing. Um, in terms of execution of what we're supposed to do, because I can even think of another person, um, that really involved. Like, yeah, like on Old Town. Actually, even a couple more. So I have to leave on the 25th, which is a Monday, not coming back. I'll be back on the 31st. Oh, that's a Sunday. But, and I won't be doing any business during that time at all, really. So, um, how do you envision, like you would say, okay, so Janey, you and Paul get together, Patty, whoever else, and, uh, make a meeting and start talking about these. So there's seven things that we address, correct? Yeah, well, it's now down... Well, seven categories. Okay, so I'm confused then. So, I was looking at these, starting, if you count ABC, there are seven of those. those are the things. What we talked about yesterday was consolidating those seven down to four topics. Okay, so what? Topics, we're marketing and foot traffic, parking and access, events and district activation, streetscape, safety, cleanliness. Those were the four things that we talked about history of being the most important items. Okay, so they're not specifically called out here. No. So all is sick, okay? So... And all fall in love... Okay, but the things. Okay, yeah. So, so is that... Because I'm just asking for life and action, and I'm like, what would you expect for me to do? Next steps, the subcommittee will meet, and basically go through these things and try to schedule some sort of plan to do a walk through in their district.

They walk through?. Let's make sure we do that at 3 o'clock in the afternoon. Yeah, really. Wait, does everybody want down outside? I just got a now. So, the district colleagues will hold their first meeting working sessions, hopefully within the next two weeks. Oh, you were serious for us, too. What's a three piece? Each district... Wait. Sorry. Hold on, hold on one second. All right, so we're going to do a what? What's our number one thing? Is a... So first working session with it in the next two, three weeks. Okay. So get together with each subcommittee, and do a working session with the next two or three weeks. Just my subcommittee, though. I don't have to meet with the other ones. Correct. Okay. And well, you're gonna talk through those four topics just for your district. Instead of doing the topics, spanning, like, we talked about, for all the districts, we're gonna talk about just for your district. The second piece to that is do a walking tour of your district with the full task force. So you're going to be planning a walkthrough of your district for the full task force. So come up with a plan with your subcommittee, with those four topics, then schedule a walk tour with the whole district and go over your plan. Okay. And then the whole task force will say, Hey, this is great. You know, this is fantastic. We love this, we love that. We disagree with this, et cetera, et cetera. How long do you see that walk? Like, an hour? Yeah, I mean, it doesn't matter. Okay. It can be quick, it can be something concise, something that makes sense and timely for everyone and makes, you know, makes it worth their time. Okay, and so here's another question. So we don't leave anybody out. Like, when I think Old Town, I think, you know, my corner. Right. And the three couple streets. But I know it's bigger than that. So what area, exactly, are we responsible for? You know, in old historical town? Historic? That's the defined area. This is like the map. So your specific district? Is that what you're asking? Yeah, because that's... That's brown... Gustavo Road... Ground those north sides. No, no, no, no, it's the ground to scotta rose, and then the Indians, too, would you Osborne? So I can send out, like, a district for district map. Yeah, that's a good idea. Sure. Yeah, 'cause I don't know, really, exactly. Right, I mean, Indian school in Scottsdale is essentially... I dont know off the top of my list. Oh, Scott. I just have to research it. Yeah we're not. Now, here's the thing, though. So that's the southeast quarter, right? So that includes the civic center. And I'm just saying that if you want to do quadrants, that includes civic center. Okay, so that's good. That's good for us, because we can... Yeah, so then after that, all reading agendas, notes, materials, send back after that walking tour, basically do a recap, and then we will consolidate everything together in a summary after that walking tour, each district, and then come up with some of the overall consensus items that then we want to push forward to the city council and staff. Oh. So, sorry, city council getting there. Okay, so working session within, in the next 2 or 3 weeks with our group, a walkthrough schedule that with full task force, address 4 topics within our district. So, but then we should probably, to be thorough, is if we get the map of what our district is, shouldn't we visit every single business there and also talk to? At 3:00 p.m. in the

afternoon. Three, now you're gonna come make a call and see if they can be there at 6 a.m. But shouldn't we go make contact with all of them, say, here's what's going on, you know, what's good, what's bad, what do you want, what do you not want? I think that... It's going to be around for us to be a little bit more concise and not, um, overextend ourselves to a point where we get so many pieces of data input. Okay. Did it become saturated, right? Because... When you get too much data input, that's when all of a sudden things just become everything, you know, excuse my language, but, you know, everything gets thrown at the wall, nothing sticks. Okay, that's fine. I agree with that. And I don't need it now. Yeah, by the way, there is a, there's a keen study that was done about four or five months ago, that they, they, well, they, they serve, they surveyed about 150 old conversions. It's a thick study, you know. I mean, I'm just saying that the survey was already done. And surveys, as you know, it's, you know, random sandwich, you know, with everyone. It's 55% rotten, random sample. Okay. That exists, right? I'm glad we could swim, so I'm not gonna ask everybody. So then, within the next three days, all of us, as a task... Just ask myself. All of us as task force will meet again within the next 30 days. Hopefully, the subcommittee will have some, um... some agenda items in that task force meeting, then we can all talk about. That's kind of the... Just glad I forget. I thought you said the sub code, you got immersed in, but it's all this task force. It is. It's all one. It's all one that... There is no... There's no scary... I know. When I say subcommittee, I mean the district. Oh. Not the... Right, right. Um, what do we need to get done by the next meeting? So each subcommittee needs to meet with their district, cochairs, the leads, and do a walking tour and come up with their plan of action for their specific district. And then in the next task meeting, we will sit down and discuss all of those. You need a report, basically. I mean, it doesn't necessarily need to be reported, but it can be, you know, just a summary of... So who's on the artist? Many of French, those three people, me, French, and... arts history. It's just French and you. That's right. And... Campbell... Are we understand?. You were talking average? Can you give me your phone number? Yeah, Jimmy. Jimmy. Where you want to go, right? Anywhere. Yeah, I'll reach them, but. Yeah, I am. So then... But I'm also on the subcommittee. of what, marketing? Emails, books. No, so... No, there is not. It just doesn't exist together. So, we got rid of all of that, because we... And... Or even... Senses yesterday was basically, like, Why are we looking at this for all the districts? Like, we don't have, you know, anything to do with this district over here, so let's focus on our specific districts. So ancient... come up with what they think. All the opportunities. Correct. Absolutely. What's bad, what's good? Basically, those four topics we talked about, walkability, all of a sudden we talked about, right? The events, all that sort of thing. I mean, it's gonna email us out from everybody. Yeah, so what you're asking for, what he's asking for. All right, I'm gonna email that to you. Well, hold on a second. I have a question. Can you put the city, Jordan, and just beat you? Okay, Karen. On ice, they can't do any more projects. No more street projects, no more.

We're doing it. We can't do that. Because why? Because look, I know exactly what Patty's talking about. Or because they're not gonna hold those. Oh wait, they're those to us in old town. And they took all those wooden benches. I kept ours because we bought a couple, so there's a long story, but I have our wooden ones. Good And they put in the most ugly thing that you could find any place in the world. Yes. We fought with them and fought with them and fought with them. They wanted to put in that any place in the world, metal, trash can, any place in the world, grotesque metal bench that nobody's gonna sit on. Certainly not any women with nylons on or anything like that. They're horrible. What was the update of the character? Right. It was a home losing. It was so homeless to, like, bar block, homeless all over those bend. Yeah, and some benches weren't even replaced. And if you go to, like, socialist countries, you'll see there's, like, no vengeance. There's no places to sit. You just have to sit. So it's like a push in that direction. So, but that just, they just showed those. So, like, I said, you guys are in trouble over there with them trying to mess with you straight. So if there's anything on it happening now, can it just not happen for nine days? There's nothing in the worst. Not candidates have... And these are the kind of things we can recommend to the city That's what this is doing. You write that stuff down. That's one of the recommendations that you give to the city. So the downtown character plan is what we're talking about. That was changed about, or that was updated in about eight months, maybe a year, year and a half ago. I think it was Ortega who did it. Yeah, it was an old time character. Wait, David Ortega? Yes, dated. And, and I don't think anything is, is in the works currently in that regard. That's right. The copy is owning, it's really a zoning, aspirational background. Yes. So... Yeah. So it takes a little bit more than just a specific thing. Let's do a, like, I think it takes more, like, a character of land change to do something, to do things like that, and talk about. So I don't think anything's gonna happen in the next 90 days, is my point. I think we have a real opportunity here to make some real change, and to do things that are not only protective of the Scottsdale character, but the city itself, the downtown, as well as the businesses in the district. So, um, if I don't have any other topics, I would go to move to adjourn if I'm not okay with that. And it, uh, flows your head? Yeah, you can. All in favorite? All right, all right, all right. You a drink. Thank you very much. Otherwise, I could live in this room. Exactly. There's a pool table, right?