

COGS Candidate Questionnaire

Instructions: Please fill out the information requested and return it by **May 4, 2020 via email to: cogspc1@gmail.com**. Upon receipt of your completed questionnaire, you may be contacted to schedule an appointment for an interview with the COGS Political Committee.

Your complete and unedited responses will be posted on the informational COGS website for public review, along with those of the other candidates. Please keep your answers brief. However, if you need more space the box will expand to accommodate you. If needed, please continue on an additional page.

No.	Question	Response
1.	Demographics	
1.a.	Name	Lisa Borowsky
1.b.	Address	7137 E. Rancho Vista Drive Scottsdale AZ 85251
1.c.	Phone	480.331.9520
1.d.	Years in Scottsdale	Appx. 45
1.e.	When did you register to vote in Scottsdale? Have you failed to vote in any Scottsdale or General Election since you registered?	
1.f.	Have you been elected or appointed to City positions including City Task Forces, Boards, Committees or Commissions? If so, please list.	Yes, City Council 2009-2013 Audit Subcommittee, Westworld Subcommittee (chair), Scottsdale Convention and Visitor's Bureau
1.g.	Please list any Civic Activities or organizations you belong to.	Charros' Foundation Board, Scottsdale Bar Association
1.h.	Education/Training	BS and JD
1.i.	Current Occupation or Pre-Retirement	Attorney
1.j.	Other personal information that you would like to share:	Mom to a beautiful 15 y/o daughter, two adorable Shih Tzus, and two terrific mares! Truly BLESSED ☺
2.	Campaign Information	
2.a.	Address	7137 E. Rancho Vista Drive (above)
2.b.	Phone	above
2.c.	Fax	
2.d.	Web-site address	Lisaformayor.com
2.e.	E-Mail address	lisa@lisaformayor.com

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2.f	Endorsements	Citizens of Scottsdale who signed my Petition which allowed me to get on the Ballot for the upcoming election, the most turned in by ANY candidate in the 2020 Scottsdale Council election.
3.	Why have you decided to become a candidate for City Council?	I am an Arizona native and lifelong Scottsdale resident. I am passionate about my hometown and I would like to lead the charge in protecting the unique character of it. I believe the last decade has brought upon us a dilution of our brand and I would like to lead the charge in righting the course with a quality vision for the future. My vision includes: maintaining the low slung, open space environment that draws residents, business owners, and visitor to Scottsdale year round.
4.a	Identify 3 major issues facing the Council.	Budget, development standards, lack of responsiveness/accountability to citizens
4.b	Identify 3 major issues facing the City.	Budget, development standards, traffic/growth
5.	If elected, what would you like to accomplish?	A vision for Scottsdale's future which respects our rich history and character while improving upon our amazing assets. Focus on greater citizen involvement and input to address the important issues facting our city, including 1) budget 2) traffic 3) growth and development.
6.	Are there matters that may come before the City Council in which you would have a Conflict of Interest? If yes, what would the conflicting issues be?	X No <input type="checkbox"/> Yes
7.	Identify citizen/city processes that you believe need to be:	
7.a.	Created	Re-establish Citizen Based Budget Commission
7.b.	Improved	Accountability, vision, imposition of high quality development standards
7.c.	Reduced	Traffic/congestion, spending on "wants" vs. needs

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7.d.	Eliminated	Contracts that cost the taxpayers millions but don't add measurable value
8. Please state your position and/or action on the following zoning and land use issues:		
8.a	What is your position on citywide rezoning requests, text amendments, and General Plan Amendments that significantly change land use or increase height and/or density, especially in proximity to low-scale residential neighborhoods?	I am generally opposed to all of the these.
8b	<p>Typically, zoning entitlements are granted based on a promise to build to a specified development plan, with defined stipulations, that presumably provides some benefit to the city. Once granted, if the property is sold, the new owner does not have to build what was originally promised in exchange for the entitlements.</p> <p>Would you support conditioning zoning change approvals on building exactly what was promised, and if it wasn't, the zoning would revert back to the original restrictions? If not, how would you hold the property owner, and any subsequent owners, to the plan promised in order to get the change?</p>	<p>Yes, I support imposing restrictions on any material deviation in proposed development which was proposed to obtain zoning modification or prohibiting the development if those original criteria are not complied with.</p> <p>One way to hold subsequent owners accountable is to not allow material deviation to original plan. Another, more extreme measure, is to require deposit of monies held pending fulfilment of promises made in order to obtain entitlements. I worked to accomplish this type of structure during the SRP substation proposed move on Camelback and Scottsdale Roads.</p>
8.c	<p>Recently, Scottsdale Fashion Square redevelopment was granted significant increases in height, without the location(s) for the height increase being identified.</p> <p>What is your opinion of this type of open-ended provision?</p> <p>Scottsdale Fashion Square contributes about \$13 million and 7% of the sales tax collected in Scottsdale.</p> <p>What are your recommendations to maintain SFS's viability and tax revenue stream?</p>	<p>I am not in favor of generalized, blanket re-zoning approvals.</p> <p>In order to maintain all local businesses viability, including SFS's, we must maintain Scottsdale's character and draw as a high end, luxury destination for residents, business owners and visitors. Diluting our brand by making poor development decisions impacts property values, the tourism industry, and overall quality of life for citizens.</p>

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8.d	<p>In “The Outpost” project, rezoning case, rural land was rezoned to commercial adjacent to resident large lot rural lands, against staff recommendations, breaking with a longstanding policy prohibiting such rezoning.</p> <p>What impact do you believe this action had and will on similar future rezoning cases?</p>	<p>None if I am voting. The “Outpost” property is unique and was well suited for the proposed use. Many in the North Scottsdale area favored the addition of the services proposed by project. Limited re-development can be appropriate to the extent A) it provides benefit to the surrounding residents and community in general, and B) does not negatively impact immediate or proximate neighboring property owners.</p>
8.e.	<p>What is your position on the prompt and precise enforcement of the conditions and stipulations prescribed in a Conditional Use Permit?</p> <p>What is your position on the revocation of a Conditional Use Permit whose holder was not in compliance with all major CUP conditions and stipulations that negatively impact neighbors?</p>	<p>CUP terms and conditions must be carefully enforced. Recipients are provided benefits over and above the land use classification and they must be accountable in return.</p> <p>Violations of conditions precedent of CUPs should be cured or the entitlement should be revoked.</p>
8.f.	<p>Identify any impacts (good and bad) upon the city with the addition of numerous multi-family/apartment complexes citywide and the continued rezoning of single-family parcels into multi-family parcels.</p> <p>How do you think the changing demographics of our residents will impact future demand for housing types?</p> <p>How will it impact what you believe the majority of residents want their city to be?</p>	<p>Bad. We are diluting our brand with overly relaxed development expectations. The high number of MF/apartment complexes will dramatically impact the landscape and the population of our city for years to come. We must be more careful in what is approved. Scottsdale warrants high development standards which serve to move the community forward as a high end, luxury destination for residents, business owners and visitors.</p> <p>Transient residents are not, typically, not long-term contributors to the area as “stakeholders”. Overrunning our city with short term logic in terms of approving an overabundance of MF/apartments will negatively impact Scottsdale for decades to come, in my opinion. Furthermore, taking up so much of the city’s developable land, of which there is a shortage, for such uses instead of allowing time to obtain a more compatible use with Scottsdale’s character is irreparable.</p>
8.g.	<p>Would you support a designated Entertainment District with its own unique Noise and Event Ordinances?</p> <p>What should be done to protect adjacent neighborhoods?</p>	<p>I did support this idea while on Council and I would be interested in working on this as Mayor.</p> <p>Much better maintenance, infrastructure improvements, and clean up. Also, business owners should be accountable for the impact their business has upon the surrounding area.</p>

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8.h.	<p>Scottsdale is currently reviewing the existing noise ordinance. What changes, if any, would you recommend to the existing allowable noise levels and ordinance?</p>	<p>Strict enforcement of overly and obnoxiously out automobile noise (intentional). I would encourage citizen based solutions for specific area/neighborhood noise which is affecting them.</p>
8.i	<p>Currently, all rural land parcels, regardless of size are in a single category of "Rural", allowing a five-acre zoning to be rezoned to one-acre parcels with only a Minor General Plan Amendment (simply majority of council needed).</p> <p>Do you support a change to the General Plan Update to create the 2 Rural zoning categories-</p> <p>1] parcels of 1 to less than 5 acres</p> <p>2] parcels of 5 acres or more,</p> <p>requiring a MAJOR General Plan Amendment and super majority vote to subdivide a 5 acre or greater parcel? Why or why not?</p>	<p>Generally, I support the two choices set forth in the question and the requirement for a super majority.</p>
9.	<p>There are not enough Preserve tax funds remaining to allow acquisition of all the remaining land within the voter approved McDowell Sonoran Preserve Boundary.</p> <p>Should the city council determine if citizens want to complete the Preserve and if so how to pay for it?</p> <p>If not, how do you propose utilizing the remaining and future dedicated Preserve funds?</p>	<p>Yes, I support asking citizens whether to complete the Preserve and how to pay for it.</p>
10.	<p align="center">Please state your position and/or action on the General Plan:</p>	
10.a	<p>What is your vision for the city?</p> <p>What should Scottsdale look like in 10, 20, or 30 years from now?</p>	<p>To improve and build upon Scottsdale's rich history and amazing geographical assets. My vision includes a relatively low slung, high end community with enhanced pedestrian accessibility, improved city resources, i.e., parks, tennis, and other amenities, and citizen based traffic solutions. I will continue to work to create and preserve Scottsdale as a high end, luxury destination for residents, business owners and visitors.</p>
10.b	<p>How should the city grow to remain desirable and become and remain sustainable?</p>	<p>See above</p>

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10.c	<p>Scottsdale voters have not approved an updated General Plan since 2001.</p> <p>Why do you believe the prior updates have failed?</p>	<p>I believe the prior attempts have failed due to lack of vision and lack of direction.</p>
10.d	<p>The city council, in a study session, shelved the Citizens' Task Force 2012-2014 draft update and did not submit it to the voters.</p> <p>They approved the 2001 GP plus the required AZ state elements without a public vote to be used during a new draft 2035 attempt.</p> <p>In 2020 one member from specific city council-appointed boards and commissions were selected for a General Plan Review Committee who are meeting online.</p> <p>What recommendation do you have for the success of this 2035 final draft? What do you project will be its weaknesses?</p>	<p>The Council, especially the Mayor, needs to identify a vision for the city that contemplates consensus among a high degree of citizens. I believe the process would benefit from reducing the number of individuals involved in the process while ensuring a broader spectrum of the community is represented. I believe this can occur by carefully identify key components of our citizenry and appointment members which will be accountable to those constituencies as their representative. Too many cooks, with little to no "vision" or direction, is rarely successful to achieve meaningful results.</p>
11.	<p>Please state your position and/or action on the following finance issues:</p>	
11.a	<p>The COVID-19 pandemic has taken a severe toll on Scottsdale's finances, businesses, and tourism industry. While an exact dollar figure is not yet available, we know it is in the millions.</p> <p>What ideas do you have to:</p> <p>1] restructure the city budget with respect to budget cuts or other financial stop gaps?</p> <p>2] revive our economy, business, and tourism amidst pandemic fears?</p> <p>3] support small businesses as they struggle to re-open?</p> <p>4] create a sustainable budget?</p>	<p>1. Immediately restore the citizen based Budget Oversight Commission. This body was invaluable during my term which occurred in the midst of the Great Recession.</p> <p>2. In terms of reviving our economy, I believe this will happen organically once businesses re-open. This has been a tremendous setback and people will be tentative at first. However, I predict we will have a thriving re-bounce with many people visiting and relocating to Scottsdale from other areas where the "urban" lifestyle is much more difficult. My vision for Scottsdale's future will be key in maintaining our city as an attractive alternative to the community's people will be leaving or escaping from.</p> <p>3. Undertake pro-business decisions: a) cut "red tape" and hurdles which delay process and increase expenses; b) work with business and hospitality leaders to identify solutions which benefit industries; c) continue programs established during the shutdown which benefit future business operations moving forward.</p> <p>4. Restore Budget Oversight Commission to assist with eliminating unnecessary expenses, privatizing services where practicable, focus on sustainable and thoughtful development/re-development which serves to protect existing property values, and maintain Scottsdale's draw as a high end, luxury destination for residents, business owners and visitors.</p>

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11.b	<p>Do you support using taxpayer funds to subsidize or enter private-public partnerships for private sector investments such as buildings, stadiums, promoted events, etc.?</p>	<p>I support a balanced approach to sharing costs with private industry in order to mitigate or eliminate spending taxpayer dollars. I oppose “investing” taxpayer dollars in the form of subsidies to private enterprise.</p>
11.c	<p>At present, the City has awarded multimillion-dollar contracts to the Scottsdale Cultural Council and Experience Scottsdale without going through a bid process.</p> <p>Are you for or against continuing this practice and why?</p>	<p>All government contracts should have expiration dates which result in opening them up to bid.</p>
12.	<p>Please state your position and/or action on the following transportation questions:</p>	
12.a	<p>What solutions would you have for the current traffic congestion problems occurring throughout the City (types of mass transit, traffic control devices, etc.)?</p>	<p>I will make decision and incorporate my vision for the city which results in not making traffic congestion worse. Additionally, I will work with citizen representative to address specific area concerns where traffic congestion and noise is concerned. Mass transit does not have a place in Scottsdale over the existing bus routes.</p>
12.b	<p>Within the Downtown area, the city has charged in-lieu parking fees when a developer had not provided enough real parking spaces. These phantom spaces have been used repeatedly instead of actual parking availability. It was generally assumed these fees would be used at some point to build a parking facility. However, that apparently was not the case, as the city cannot account for these funds as they were not placed into a separate budget line or fund.</p> <p>How do you propose to deal with Downtown parking issues and the use of in-lieu parking fees?</p>	<p>Require new development to identify adequate “real” parking alternatives throughout the Old Town/downtown core.</p>
13.	<p>Please state your position and/or action on the following questions:</p>	
13.a	<p>What steps would improve Public Safety to reduce impaired driver/pedestrian traffic deaths in our downtown?</p>	<p>Better pedestrian friendly infrastructure and bike routes which needs to be planned and implemented.</p>

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13.b	Residents citywide have expressed concern about the lack of responsiveness or fine enforcements by of the Code Enforcement department. How would you improve this situation? This question is vague but I assume it relates to downtown/Old Town areas: These areas need to be cleaned up and a plan for accountability established.	
13.c	Do you believe that the mindset of your supporters and contributors is representative of Scottsdale residents' values and vision? If so, why? If not, why?	Absolutely! Having lived here all of my life, I have a wide network of individuals who own homes, do business and raise their young children in our great City. These "average" Scottsdale voters will overwhelmingly be evidenced in my list of supporters and contributors. I am not a City Hall "insider" and I do not surround myself by those with "special interests" or that serve to benefit from engaging at City Hall.
14.	Identify city services that you believe need to be:	
14.a	Created	Better maintained infrastructure and pedestrian friendly systems.
14.b	Improved	See above plus clean-up/improve Old Town/downtown areas
14.c	Reduced	Traffic and approval of MF/apartment projects
14.d	Eliminated	Wasteful spending and bloated government overhead
15	Identify city revenue sources that should be:	
15.a	Created	Enhanced/protected property values which provide greater property tax revenue while not "raising" taxes.
15.b	Increased	See above plus add: Restore and increase sales tax revenue by promoting businesses and increase bed tax revenue as outlined earlier above.
15.c	Reduced	
15.d	Eliminated	
16.	Is there anything in your background that you would not like publicized on the front page of local newspapers?	X No Yes (If yes, please explain)
17.	Additional Comments:	

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Signature _____ *Lisa Borowsky* _____

_____ Date *May 4, 2020* _____

Please type your name for your electronic signature.

Thank you for your time and careful consideration of each response.

Please email your completed questionnaire by May 4, 2020 to: cogspc1@gmail.com

ALL completed candidate's questionnaires will be posted on the COGS website at www.cogsaz.net