

2026 Scottsdale City Council Questionnaire

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Years in Scottsdale: Dec 2024 from PV



Motivation, Values, and Governance

Why are you seeking election to Scottsdale City Council?

I believe our city deserves leadership that truly puts residents first. As a business owner and mother, I understand the real challenges families and small businesses face. I'm running to bring accountability, transparency, and common-sense decision-making back to City Hall—focused on protecting Scottsdale's character, supporting local businesses, and ensuring smart, responsible growth.

If elected, what would you most like to accomplish during your term?

If elected, I want to accomplish three things:
First, bring real transparency and accountability back to city government, restoring trust between residents and City Hall. Second, protect Scottsdale from overdevelopment by ensuring growth is thoughtful and aligned with what residents actually want.
And third, strengthen our local economy by supporting small businesses and ensuring our current attractions and tourism destinations continue to thrive and drive revenue.

Are there any matters that may reasonably come before the City Council in which you would have a potential conflict of interest? If yes, please describe it generally.

I am not aware of any specific matters that would present a conflict of interest. However, as a business owner, I understand that situations may arise. If they do, I will fully comply with all Arizona conflict-of-interest laws by disclosing any potential conflict and recusing myself from discussion or votes where appropriate. Maintaining integrity and public trust is a top priority.

Governing documents you have reviewed in preparation for your candidacy:

Scottsdale City Charter, Scottsdale General Plan 2035, Scottsdale Character Area Plans, Transportation Plan, Tourism Strategic Plan 2023, Westworld Strategic Plan

Processes: Created, Improved, Reduced, or Eliminated

Please address which City of Scottsdale (COS) or citizen processes you believe should fall into the following categories.

A more transparent, user-friendly system for residents to track city decisions, development proposals, and spending in real time. Residents should be able to easily access information, submit feedback, and understand how decisions are made.

Bring back the people voice to City Hall and move speaking back instead of making residents wait hours to talk. Improve communication between City Hall and residents by simplifying public input processes and ensuring feedback is actually considered. Streamline permitting and licensing processes to better support small businesses and reduce unnecessary delays.

End the City Council in-Reduce bureaucratic red tape that slows down responsible development and burdens local businesses. Cut down on excessive or duplicative regulations that do not add clear value to residents or public safety.

Eliminate processes that lack transparency or allow decisions to be influenced without clear public input. Any policies or practices that prioritize special interests over residents should be removed.

Conflict Resolution

When faced with disagreement among City Council members, what approach would you take to encourage productive discussion and reach effective outcomes?

When disagreements arise, I believe it's critical to stay focused on the shared goal—what is best for Scottsdale residents. I would encourage respectful, fact-based discussion, actively listen to differing perspectives, and work to find common ground. My approach is to keep conversations solution-oriented, not personal, and to move toward decisions that are practical, data-driven, and in the best interest of the community.

Vision, Community, and Quality of Life

Vision for Scottsdale

What is your long-term vision for Scottsdale over the next 10–20 years?

My vision for Scottsdale over the next 10–20 years is to protect our character, strengthen our economy, support public safety, and keep Scottsdale one of the best places in the country to live and raise a family. We can embrace smart growth and new opportunities without losing what makes our city special. I want a Scottsdale that is safe, thriving, financially responsible, and always guided by the residents—not political agendas.

Community Engagement

How will you engage with residents and neighborhoods before making policy decisions?

I will engage residents early and often—through neighborhood meetings, accessible communication, advisory groups, and direct outreach—so their voices shape decisions before they're made. My commitment is transparency, accessibility, and real collaboration, ensuring policies reflect the needs of the people who live here.

Public Safety & Neighborhood Quality of Life

What actions would you prioritize to improve public safety and neighborhood quality of life citywide?

Noise Management and Enforcement

Noise management and enforcement have been ongoing concerns in certain areas of Scottsdale, including high-activity and entertainment districts. What is your approach to balancing vibrant activity areas with improved enforcement of existing and future noise standards to protect nearby neighborhoods?

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Growth, Land Use, and Housing

Key Issues for City Council

What do you see as the three most important issues currently facing the City Council?

Protect our character, ensure safety and water security, and restore trust in City Hall.

Key Issues for Residents

What do you see as the three most important issues currently facing the City Council?

Protect our character, ensure safety and water security, and restore trust in City Hall

Land Use and Zoning Framework

How should the General Plan guide rezoning and land use decisions?

Land and Zoning Framework

Under what circumstances, if any, do you support increases/decreases in building height or density?

Rural and Low-Density Areas

How should Scottsdale approach rezoning requests affecting rural or low-density areas?

I support thoughtful, case-by-case increases only where infrastructure, water, and community support exist—and I will push back where development harms neighborhoods or quality of life.

Conditional Zoning and Enforcement

What is your view on conditional zoning approvals and compliance enforcement?

I support them when they are used responsibly to protect neighborhoods and ensure projects meet clear standards.

Conditional Zoning and Enforcement

Under what conditions should approvals be modified or revoked by City Council action, or allowed to expire?

I support modifying, revoking, or allowing approvals to expire under clear, fair conditions:

Conditional Zoning and Enforcement

How would you achieve improved code enforcement?

Consistent enforcement, faster response times, stronger penalties for repeat offenders, and full transparency—so residents know the rules are being upheld

Major Redevelopment Projects

What principles should guide City Council decisions on large-scale redevelopment projects that significantly affect surrounding neighborhoods or infrastructure?

Neighborhood compatibility, infrastructure readiness, real community benefit, fiscal responsibility, and full transparency—every time.

Housing Affordability and Workforce Housing

What role, if any, should the city play in addressing housing affordability for workforce residents?

Streamline regulations, incentivize workforce housing in appropriate areas, partner with the private sector, and protect neighborhoods—without overregulation or taxpayer risk.

Economy, Infrastructure, and City Operations

Water Sustainability

Following the shift from the 2024 Sustainability Plan to the current Sustainability Task Force, what is your vision for Scottsdale's long-term water resiliency? Specifically, how would you prioritize competing needs such as the expansion of the **Advanced Water Treatment facility** for direct potable reuse, **continued aquifer 'banking'**, and community-facing incentives like **turf removal rebates**?

My vision for Scottsdale's long-term water resiliency is to treat water as a core public-safety and growth issue, not just an environmental talking point. After the 2025 council action repealed the prior Sustainability Plan and directed creation of a Sustainability Task Force focused on long-term fiscal, population, and conservation needs, I would push for a water strategy that is measurable, practical, and tied to Scottsdale's real infrastructure and supply picture.

Transportation and Infrastructure

What priorities should guide updates to the Transportation Master Plan?

Reduce congestion, improve safety, maintain infrastructure, and ensure transportation keeps pace with growth—without sacrificing neighborhood quality of life

Transportation and Infrastructure

How should parking needs be addressed, particularly in high-activity areas?

Require realistic, data-driven parking for new developments, protect neighborhoods from spillover, invest in smart capacity, and enforce consistently—so high-activity areas remain accessible, efficient, and resident-friendly.

Entertainment and Activity Districts

What considerations should guide the creation, regulation, and ongoing oversight of entertainment or special activity districts?

Require realistic, data-driven parking for new developments, protect neighborhoods from spillover, invest in smart capacity, and enforce consistently—so high-activity areas remain accessible, efficient, and resident-friendly.

Short-Term Rentals and Neighborhood Impacts

What tools should cities have to manage short-term rentals and mitigate neighborhood impacts?

Short-term rentals can coexist with neighborhoods—but only with clear rules, accountability, and consistent enforcement.

Economic Development and Tourism

What role should the City Council and city administration play in economic development partnerships, tourism promotion, and cultural investments?

The City's role is to lead with vision, partner wisely, invest responsibly, and hold every initiative accountable—so economic growth, tourism, and culture all strengthen Scottsdale without compromising its character.

Fiscal Policy and Accountability

Fiscal Sustainability

Fiscal sustainability is often debated but rarely defined. To understand your approach to the city's long-term financial health:

How do you personally define "Fiscal Sustainability" for the City of Scottsdale?

Living within our means, planning for the long term, and making responsible decisions so Scottsdale stays financially strong without shifting burdens to future residents.

What priority level should the Council assign to sustainability versus immediate community needs?

This shouldn't be an either/or choice—long-term sustainability and immediate community needs should be aligned, not competing. Prioritize immediate needs like safety and infrastructure—while integrating practical, cost-effective sustainability into every long-term decision.

What specific actions would you take to ensure the Council remains focused on these principles during the budget process?

Set clear priorities, require measurable results, increase transparency, and enforce accountability—so every dollar supports safety, infrastructure, and long-term sustainability.

Revenue and Expenditures

The city must constantly balance its income sources with its service obligations.

What specific principles should guide your decisions to create, increase, or eliminate city revenue sources (e.g., taxes, fees, or bonds)?

Revenue decisions should be justified, transparent, fair, and tied to real needs—while protecting Scottsdale's long-term financial health. Only raise revenue when necessary, ensure fairness and transparency, prioritize efficiency first, and use debt responsibly—so Scottsdale stays financially strong without overburdening residents.

How would you prioritize spending when city revenues exceed expectations versus when they fall short?

Whether revenues are up or down, the goal is the same: stay disciplined, prioritize essentials, and protect Scottsdale's long-term financial health.
When revenues are high: save, invest in infrastructure, and avoid new ongoing costs.
When revenues are low: protect core services, cut non-essentials, and use reserves carefully

Departmental Performance and Accountability

Defining a budget is only the first step; ensuring those funds are used effectively is the second. How would you improve transparency and performance measurement across city departments?

Transparency isn't just about sharing information—it's about showing results and holding government accountable for them. Set clear metrics, make performance public, tie funding to results, and hold departments accountable—so residents can see exactly how their tax dollars are working.

What metrics or "red flags" would you look for to determine if a department is being held accountable for its spending and results?

If a department can't clearly show what it set out to do, what it spent, and what it delivered, that's a problem. Track results vs. goals, spending vs. budget, and resident outcomes—and watch for overruns, delays, vague metrics, and declining performance as key red flags.

Regional and State Relations

Representing Scottsdale at the State Level

Cities do not control state legislation, but they are often affected by it. How would you approach working with state legislators and regional partners to communicate Scottsdale's interests and concerns on state-level issues that impact the city?

Be proactive, build strong relationships, advocate for local control, and work collaboratively—so Scottsdale's voice is heard and respected at every level. Build relationships, advocate early, partner regionally, and use data-driven solutions to protect Scottsdale's interests and local control at the state level.

Civic Leadership & Final Insights

Please list organizations, civic volunteer involvement, and any Scottsdale boards, commissions, or task forces you have served on, including the year(s).

I have been actively involved in the Scottsdale community through my work as a local business owner, employer, and supporter of civic and charitable initiatives. At this time, my experience is primarily from

the private sector and community engagement rather than formal service on city boards or commissions. However, that perspective is valuable—I bring real-world experience, operational accountability, and a results-driven mindset that complements traditional government backgrounds.

Additional Comments

Please share any additional information you believe would help voters better understand your approach to city government leadership.

I bring real-world experience, a results-driven mindset, and a commitment to transparency, fiscal responsibility, and putting residents first—because Scottsdale deserves leadership that delivers, not just promises.