

COPP Forum
Scottsdale City Council Candidate Questionnaire

Instructions: Please fill out the information requested and return it by July 1, 2008. Your unedited responses will be compiled with those of other candidates. Please keep your answers brief. However, if you need more space the response box will expand to accommodate you. If needed, please continue on an additional page.

No.	Question	Response
1.	Demographics	
1a.	Name	W.J. "Jim" Lane
1b.	Address	7666 East El Rancho Drive
1c.	Phone	480 483-0819
1d.	Years in Scottsdale	35
1e.	When did you register to vote in Scottsdale? Have you failed to vote in any Scottsdale or General Election in the past 5 years?	1974 No
1f.	Elected or Appointed Positions	Appointed 2002 to Fire & EMS Advisory Board 2004 Elected to Scottsdale City Council
1g.	Civic Activities	Scottsdale /PV YMCA Executive Board 1997-2003 Blessed Sacrament's Facilities Board 1995-96
1h.	Education (include graduation dates)	Seton Hall Preparatory 1969 (College Prep) St. Joseph's University 1973 BS in Accounting
1j.	Occupation	CPA (retired) Business Executive, Business Owner & Consultant Adjunct Professor of Accounting and Finance at SCC
1k.	Other personal information that you would like to share?	Married 29 years Wife: Joanne - Three grown Children Bill, Scott & Nancy Two Granddaughters – Megan & Aislin
2.	Campaign Information	
2a.	Address	7666 East El Rancho Drive, 85260
2b.	Phone	480 299-2114
2c.	Fax	
2d.	Web-site address	www.lane4scottsdale.com
2e.	E-Mail address	wilane@lane4scottsdale.com
2f.	Chair	Paul Messinger
2g.	Major sources of funds:	Personal Donations

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2h.	Endorsements	<p>Senator Jim Waring, State Representative John Kavanuagh, Honorable Tom Smith State Senator), Honorable Charlie Smith (Councilman), Honorable Jim Skelly (State Senator)</p> <p>Honorable Paul Messinger, CEO Messinger Mortuary</p> <p>Honorable Roberta Pilcher (Councilwomen)</p>
3.	Why are you a candidate for City Council?	<p>I am running for Mayor to improve the style and approach to governing in City Hall. To:</p> <p>Bring a business approach back to City Hall</p> <p>Re-focus our tax dollars on amenities & infrastructure</p> <p>Stop the waste of our tax dollars</p> <p>Build on Scottsdale's unique competitive advantage in the Arts, the Preserve, Downtown and in Resort Hospitality</p> <p>Revitalize the infrastructure for south Scottsdale housing stock</p>
4.	Identify the major issues facing the Council.	<p>The protection, the recovery and the efficient use of Taxpayer resources. The need for open, transparent and trustworthy city government. The implementation of readily available traffic remedies and the steady implementation of the cost beneficial longer term traffic and transportation solutions. The emphasis on community cooperation with law enforcement in the public safety of neighborhoods. Our concentration of tax resources in the infrastructure and amenities that keep Scottsdale's competitive advantage in the Preserve, Arts, Downtown and resort hospitality.</p>
5.	If elected, what would you like to accomplish?	<p>Coordinate an effective and practical transportation plan with zoning and redevelopment plans & that integrates with growth plans that are consistent with the land use & other guidelines of the General Plan</p> <p>Initiate a legal department review of ordinances to clarify intent to assure fair and consistent application and enforcement</p> <p>Open up city government with an enhanced process of Boards and Commissions. Empower the process to improve communication and head off problem issues early. Full and complete disclosure of all related information on issues to be deliberated.</p> <p>Work with all Charter Officers to improve attitude and approach with communication and delivery of all services including enforcement.</p> <p>Initiate an ad hoc committee of appointed citizens and business people to evaluate the efficiency of all or selected areas of city operations. To evaluate the use of management review methodologies for enhancement of service, efficiency in the use of labor and operational results. Also to study the infrastructure and zoning in south Scottsdale to implement changes that will enhance neighborhoods, remodel opportunities and improved quality of life</p>

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6.	<p>Are there matters that may come before the City Council in which you would have a Conflict of Interest?</p> <p>What type of issues would these be?</p>	<p>No, nothing that I can think of at this time</p>
7.	<p>Are there any citizen/city processes that need to be changed?</p> <p>Describe.</p>	<p>Yes</p> <p>Any process or regulation that is not clear in its intent, not enforceable without undue imposition or is questionable in its constitutionality should be considered for change.</p>
8.	<p>What is/was your position on the following issues and what did/would you do to support your position?</p>	
8a.	<p>Growth and rezonings that increase density.</p>	<p>I have considered them on a case by case basis putting reasonable stock in the Planning Commission members' opinions and votes. Independent of that, I have considered, and will continue to consider the circumstances of redevelopment, location and those city considerations for entitlement incentives to encourage private risk capital in redevelopment of a real estate.</p>
8b.	<p>With increasingly taller buildings planned in communities to our east, south and west, Scottsdale is being pressured to follow suit. Do you feel it is appropriate to modify Scottsdale's building height restrictions in favor of taller buildings? If so, why do you believe that would be proper, and in what parts of the city and to what height limits should modifications be proposed. Comment specifically on downtown and the Airpark.</p>	<p>Following other cities' strategies for growth is not what has made Scottsdale the most successful city in the region. I do not favor "following suit" or any such precedents set by other communities. Our strategy needs to be our own. One that allows growth and remains cognizant of Scottsdale's valued environment.</p> <p>In an effort to attract private investment dollars into redevelopment, some level of consideration for value enhancements through zoning incentives can be appropriate. I favor a moderate and defined approach to such non-cash incentives and where Infrastructure development is in place or can be put in place to accommodate the change without creating a problem that would have the reverse value add to the investment. Impact of transition areas to less dense land applications is considered in those considerations as well.</p> <p>Additional height in Downtown would create a more modern western city residential experience. In the Airpark some additional density would create a private commercial revitalization. Any of this type change is subject to the City doing its job in enhancing the supporting infrastructure.</p>
8c.	<p>Code Enforcement: Is it a problem and, if so, how would you solve it.</p>	<p>Not with creating a police state. Enforcement is a must but, the expansion of code regulation, particularly those that are unenforceable, breeds contempt and disregard for the law. Consistency of application and cooperation will get a better result. It is important that absentee owners and financial institution owners need to be held to a same standards on vacant properties.</p>

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8d.	<p>There has been much debate over whether Westworld should remain primarily an equestrian-event oriented facility or should become more of a regional exhibition center. What type of event facility do you believe Westworld should be and how does the 80 acres the city purchased north of Bell Road factor into that? Should the city keep or sell the 80 acres?</p>	<p>I am skeptical that a “regional exhibition center” has a market and whether it would serve Scottsdale interests. I favor an event center based on equestrian activities and shows, but one that can tastefully accommodate other premier events in a Scottsdale style.</p> <p>As for the eighty acres, I favor selling if it to those private owners who would be inclined to provide complimentary amenities or services to the community and Westworld.</p>
8f.	<p>Do you support using taxpayer funds in any amount to subsidize private sector investments? If so, please describe. If not, do you believe the city should be barred by a city ordinance from using taxpayer funds to subsidize private sector investments? If so, please describe.</p>	<p>I oppose taxpayer subsidies to developers for the following reasons:</p> <p>Subsidies</p> <ul style="list-style-type: none"> Conflicts with “growing smart” and “pay for itself” policies Unfair and unequal taxation Artificially tinkers with financial viability...picking winners and losers Creates an arbitrary competitive advantage of one over another Mortgages future taxes that are not then available to pay for the required future municipal services Forces all businesses and developer’s to lobby or get in line to obtain their share of subsidies Are a misuse of taxpayer resources <p>I believe these taxpayer subsidies already run counter to the state Constitution’s “gift clause” prohibition. That said the Legislature should establish a statewide statute to prohibit them.</p> <p>Scottsdale has a different product to sell any business and we shouldn’t denigrate ourselves by playing the same game as others</p> <p>A state statute would be more appropriate in that a major concern is the competitive fight that frequently develops between municipalities upping the ante for a tax generator.</p> <p>I would consider however a city ordinance to restrict such activity</p>

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8g.	Do you believe it is in the city's best interest to enter into a long-term agreement the Barrett-Jackson Auto Auction? Why do you think that despite many years of attempting to come to a long-term agreement the city and Barrett-Jackson have not been able to do so?	<p>Yes. I believe having Barrett-Jackson committed on a long term basis is like having that prestigious anchor tenant.</p> <p>The Mayor and City management have not had the will or the desire to meet that challenge.</p>
8h.	Condemnation: Include in your response your willingness to utilize condemnation, if necessary, to acquire land for the McDowell Sonoran Preserve, or other public good.	<p>Condemnation is legitimately used when the property is for public use. I see that justification in acquiring land for the Preserve. Given some of our experiences with such cases however it is important that we fine tune our process and procedures in first attempting to acquire and second in working a condemnation settlement.</p>
8i.	Preservation: Are you committed to acquiring all the land within the voter approved Preserve Boundary? Do you support the proposed Desert Discovery Center at the Gateway to the Preserve, Thompson Peak Parkway north of Bell Road? Why or why not? How do you think its capital costs should be financed? Its operational costs? Do you think it is an appropriate location for a large, open-air arts venue? Why or why not?	<p>The Preserve needs to be completed. It is a billion dollar undertaking that needs to be done in a smart and methodical way. The Council has a fiduciary obligation to the citizens to employ our best efforts to accomplish the task as was requested in the public votes on the subject.</p> <p>I support a DDC at the Gateway, but it needs greater definition and agreement on its market. These types of centers succeed and fail. We have an opportunity to create a unique, attractive and functional Scottsdale experience, and we need to take care to do it right.</p> <p>Depending on the structure of governance, a voter approved capital bond, private donations or a combination could be used to capitalize. Funds from some existing taxes, such as the tourism bed tax or Preserve taxes could support the debt service. Site generated revenues or lease revenues from site tenants can also pay the interest (& principle) on the capital debt.</p> <p>If an open-air arts venue is determined to be an additional attraction that is sufficient and acceptable to the Arts community and the Preserve Guardians, I believe it could easily be a definingly new venue for Scottsdale. It is well worth exploring. With innovative use of the solitude of the Preserve expanse an open-air theater or such could be a uniquely Scottsdale attraction.</p>

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8j.	<p>Traffic: Do you believe the Transportation Master Plan solved any of the city's transportation issues? If so, what part of the TMP do you support? What part do you not support?</p>	<p>Yes, but it doesn't amount to an endorsement of the plan. Adoption of it was an effort to recovery something from the significant expenditure of the time & money.</p> <p>The most valuable elements were those that were picked up in the May 2007 change order deleting the work on the light rail study and adding further study of the Airpark. Street and traffic control changes planned to improve ingress and egress to and from the Airpark and the 101 were valuable and addressed some immediate traffic issues.</p>
8k.	<p>Do you favor light rail or other form of high capacity transit for Scottsdale? If so, what kind and where? Will you support the City Council's resolution that prior to adoption of a plan for light rail transit anywhere in Scottsdale it shall be put to a non-binding public vote to allow Scottsdale voters to voice their opinion? Do you support the expenditure of \$50,000 annually to join the Valley Metro Rail Study Group?</p>	<p>I do not favor light rail on Scottsdale Road. Favoring any other form of mass transit would be subject to an evaluation of its responsiveness to the traffic issues, impact on other means of transportation, capital costs, operating costs, utilization and environmental impact. The original consulting contract for the TMP had some 16 of 29 scope items to assess light rail up Scottsdale Road. The May 2007 change order withdrew them without providing the results of any of that assessment</p> <p>I supported that non-binding resolution and do still, but I would like to have an issue of this magnitude call for the public to affirm by public vote any Council's decision on such a matter. So that even if a public bond vote was not necessary for funding the public would still have the ultimate say in the matter.</p> <p>No, I raised the objections to it when presented to the Council for authorization. The Valley Metro Rail Study Group agreement and the accompanying Joint Powers Agreement were an unnecessary expenditure of taxpayer dollars. It doesn't stop at \$50,000.</p>
8l.	<p>Much has been written and stated recently about a morale problem among city employees. Do you believe a morale problem exists, and if so, how can it be remedied?</p>	<p>Yes. A clearer tone of communication and an approach that allows staff to feel good about what they are doing will help to clear this issue.</p> <p>Over-staffing can be as much of a moral problem, if not more than under-staffing. A proper motivational review of operational performance can do much to improve staff pride in their work and their value to the community.</p>
9.	Services – Identify City functions that need to be:	
9a.	Created	None
9b.	Improved	Would consider Economic Vitality & Planning & Development
9c.	Reduced	Subject to a true review of performance and departmental results.
8d.	Eliminated	Subject to a true review of performance and departmental results.
10.	Identify City revenue sources that should be:	
10a.	Created	Recoveries of tax dollars from greater efficiencies in city government & better return of Scottsdale tax dollars from lopsided regional distributions

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No.	Question	Response
10b.	Increased	No
10c.	Reduced	Fees and service rates based on calculated on rate based costing
10d.	Eliminated	City Sales Tax of food consumed at home
11.	Is there anything in your background that you would not like publicized on the front page of local newspapers?	Yes
12.	Would like to receive a copy of the compiled results?	Yes

Signature W.J. "Jim" Lane

6/30/08

Please type your name for your electronic signature.

Date