



# DC Ranch Community Council

**To:** DC Ranch Community Council Board of Directors  
**From:** Chris Irish, Director of Public Affairs  
**Date:** 1/15/2019  
**Copy:** Jenna Kohl, Executive Director  
**Subject:** **A.** Request to Amend the Framework for Public Advocacy to address developing and terminating an Engagement Plan.  
**B.** Once approved, request to terminate the Engagement Plan for Desert Edge

---

## Recommendation

Staff recommends that the board vote to amend its Framework for Public Policy Advocacy document to include language that allows for Engagement Plans to be written, adopted, and terminated.

In addition, staff recommends that the Community Council terminate its Engagement Plan for the Desert EDGE.

## Background

In 2017, the Community Council Board of Directors, after review by the Ranch Association, approved DC Ranch's Framework for Public Advocacy. Currently, the Framework does not specifically address the writing, adoption, and termination of Engagement Plans that has become part of the public advocacy process. Staff would like to add language to the Framework that aligns with the process.

Also in 2017, the Community Council Board adopted an Engagement Plan granting staff/consultants the authority to monitor and participate in the Desert EDGE public planning process for the purpose of evaluating its potential impacts, both positive and negative, on the DC Ranch community-at-large.

The Desert EDGE, formerly the Desert Discovery Center, was the outcome of a January 2016 Scottsdale City Council Resolution to proceed with the planning of a desert appreciation venue at the McDowell Sonoran Preserve Gateway Trailhead.

On December 10, 2018 the Scottsdale City Council voted to terminate all activity related to Desert EDGE. Specifically, the meeting agenda included *Resolution No. 11339 – Directing the City Manager to terminate activities pertaining to the Desert EDGE project*. Councilmember Virginia Korte made a motion to adopt Resolution No. 11339 and add “or other similar projects, such as a nature education center, in the Preserve” to the resolution. Mayor Lane seconded the motion. The motion passed 7-0.

## Next Steps

With Board consent, the new version of the Framework will be posted on DCRanch.com and the Director of Public Affairs will terminate DC Ranch's engagement activities related to the Desert EDGE.

## Attachments:

- Scottsdale City Council cover memo and copy of City Council Resolution 11339
- Section of December 10, 2018 Scottsdale City Council Meeting Minutes related to Resolution 11339