

COGS Digital Performance & Governance Report

STRATEGIC TREND INDEX & CITY COUNCIL TRACKING

July 2026

Coalition of Greater Scottsdale (www.coalitionofgreater Scottsdale.org)

***Mission:** "Advocating for consistent land use planning and protecting our unique quality of life through research, outreach, and advocacy."*

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2. CAPITAL IMPROVEMENT PROJECTS (CIP)

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Aviation Upgrades (Scottsdale Airport Master Plan)

- [June 23, 2026 — Work Study Item 1: Scottsdale Airport Master Plan \[01:39:03\]](#)

3. LAND USE & ZONING

In-Lieu Parking Scrutiny (Old Town parking credits)

- [February 10, 2026 — Item 3 & 5: Old Town Tavern Liquor License & Bar Use Permits \[00:17:21\]](#)

Short-Term Rental Crackdown (Event center definition)

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Rigorous Bar Permit Vetting (Noise limits & stipulations)

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JANUARY 2026

January 7, 2026

[Item 2 / Downtown Task Force Creation (Resolution No. 13583)]

Video Timecode: [02:06:21] | **Outcome / Vote:** Failed (Alternate motion failed 5-2)

Summary:

The creation of a 15-member Downtown Task Force was proposed to provide recommendations on improving the Downtown Character Area Plan and marketing efforts.

Council Discussion & Positions:

Mayor Borowsky supported a 15-member body to enhance resident and merchant input. Councilwoman McAllen introduced an alternate motion to reduce the task force to 7 members and expand qualifications to include Old Town residents. **Councilwoman Whitehead strongly opposed the task force as written**, arguing it would broadly undo voter-approved work on the General Plan and years of community input. **Councilwoman Dubauskas and Councilwoman Littlefield both opposed creating the task force**, characterizing it as an unnecessary layer of bureaucracy when city staff and existing tourism commissions are already handling these tasks.

Vote Breakdown: For: Borowsky, McAllen / Against: Kwasman, Dubauskas, Graham, Littlefield, Whitehead.

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[Item 3 / Future Action on Downtown Parking Solutions]

Video Timecode: [02:34:42] | **Outcome / Vote:** Failed (Motion failed 4-3)

Summary:

A proposal directing the City Manager to agendize a future discussion regarding actions on downtown parking solutions and a new parking study.

Council Discussion & Positions:

Mayor Borowsky moved to agendize the updated parking study, stating that current data is necessary since the last study was completed in 2015. Councilwoman Whitehead seconded the motion, explicitly supporting the inclusion of a parking study.

Vote Breakdown: For: Borowsky, McAllen, Whitehead / Against: Kwasman, Dubauskas, Graham, Littlefield.

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[Item 18 / FY 2024/25 Annual Financial Audit]

Video Timecode: [00:21:12] | **Outcome / Vote:** Passed (The audit was accepted 7-0)

Summary:

The item involved accepting the city's annual comprehensive financial reports, submitted by external auditor Heinfeld, Meech & Co.. The audit yielded a clean opinion with no material weaknesses or significant deficiencies in internal controls.

Council Discussion & Positions:

Acting City Auditor Lai Cluff and Brittney Williams presented the findings. No major council debate occurred.

Vote Breakdown: For: Borowsky, Kwasman, Dubauskas, Graham, Littlefield, McAllen, Whitehead.

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[Item 19 / 2026 State Legislative Session Update]

Video Timecode: [00:27:15] | **Outcome / Vote:** Presentation only; no formal vote taken

Summary:

An overview of the state legislative environment, noting a flat state budget, water allocation disputes, housing affordability, and short-term rental challenges.

Council Discussion & Positions:

Councilman Graham expressed concern over state actions stripping local control and housing preemption, and inquired about the forecasting accuracy of the Joint Legislative Budget Committee. **Vice Mayor Kwasman suggested the city could adopt responsible spending limits** tied to prior year revenue, inflation, and population growth.

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[Item 20 / Amending 2020 Rules of Council Procedure (Resolution No. 13584)]

Video Timecode: [00:46:41] | **Outcome / Vote:** Passed (An alternate motion passed 4-3)

Summary:

Two rule changes were proposed: allowing the City Clerk to administratively cancel meetings if four councilmembers give advance notice of absence, and creating an optional "Councilmember Reports" period before adjournment.

Council Discussion & Positions:

Councilwoman Whitehead vehemently opposed the meeting cancellation rule, stating it would allow four councilmembers to evade tough subjects and effectively shut down government. **Vice Mayor Kwasman supported the changes**, arguing they bring transparency to meeting cancellations and provide a positive venue to showcase community achievements. **Mayor Borowsky opposed both initiatives**, viewing them as "solutions in search of a problem" and an attempt to chip away at the Mayor's traditional role. **Councilman Graham supported the changes as thoughtful refinements** to standard procedures.

Vote Breakdown: For: Kwasman, Dubauskas, Graham, Littlefield / Against: Borowsky, McAllen, Whitehead.

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[Item 22 / Old Town Scottsdale Advertising, Marketing and P.R. Services Contract]

Video Timecode: [02:10:40] | **Outcome / Vote:** Passed an alternate motion to Take No Action (4-3)

Summary:

A request to agendaize a discussion on the recently denied Old Town marketing contract to clarify misinformation and evaluate options.

Council Discussion & Positions:

Councilwoman Whitehead requested the item to allow the winning agency (James Agency) to address misinformation that surfaced when their contract was originally denied. **Councilman Graham pushed back**, stating the previous contract funneled too much bed tax money to administrative overhead, and preferred allowing the city's internal tourism department to run the marketing effort. **Councilwoman McAllen argued the marketing professionals were not given a chance to defend themselves** and doubted city staff had the capacity to absorb the work.

Vote Breakdown: For: Kwasman, Dubauskas, Graham, Littlefield / Against: Borowsky, McAllen, Whitehead.

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January 27, 2026

[Item 10 / Western Spirit Museum Marketing Funding Agreement (Resolution No. 13580)]

Video Timecode: [Not available] | **Outcome / Vote:** Passed (The conditional motion passed 6-1)

Summary:

Approval of a \$90,000 funding agreement from the Tourism Development Fund for marketing the grand opening of the Louis Sands IV Center expansion at the Museum of the West.

Council Discussion & Positions:

Councilman Graham moved to adopt the resolution with strict conditions, requiring staff to report back to the Council on how funds were allocated, key performance indicators, return on investment, and economic impact. **Councilwoman Whitehead seconded the conditional motion.**

Vote Breakdown: For: Kwasman, Dubauskas, Graham, Littlefield, McAllen, Whitehead / Against: Borowsky.

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FEBRUARY 2026

February 10, 2026

[Item 3 & 5 / Old Town Tavern Liquor License & Bar Use Permits (5-UP-2025, 6-UP-2025, 1-IP-2025)]

Video Timecode: [00:17:21] | **Outcome / Vote:** Continued (Passed unanimously)

Summary:

An application to transfer the Old Town Tavern's operations to an adjacent, larger suite while securing a Series 6 bar license, live entertainment permits, and required in-lieu parking credits (41 spaces).

Council Discussion & Positions:

Councilman Graham heavily criticized the application and the city's in-lieu parking program, calling it a "phantom solution" that sells virtual parking spaces to an already saturated area lacking infrastructure. **Councilwoman McAllen acknowledged that the in-lieu parking program needs an independent study**, but noted the tavern is an existing business simply moving next door. **Councilwoman Whitehead supported continuing the item** to gather more details without putting the tavern out of business.

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[Item 11 / Appointment to the Public Safety Personnel Retirement System Police and Fire Boards]

Video Timecode: [01:49:27] | **Outcome / Vote:** Passed (7-0)

Summary:

The Mayor requested approval for the appointment of Monica Boyd as the Head of the Merit System appointee for the PSPRS boards.

Council Discussion & Positions:

Mayor Borowsky moved to reappoint Monica Boyd, and Councilwoman Whitehead seconded.

Vote Breakdown: For: Borowsky, Kwasman, Dubauskas, Graham, Littlefield, McAllen, Whitehead.

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[Work Study Item 1 / Tourism & Events Strategic Plan Updates]

Video Timecode: [02:01:31] | **Outcome / Vote:** Staff directed to summarize feedback; no formal vote taken

Summary:

Staff solicited input on updating the city's Tourism & Events Strategic Plan, proposing a \$100,000 budget to either perform a light internal rewrite or hire consultants to structure new key performance indicators.

Council Discussion & Positions:

Councilman Graham stressed the plan needs a focused refinement, not a total rewrite, and urged staff to skip expensive external consultants. **Councilwoman Dubauskas requested the plan focus heavily on the off-season and shoulder seasons,** as well as tracking parking availability for visitors. **Mayor Borowsky emphasized creating "amazing experiences"** by improving walkability in Old Town and floated the idea of a major country music festival.

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February 24, 2026

[Item 3 / Alpio's at Troon Event Center Bar Conditional Use Permit (7-UP-2025)]

Video Timecode: [00:28:48] | **Outcome / Vote:** Continued (Passed 6-0)

Summary:

A conditional use permit request for a bar at the Alpio's at Troon facility, located within an environmentally sensitive land overlay. The applicant stated it would only be used for private, indoor events ending by 10 p.m..

Council Discussion & Positions:

Councilman Graham heavily questioned the applicant regarding their parking compliance, pointing out they were relying on the entire complex's parking allocation for one building. **Councilwoman McAllen moved to continue the item** so the applicant could clarify occupancy, noise, and time limitations. **Councilwoman Dubauskas recused herself** due to a conflict of interest.

Vote Breakdown: For: Borowsky, Kwasman, Graham, Littlefield, McAllen, Whitehead / Recused: Dubauskas.

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[Item 14 / 2026 State Legislative Session Update]

Video Timecode: [01:20:50] | **Outcome / Vote:** Presentation only; no formal vote taken

Summary:

Staff and lobbyists provided an update on state bills, focusing heavily on short-term rentals, zoning preemption, and photo radar.

Council Discussion & Positions:

Councilwoman Dubauskas asked for an update on state bills related to public school closures and how affordable housing regulations might immediately apply to those sites. Lobbyist Marc Osborn noted that while some preemptive zoning bills died in committee, short-term rental reform had stalled.

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[Item 15 / Scottsdale Arts Management Services Agreement]

Video Timecode: [01:46:32] | **Outcome / Vote:** Passed (The alternate motion carried 7-0)

Summary:

A new five-year Management Services Agreement and a \$6.29 million Financial Participation Agreement with Scottsdale Arts, structured to introduce strict KPIs following an auditor's review.

Council Discussion & Positions:

Councilwoman Dubauskas made an alternate motion to heavily amend the contract, requiring paid attendance metrics to exceed the prior year, reducing the term from five years to three years, and mandating a councilmember be placed on the Scottsdale Arts board. **Councilwoman Whitehead strongly opposed the amendments**, arguing that judging success strictly on paid attendance ignores the core mission of providing free arts education, and that a shorter term makes event booking highly inefficient. **Councilman Graham defended Dubauskas's amendments as "extremely pro-transparency and extremely pro-taxpayer friendly"**. **Councilwoman Littlefield offered a friendly amendment** allowing the Mayor to appoint the board member rather than the council majority.

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[Work Study Item 1 / WestWorld Strategic Plan]

Video Timecode: [03:06:53] | **Outcome / Vote:** Presentation and discussion only

Summary:

Review of an operational strategic plan for the WestWorld facility, focusing on optimizing events and maximizing statewide economic impact.

Council Discussion & Positions:

Councilman Graham questioned how the city measures the acceptable financial loss of running the facility relative to the economic activity it generates for the general fund. He also debated the methodology used to calculate direct profit and loss, insisting that depreciation and indirect costs be factored in.

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MARCH 2026

March 3, 2026

[Item 5 / City's Proposed Fiscal Year 2026/27 Rates and Fees]

Video Timecode: [00:36:31] | **Outcome / Vote:** Direction given to proceed with posting compliance; no formal vote taken

Summary:

A presentation on the proposed city rate and fee hikes for the upcoming fiscal year, heavily focusing on a 4.5% water rate increase plus a 1% "source and supply" fee, and a 5% solid waste rate increase.

Council Discussion & Positions:

Councilwoman Dubauskas challenged a minor fee increase for commercial photography permits in the Preserve, arguing that raising it from \$5 to \$7 felt like "nickeling and diming". **Councilman Graham** agreed with Dubauskas, suggesting the city abandon the hike. **Councilwoman Whitehead** also stated she no longer supported the fee change.

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March 24, 2026

[Item 14 / Comprehensive Financial Policies Annual Review and Adoption (Resolution No. 13608)]

Video Timecode: [00:23:46] | **Outcome / Vote:** Passed (The resolution was adopted 7-0)

Summary:

Adoption of the city's formal comprehensive financial policies for FY 2026/27.

Council Discussion & Positions:

Councilman Graham questioned a loophole in the policy requiring City Council to be notified of project cost overruns, pointing out that the policy required the overrun to be both greater than 10% *and* exceed \$1 million, which could obscure large but proportional overruns. **Councilwoman Dubauskas** praised the city manager's "Tiger Team" for heavily vetting capital projects before they hit the budget. **Councilwoman McAllen** moved to adopt the resolution, seconded by Councilwoman Whitehead.

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[Item 15 / Agendize Item Regarding City Attorney Appointment and Employment Contract]

Video Timecode: [01:15:14] | **Outcome / Vote:** Passed (The motion to agendize carried 7-0)

Summary:

A motion to agendize the permanent appointment and employment contract for Interim City Attorney Luis Santaella.

Council Discussion & Positions:

Vice Mayor Kwasman brought the item forward, heavily praising Santaella for overhauling ethics codes and navigating complex litigation.

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APRIL 2026

April 14, 2026

[Item 12 / 2026 State Legislative Session Update]

Video Timecode: [00:14:56] | **Outcome / Vote:** Presentation only; no formal vote taken

Summary:

A legislative update from city lobbyists focusing on the stalling of short-term rental bills, public meeting notice reforms, and preemptive zoning legislation.

Council Discussion & Positions:

Vice Mayor Kwasman explicitly noted his disagreement with the city's official stance on mobile food vendor regulations, stating he opposes restrictive food truck licensing because "free markets are the best path toward a prosperous society". Councilwoman Whitehead requested an update specifically on short-term rentals and ADU legislation.

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[Item 13 / Design Build Manager Construction Contract for Bond 2019 Project 63 - Old Town Parking Structure (Resolution No. 13635)]

Video Timecode: [00:37:55] | Outcome / Vote: Passed 5-2

Summary:

Adoption of a \$3.82 million contract for Phase One construction (early procurement and demolition) to add two levels to the Brown Avenue parking structure in Old Town.

Council Discussion & Positions:

Vice Mayor Kwasman heavily supported the contract, warning that without building infrastructure now, the city's inevitable population growth would create an impossible parking cliff. **Mayor Borowsky staunchly opposed the contract**, arguing that the garage will degrade the historic charm of Old Town and is being rushed forward based on outdated 2015 parking data. **Councilman Graham defended the project**, framing opposition as political campaign rhetoric and arguing the project was a compromise previously approved by voters.

Vote Breakdown: For: Kwasman, Dubauskas, Graham, Littlefield, McAllen / Against: Borowsky, Whitehead.

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April 28, 2026

[Item 1 / Oasis Café Conditional Use Permit (7-UP-2016#2)]

Video Timecode: [00:09:41] | Outcome / Vote: Passed 7-0 with modified stipulation

Summary:

Expansion of a bar/lounge to include an additional 1,863 square feet of indoor area and a new 200-square-foot outdoor patio.

Council Discussion & Positions:

Mayor Borowsky pulled the item to ensure that hookah smoking would be explicitly prohibited on the new outdoor patio. The applicant agreed to memorialize the prohibition of hookah on the patio.

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[Item 16 / Public Hearing on CDBG Program FY 2026/27 Annual Action Plan (Resolution No. 13616)]

Video Timecode: [00:22:04] | **Outcome / Vote:** Passed (The resolution was adopted 7-0)

Summary:

Adoption of the city's annual action plan allocating over \$1 million in Community Development Block Grant (CDBG) funds toward public services, housing rehab, and homeless shelters.

Council Discussion & Positions:

Councilwoman Whitehead praised the block grant work, noting the funds provide critical roof and AC repairs for residents. **Councilwoman McAllen** moved to adopt the resolution.

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[Work Study / City Boards and Commissions Processes]

Video Timecode: [01:22:28] | **Outcome / Vote:** Direction given to draft code revisions; no formal vote taken

Summary:

Staff sought council feedback on overhauling board and commission processes, including the frequency of annual presentations and the protocol for amending bylaws.

Council Discussion & Positions:

Vice Mayor Kwasman proposed standardizing bylaws for all commissions and having the City Council ratify those standard rules. He also suggested hosting biannual special meetings dedicated solely to hearing board presentations rather than stacking them onto late-night regular meetings. **Councilman Graham** agreed with standardizing the bylaws, emphasizing that commissions serve the City Council, which is ultimately accountable to the voters.

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May 5, 2026

[Item 3 / Proposed Fiscal Year (FY) 2026-27 Operating Budget and Capital Improvement Plan (Work Study)]

Video Timecode: [00:18:40] | **Outcome / Vote:** Presentation and discussion only

Summary:

A high-level presentation of the city's \$2.1 billion proposed budget, which decreased overall spending by 3.8% while adding funds for police, fire, and a massive road repaving push. The CIP stripped dedicated funding for the Advanced Purified Recycled Water (APRW) facility and Bartlett Dam, putting \$100M into a nebulous "source and supply" bucket.

Council Discussion & Positions:

Councilwoman Whitehead ruthlessly criticized the budget for completely defunding the city's voter-approved water strategic plan, accusing the city manager of kicking the can down the road and risking massive future spikes in water rates. **Councilman Graham defended the budget's fiscal restraint**, arguing that the removal of outdated "zombie projects" and the allocation of \$45 million for critical road reconstruction was exactly what the city needed. **Councilwoman Dubauskas lauded the \$85 million reduction in the budget** as "incredible money management".

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[Work Study Item 2 / Quarterly Financial Update & Budget Review Commission Recommendations]

Video Timecode: [03:40:36] | **Outcome / Vote:** City Attorney directed to draft a formal resolution; no formal vote taken

Summary:

The citizen-led Budget Review Commission (BRC) presented their budget recommendations, demanding that the city track the true costs of the APRW program and restore a feasibility study for the Granite Reef Senior Center.

Council Discussion & Positions:

Mayor Borowsky agreed heavily with the BRC, advocating to look closer at the advanced purification system's removal and the structural sales tax reviews. **Councilwoman Dubauskas suggested the BRC investigate the city's revenue projection methodology** to see if tax relief could be offered to residents.

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[Item 23 / Public Hearing on and Adoption of Proposed FY 2026/27 Budget (Ordinances 4710 and 4711)]

Video Timecode: [00:09:27] | **Outcome / Vote:** Passed (Ordinances 4710 and 4711 were adopted 6-1)

Summary:

The formal public hearing and adoption of the tentative \$2.1 billion FY 2026/27 budget.

Council Discussion & Positions:

Councilwoman Whitehead continued her fierce opposition to the budget's handling of water infrastructure, warning that stripping the CIP of specific project funding directly violates the city's adopted water policy and risks permanent damage to the city. **Councilman Graham rebuked Whitehead's concerns as "performative" and "fearmongering,"** insisting the budget correctly prioritizes realistic contingencies, public safety, and road repair. **Vice Mayor Kwasman enthusiastically supported the budget** for returning the city to fiscally conservative basics and ensuring top-tier pay for police and fire.

Vote Breakdown: For: Borowsky, Kwasman, Dubauskas, Graham, Littlefield, Whitehead / Against: McAllen.

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[Item 24 / Public Hearing on and Adoption of Fiscal Year 2026/27 Rates and Fees]

Video Timecode: [00:54:19] | **Outcome / Vote:** Passed 7-0 with Kwasman's amendment

Summary:

Adoption of the city's updated rates and fees, prominently featuring a 4.5% water rate increase, a 1% water source/supply fee, and a debate over fees at the McCormick-Stillman Railroad Park.

Council Discussion & Positions:

Vice Mayor Kwasman amended the fee schedule for the Railroad Park, establishing a seasonal flat fee of \$3 per person to enter the Roundhouse during the summer, but exempting secondary or tertiary supervising adults. **Councilwoman Whitehead and Mayor Borowsky both strongly supported the modification** to keep the facility accessible to families.

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[Item 25 / Experience Scottsdale Destination Marketing Plan (Resolution No. 13675)]

Video Timecode: [01:46:16] | **Outcome / Vote:** Passed (The resolution was adopted 7-0)

Summary:

Approval of the FY 2026/27 Strategic Business Plan and budget for Experience Scottsdale to drive luxury destination tourism.

Council Discussion & Positions:

Councilwoman Dubauskas asked how the agency isolates foot traffic and spending data specifically to Old Town using geo-location. **Councilman Graham** inquired about how Artificial Intelligence is disrupting standard search traffic and altering how tourists plan their trips. **Mayor Borowsky** encouraged the agency to dedicate a stronger, more direct focus on Old Town merchants who have reported slumps in sales.

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JUNE 2026

June 9, 2026

[Item 23 / Event Center Definition Code Amendment (Ordinance No. 4719)]

Video Timecode: [01:08:56] | **Outcome / Vote:** Passed (The ordinance was adopted 7-0)

Summary:

An ordinance defining an "event center" to close a loophole and assist police and code enforcement in cracking down on commercial party houses operating as Short-Term Rentals.

Council Discussion & Positions:

Vice Mayor McAllen celebrated the ordinance as a critical local tool to bypass restrictive state laws and combat bad actors in neighborhoods. **Councilwoman Whitehead** praised the City Attorney for drafting the strictest ordinances in the state to protect harassed neighbors. **Councilman Kwasman** verified that the definition would not mistakenly punish families hosting one-off celebrations like post-wedding gatherings.

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[Item 25 / Final Adoption of FY 2026/27 Budget (Ordinances 4712, 4713)]

Video Timecode: [01:55:22] | **Outcome / Vote:** Passed (The alternate motion carried 6-1)

Summary:

The final adoption of the city's budget estimates and five-year CIP for FY 2026/27.

Council Discussion & Positions:

Councilwoman Whitehead moved to amend the CIP, attempting to shift \$20 million from contingency funds to specific line items for drilling wells in North Scottsdale and advancing pure water design. **Councilman Graham made an alternate motion to adopt the budget exactly as presented** by staff.

Vote Breakdown: For: Borowsky, Kwasman, Dubauskas, Graham, Littlefield, McAllen / Against: Whitehead.

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June 16, 2026

[Executive Session / City Officer Contracts]

Video Timecode: [00:04:01] | **Outcome / Vote:** Passed (All four adjustments approved unanimously by affirmation)

Summary:

Action to approve compensation adjustments and employment contracts for the city's core Charter Officers following an executive session.

Council Discussion & Positions:

Vice Mayor McAllen moved to approve retroactive base salary increases for the Acting City Auditor (\$192,416), City Manager (\$400,000), City Treasurer (\$291,209), and City Clerk (\$239,206). **Mayor Borowsky noted the City Manager's salary was a negotiated compromise** among the council.

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[Item 13 & 23 / Long-Term Storage Credits Purchase Contract (Resolution No. 13702)]

Video Timecode: [00:36:30] | **Outcome / Vote:** Passed (The resolution was adopted 7-0)

Summary:

Approval of an \$8.25 million contract with Vidler Water Company to purchase 15,000 acre-feet of long-term storage credits in the Harquahala Valley.

Council Discussion & Positions:

Mayor Borowsky expressed significant hesitation regarding transportability risks, noting the contract lacked an exit clause if regulatory agencies deny transport of the water to Scottsdale. **Councilman Kwasman supported the purchase**, arguing the market mechanism of securing title to the water protects the city and diversifies its water portfolio. **Councilwoman Whitehead moved to approve the contract**, viewing the groundwater purchase as a necessary "medium-term" buffer.

Vote Breakdown: For: Borowsky, Kwasman, Dubauskas, Graham, Littlefield, McAllen, Whitehead.

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[Item 24 / FY 2026/27 Property Tax Levies (Ordinance No. 4714)]

Video Timecode: [01:23:59] | **Outcome / Vote:** Passed (The ordinance was adopted 7-0)

Summary:

Fixing the primary and secondary property tax rates for the upcoming fiscal year. Previously in the process, the council voted to hold the maximum levy flat, rejecting a proposed 2% increase.

Council Discussion & Positions:

Mayor Borowsky moved to adopt the ordinance.

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[Work Study Item 1 / Scottsdale Airport Master Plan]

Video Timecode: [01:39:03] | **Outcome / Vote:** Presentation and discussion only

Summary:

Presentation of a 20-year vision and economic benefit study for the Scottsdale Airport, forecasting \$300 million in potential capital projects, predominantly pavement reconstruction prioritized by the FAA.

Council Discussion & Positions:

Vice Mayor McAllen questioned if pavement upgrades explicitly cater to heavier planes, tying it to increased economic yield.

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[Work Study Item 2 / Old Town Scottsdale Annual Marketing Plan]

Video Timecode: [02:08:45] | **Outcome / Vote:** Direction given to staff to refine the marketing plan

Summary:

Staff detailed the results of a 6-month, \$1 million in-house marketing pilot for Old Town, seeking direction to continue the internal effort focusing heavily on digital geofencing to luxury resorts.

Council Discussion & Positions:

Councilman Graham pushed for localized sales tax metrics (by zip code) to verify if the marketing is successfully driving foot traffic. Councilwoman Dubauskas echoed the need for hyper-local tracking, pointing out that while overall visitor spending is up, merchants complain that money isn't landing in Old Town.

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