

COME TO THE SCOTTSDALE CITY COUNCIL SUMMIT ON KEEPING AND ENHANCING DOWNTOWN TOURISM ♦ JANUARY 7TH ♦ 5PM

January 7, 2026

Scottsdale City Hall – 3939 N. DRINKWATER BLVD.

Special City Council Meeting Agenda

- I. Prayer
- II. Pledge
- III. Mayor's Opening Remarks
- IV. Presentations:
 - a. History of Downtown - Joan Fudula, Scottsdale Historian
 - b. Keeping and enhancing Old Town's tourism draw – Mike Lee, MLD Worldwide
 - c. Downtown parking solutions - Chris Mielke, Sonipark LLC
- V. Downtown Merchants' and Others' recommendations
- VI. Public Comment
- VII. Possible Council action
 - a. Create a Downtown Taskforce – Adopt resolution No. XXXX
 - b. Agendize future action on downtown parking solutions

Excerpts from the proposed Downtown Taskforce resolution:

Section 1. The Downtown Plan Task Force is hereby formed, consisting of fifteen persons. Each Council member shall appoint two members of the Downtown Character Area Plan Task Force, with the Mayor appointing the chairman and two additional members. Members shall serve at the pleasure of the person who appointed the member. Council members shall name their appointments at the January 27, 2026, council meeting.

Taskforce membership shall be limited to current or past downtown merchants/tenants, property owners that lease or rent to downtown merchants/tenants, hoteliers and others involved in the tourism industry.

Section 2. The Downtown Plan Task Force will further examine, evaluate, revise and vet the Downtown Character Area Plan and the Downtown marketing effort to insure the best possible product. The Task Force will conduct community outreach on the Plan's primary elements: 1) Land Use; 2) Character and Design; 3) Mobility; 4) Arts and Culture; 5) Economic Vitality; 6) Public Services and Facilities; and 7) Other issues that the Task Force deems relevant, such as preserving or enhancing the tourism draw of downtown.

PRESENTERS INCLUDE:

JOAN FUDALA – Joan is the Scottsdale community historian and an author, specializing in the history of the greater Scottsdale area. She is the author of eight books, including *The People's Preserve*; *Historic Scottsdale: A Life from the Land*; *Images of America – Scottsdale*; *Golf in Scottsdale*; *Zina's Cha Cha through Life*; and *Desert Highlands: A Vision in the Desert*.

Prior to her 'encore' career as a community historian and consultant, Joan spent 26 years as a public relations executive. She served seven years as the

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Communications Director of the Scottsdale Chamber of Commerce/Convention & Visitors Bureau, and previously as public relations director for two regional airlines

MICHAEL V. LEE - In 1989, launched Michael Lee Design and MLD Worldwide for consulting, managing, and building projects for a wide variety of themed entertainment clients worldwide including Swire Properties, Warner Bros., Children's Television Workshop (now Sesame Workshop), and many others. Mr. Lee's career in art and design has spanned more than 40 years.

He specializes in creative environments for attractions with his own unique mixture of experience in both science and art. Indeed, the planning and design of unique and compelling experiences is the specialty of MLD. Michael Lee has been a featured speaker at meetings of the American Museum association, International Association of Amusement Parks and Attractions, American Institute of Architects, several radio and TV programs and other industry conferences. He has taught design at two universities. As Director of Design for Lucas Arts Attractions, a division of Industrial Light and Magic (a George Lucas Company), he lead a team of world-class producers, planners and designers who produced attractions for Disney, Universal and other major entertainment companies.

He has won awards from the Hong Kong Downtown Merchants Association for his innovative planning and design of seasonal events including the yearly Christmas Celebration ('94-'99) with arrival of Santa Claus at Pacific Place, one of the largest and most prestigious shopping venues in south-east Asia. He has also been honored for "Innovation in the Use of New Materials" by General Electric Company and was the recipient of the Governor's Award for Excellence in Teaching.

CHRIS MIELKE – has deep love for Scottsdale since moving here in 1992. Chris is a degreed Mechanical Engineer, was a Design Engineer on the Space Shuttle Main Engines, Taught Plasma and Advanced Plasma at Intel, owned RVSI LS Division and ran the laser lab.

Chris has more than 20 years of experience in parking management systems that are data driven and use cutting edge technology.

Chris owns Sonipark LLC. (Sonipark.Com) which is based in Scottsdale, founded in 2012 after dissolving a partnership that also involved parking guidance systems. That partnership was founded in 2004 to represent the inventors of parking guidance out of

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Switzerland. With installations primarily on the East Coast, in the past four years we've installed almost 10,000 space detectors in three projects ... two for the DOD and one at XNA Airport in Arkansas. We have the largest System in the Country at BWI Airport 21,000+ spaces.

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