

SARA MOYA
January 14, 2000

Anne Andeen and myself, Ann Townsend, interviewers for the Town of Paradise Valley Historical Committee are very privileged to interview Sara Moya. Mrs. Moya has served on the Town Council for twelve important growth years in the Town. Thank you for allowing us to speak with you today, Mrs. Moya. May we have permission to quote you in part or all of our interview today?

Sara: You certainly have my permission to quote me. I would hope that the quotes accurately reflect what I have said.

Ann: We'll certainly try our best. We have no intention of changing it.

Sara: I'm sure you don't and it's an honor to be interviewed. It really is. I appreciate it.

Ann: Are you a native Arizonan?

Sara: No, actually, my husband Robert and I moved here permanently in 1969. We have seen quite a few changes. When we moved to our house, it was 1975, Tatum was two lanes, not paved north of Shea, and didn't exist north of Bell.

Ann: You've seen a lot of changes.

Sara: It's amazing.

Ann: Where did you say you came from?

Sara: We came immediately from California. I was born in New York and raised in New Jersey.

Ann: I was thinking you were an Easterner.

Sara: Yes, yes.

Ann: What got you initially involved in Town politics?

Sara: My real first involvement came as a result of Peter Wainwright recruiting me for a citizen's advisory board for the Police Department. From there, my interest increased and not being a shy or retiring personality, I decided that it was inappropriate to criticize or critique adversely without attempting to see if I could help solve particular issues that disturbed me about the community. So I ran for election.

Ann: At that time, do you recall what the particular issues were?

Sara: No. You're going way far in the memory.

Ann: But that is critical to our Town's development, I think, your perspective of how things were run.

Sara: There were a number of issues actually. One was the Valparaiso property on Scottsdale Road that was a long-term project for the Town. There was a great deal of discussion about water treatment plans and that sort of thing. Another was the issue of what should be done at Tatum and Lincoln. In fact, the first time I ran for election, I had people who said they would sign my petition if I would promise to vote for a Circle-K with a gas station at that location. I remember saying, "Thank you, but no. Please don't sign my petition."

Ann: And that was what year?

Sara: Let's see, it must have been 1985. There were a number of church issues that were coming up and school issues that were coming up that particularly interested me. From this perspective, looking back on it, that's my basic memories.

Anne: So you were elected in what year?

Sara: I took office in 1986. The timing must have been about...petitions were due before Thanksgiving or Christmas, I forget which, and then there was a March

General after a February Primary Election. Wow! Anne Andeen is showing me a picture of the Council in the 25th anniversary book - my goodness we were young. Anne's husband is in there looking very distinguished.

Anne: Look at you!

Sara: We don't want to talk about that.

Anne: You're the only woman besides Joan.

Sara: Joan Lincoln and I were the only women on the Council at the time.

Ann: From 1986 you served 12 years.

Sara: Yes, it was actually slightly more because of the change in election dates, the new consolidated election dates that the legislature passed.

Ann: What other groups were you involved in while you served on the Council? I remember you were a member of MAG. Would you define MAG for information for anybody reading this, as well as what they did and how it benefited Paradise Valley.

Sara: I sure will. I'll be glad to. MAG is the Maricopa Association of Governments, which is both the MPO, Municipal Planning Organization, and COG, Council of Governments, for Maricopa County, which actually is larger than the state of New Jersey, and roughly the size of Vermont. It's really incredible. MAG is a voluntary Association of Governments, including all of the incorporated municipalities in Maricopa County, plus some of the Indian communities, the Arizona Department of Transportation for purposes of transportation issues, now the Civic Advisory...hmm...the acronym is CCOT, it's citizen transportation issues and Maricopa County for the unincorporated areas of the County.

Ann: How many incorporated communities does that total up to?

Sara: I don't know. Most of the time I was on the MAG Regional Council, it was 24 incorporated communities, plus the Indians. There were a number of issues.

There was always an east/west conflict, and then there was always a small/large conflict.

Anne: I didn't even think about that.

Ann: No, especially the small/large. That made it a real challenge for the Town of Paradise Valley being only 16 square miles and 13,000 population.

Sara: Actually, I was very proud of the Town of Paradise Valley on the MAG Regional Council. One of the issues that came up before the MAG Regional Council is the one of representation because it had traditionally been based on one community/one vote, which of course means that the Town of Paradise Valley vote equals Phoenix's vote. Paradise Valley liked that and Phoenix didn't. The Feds passed some new legislation and Phoenix and some of the larger protested. The issue came up as to how to revise that formula so that it was fair to everybody. First of all, you can't be fair to everybody, but that's a different global issue. What finally happened was MAG business is still conducted by a one community/one vote system, except that if a community does not like the results, the community can call for the weighted voting, so that it's based more on population. I had seen that done and the measure failed which was fascinating - the vote went the same way as the vote did on the one vote/one community. But the issue that Paradise Valley was involved in was that Charles Ollinger suggested a compromise. The brainstorm session that he and I had, whereby we identified that the main concern that a community like Paradise Valley would have is that its big neighbors didn't gang up on it and take away its local control. Charles wrote some language that indicated that the weighted voting and MAG decisions could not interfere with the internal workings of

individual communities, which was accepted by the Regional Council and is still part of its weighted voting criteria. So small communities are protected from their big brothers and sisters.

Ann: I think that would also be a challenge that the decisions being made by MAG could offset the internal affairs of the smaller communities.

Sara: No question, no question. But things like traffic, air pollution, water quality, and sewers don't stop at the borders. We need some way of trying to make the entire valley one community, while still preserving our local economy. While that is not a perfect solution, it was certainly the best that we could come up with and nobody seems to have come up with anything better yet, although, God willing, they will.

Anne: How many years were you on the MAG Regional Council?

Sara: A little over 10 years.

Anne: You got right in as soon as you were elected.

Sara: Yes, yes. Jim Coffee had been doing it. I can't remember now whether he didn't want to continue or whether it was after he was on the Council. It must have been after he left the Council that I took it over because it was 10 years and I was on the Council just slightly over 12.

Ann: You're saying it's still an effective group.

Sara: It's depends on how you define "effective."

Ann: Let's say active anyway.

Sara: It is an active group. I find, as I'm sure you do when you read the newspapers, it can be very frustrating, and MAG's positions can be very frustrating. But getting angry at MAG for being a political animal is like getting angry at your new puppy

for wetting on the floor. MAG was designed to be political. That's its purpose and its role. So to be angry at it for doing what it's supposed to do seems foolish. You can be angry at it because you don't like the particular political position it took, or you can be angry that it's supposed to be political. But it's doing what it was designed to do.

Ann: At least its pulling communities together to talk about issues and maybe a lot of people don't understand it. I remember some people would be very upset with MAG and I thought it was a wonderful concept.

Sara: You bet. Actually, it's a federal concept. It started in the early '60s. A bunch of communities got together in the Maricopa County area and developed a sewer treatment plant arrangement. That was the first cooperative activity that the Valley cities undertook, which I find fascinating. MAG was born later in the '60s as a direct result of Section 701 Federal Planning Grant.

Ann: Now do other communities throughout the United States have a MAG; so is there a national MAG?

Sara: It depends on what you mean by a national MAG?

Ann: Do they meet nationally and share ideas of how to settle issues back in their communities?

Sara: They do. There is a National Association of Regional Councils and there are very active community associations in other communities. Some of the most active now relate to areas that have intense growth pressures, like San Dag in San Diego, or Orkin in Atlanta, as just two examples. Yes, they get together. There are six or seven Councils of Government in Arizona.

Anne: For example, this one is Maricopa, but there could be one in Pima?

Sara: Yes, there is Paz.

Ann: Would those other groups within the state get together?

Sara: I don't know the answer to that. I would hope so. They certainly share ideas on planning, but frequently the areas of this state are adversarial to each other. The most significant of which I think is transportation issues, where Maricopa County, my goodness, I've forgotten now what percent of the Arizona population lives in Maricopa County, but Maricopa County is a net donor of transportation funds to other counties in Arizona. Just like Arizona is a net donor under ICET, and now it's T21, the federal transportation funding mechanism. So there is always that disparity and always that tension because, for instance, Pima County thinks that it should have a greater percentage of the funding to do its growth, and the out counties say, "Well, how will we ever grow or stay viable if we don't get more funding. We can't generate ourselves." But on the other hand, if you live in Maricopa County, well you want your rates too.

Ann: Is there anything more you want to share with us about MAG? I know that you did a lot of important things on the Council I want to get to, too. But I think it's very important what you've shared with us about MAG. No one else has, and you may be our only source of information.

Sara: Actually, I've served on quite a few MAG committees. I am proudest of my service on two in particular. One is the Homeless Task Force. I was involved representing the Town of Paradise Valley from 1988 on and served as Chairman. I believe that is an appropriate function for Paradise Valley to be involved in. I think it sounds hokey but it's true, we're blessed and we need to contribute to the community and so I did that. The one that I am particularly proud of is the Regional Development Policy

Committee which deals with growth issues. When it was formed late in the '80s, I was Vice Chairman, Willy Wong was the Chairman, and Linda Medowski was also a Vice Chairman. When Willy became Mayor of Mesa, and Linda was no longer elected, then I became Chairman and chaired that until I left MAG. I'm still involved with growth issues and with homelessness at MAG.

Ann: On the homelessness, what did you envision, or do you envision that the Town of Paradise Valley could contribute, other than maybe just funds? I don't know what you had in mind.

Sara: Well, I guess I would suggest that it's not so much what I had in mind, but what the group had in mind.

Ann: Well, I meant that. You as leader then...

Sara: We developed a coordinated plan and updated it. Paradise Valley has a great deal to contribute in terms of not having some of the personal levels of involvement in the issues and therefore being able to take a more global perspective, rather than protecting our own turf. I think it was beneficial to the region. There have been a number of new shelters that have opened, a number of new beds, new funding that has gone into those beds in Maricopa County, as well as in all of Arizona. There's a lot left to be done there. Paradise Valley residents are often maligned within the community because folks feel that we don't do enough from Paradise Valley. If you look at civic, faith-based and social service organizations, Paradise Valley has a very high representation on their Boards of Directors and on their contributors lists. That's one of my frustrations is that people are fond at taking pot shots without realizing what they're doing. We'll never fix the world.

Ann: But don't you think a lot of the people that are making those contributions in service and on boards are going about their work quietly? They don't feel the need to be braggadocios.

Sara: Absolutely.

Ann: Just because we're not tooting our own horn, people think we're doing nothing.

Sara: That's correct. I don't know if we want that to change or not.

Ann: Well, I think people want anonymity.

Sara: Yes, I agree.

Ann: Is there is anything else you want to say on the policies and so forth?

Sara: Well, I guess one of the wonderful examples and one of our early successes on the Regional Development Policy Committee was an enhanced notification procedure. One community notifies the neighbor if there are certain developments that are proposed within a threshold distance from the other community because of the likely impact of those developments. It was quite an interesting experience. People were really opposed to that because they thought it was terribly threatening. We had a development come up in Scottsdale. The one that came up before the Enhanced Notification Procedure, Paradise Valley folks stormed a Scottsdale Council meeting and said, "You can't widen this street. It leads right up to Paradise Valley." That was Chaparral, I believe. The Enhanced Notification Procedure was passed and put into place. It was passed by the Committee and then the MAG Regional Council and a very analogous situation occurred. The Scottsdale folks came and talked to the Paradise Valley staff, who then took it to the residents, and the residents expressed themselves openly, vented

their spleen, came to a very rational position, and took it back to Scottsdale. Some of the Paradise Valley folks attended the Scottsdale Council meeting, but everybody understood what was happening. The Scottsdale proposal went through, but Scottsdale modified it because of Paradise Valley's request. Of course, that's what the Procedure was designed to do. The two events happened maybe two or three months apart. It was a dramatic difference. There were things that were very positive that can be done.

Ann: It worked and I think that it can be used very soon now because Phoenix is proposing a huge shopping center right next door to Scottsdale, north of Bell. So now the shoe is on the other foot and they're going to feel what it's like to negotiate, hopefully, peacefully, with Phoenix.

Sara: That was part of the original Shared Revenue Zone that Scottsdale and Phoenix had negotiated, and somehow that all blew up.

Ann: Are you still active on MAG?

Sara: I am still active with homelessness at MAG and also with growth issues. I am part of the Valley Vision 2025 Committee that is determining hopefully what our residents would like to see the Valley look like in 2025. I am also the Chairman of the Urban Teachers Subcommittee of that effort, so that puts me on their Steering Committee.

Ann: So after leaving Council, you're not bored at all.

Sara: No, not all.

Ann: I recall toward the end of your Council term that you were getting your doctorate.

Sara: No, I don't, but I'm working on it.

Ann: Oh, you're still working on it. I knew you were close to it. The doctorate you are completing.....

Sara: It is in public administration. I will be doing, hopefully, because my Committee has yet to vote on it, a dissertation of smart growth. With luck, because of the work that I have done to date, there is some chance that I will have the degree by December 2000, but certainly by December 2001. I'm getting close, but I'm not there.

Ann: That is just wonderful! With the doctorate and all your experience, what will your goal be then?

Sara: I don't know, you want to hire me?

Ann: I think you're so valuable, I couldn't afford you.

Sara: Actually, I'm also teaching for the advanced public executive program at ASU. I teach Managing in a Political Environment.

Anne: Is that on the graduate level or undergraduate level?

Sara: That's a very good question, Anne. I'm not really sure how to answer it. You must have a Bachelor's to be in the Certified Public Manager Program. I teach mostly in the Certified Public Manager Program, although occasionally, I teach the clerks as well. There is an extensive application process that folks go through and they're all adult learners. It's fascinating, the people who are in a sense the hardest nuts to crack, are the Department of Corrections folks who believe that there is no room for politics in their jobs. Neither do the clerks. Both groups believe that they are supposed to be absolutely independent of politics. They do their job as it is set to be done. Of course, from my background, I don't see anything that's not political.

Ann: How would you define "political" in the broadest sense I'm sensing you're speaking of?

Sara: Yes. It is, in my opinion, the grease that permits any organization to function. It's any form of interaction. I shouldn't say any form of interaction. It is interaction; it is budgeting; it is prioritizing what tasks you get done first or somebody else does; it is, in my opinion, the way people make decisions; and the way they allocate the various assets and resources of a society.

Ann: So, wherever two or more are gathered, it is political.

Sara: I believe so. Do you disagree?

Ann: No, no. At the moment, I just had not thought about being "political" that broadly.

Sara: What I teach is politics with a small "p," not party partisan politics.

Ann: Now let's get to the Council. Let's go back. You got elected and starting serving in '86. I'll sit back and you take it as you would like in your memories of what you thought was important and why, in decision-making and different policies as you progressed through the 12 years. Tell us the positives and negatives and the whys.

Sara: I would like to begin with a real positive. That is that I think, particularly in the beginning of my Council service, I found a wonderful group of intelligent people who were concerned about this community and what it could be, would be, and probably should be. It truly was citizens serving citizens. Over the course of 12-1/2 years, I think that society changed, and I believe that the composition of the Council changed, and contentiousness reared its head. Initially, I found that it was possible to disagree without being disagreeable. Unfortunately, it didn't end up that way, which was unfortunate. I

think this latest Council is doing a great deal to bring back stability. And I think again, that is in keeping with some broader, societal perspective, civility and politeness are coming to be more valued throughout society, as so much contentiousness and hostility. Maybe it's as the gap between the wealthy and the poor widens. I don't know what the reasons are. I think that perhaps the pendulum is swinging back towards the side of civility again. It certainly is in Paradise Valley. I'm very grateful for that.

Ann: Indeed, because if we can't be civil to one another even in our disagreements, society cannot exist.

Sara: Absolutely. I think that's the definition of society. I certainly agree. I remember getting elected and being thrown into Valparaiso as one of the first issues.

Ann: Now, for those who might read. Valparaiso you said earlier was on Scottsdale Road. What is the cross street area?

Sara: Cheney Road. It was a large tract.

Anne: We use to ride horses there.

Sara: Yes, I rode there, too. In fact, I'm digressing again, but one of the real changes that I have seen during my time in Paradise Valley are places where I used to ride my horse are now paved, and covered with homes. The homes aren't new any more. I realize how long I've been here. We have been in Arizona more than 30 years, and we have been in our house 25 years.

Ann: That's a long time.

Sara: There was a very significant development issue and one of the major points of that was the question of a sewage treatment plant. As the plans were completed, the developer was going to put in the plant and give it to the Town. A turn-key operation.

They would put it in and just hand the Town the key in exchange for having lakes that would be storage for the water, but also amenities for a development. That was passed but not built because of the financial problems that occurred in the late '80s. It never came to be. It was very interesting to me because I, needless to say, knew nothing about water treatment. Frankly, I really didn't care about water treatment. I think there should be clean water. I think we should recycle. But I really didn't know much about it. We went over to Gainey Ranch and took a trip through their treatment plant and found that it was much less offensive than one would think. In any case, the point of the whole story is that I remember sitting there with these very intimidating, very tall, distinguished gentlemen in a Council work session, and saying to them, "Who's going to buy this water?" They looked and said that Paradise Valley Country Club has right of first refusal. I said, "Well, let's see. Right of first refusal is not a commitment for the water, is it?" "No." Paradise Valley Country Club pumps ground water at 25 cents a gallon. Even not dealing with any of the capital start up costs, the processing cost alone would have been \$1.88 a gallon for this recycled water. I said, "Well, let's think about this." It was still the right thing to do, I believe, to approve that development and the treatment plant, because there are some issues where I believe government needs to intercede to take advantage of what is right, and force what is right over economics. This I think is probably one of them. But it was very reassuring on a personal note to realize that one could make inquiries that would result in new lines of questioning and deal with decisions without understanding the biology of what was going on with water treatment. That was very inspirational.

Actually, another thing on a very personal note, was that I started reading military fiction mostly at that time, because I found that as I sat in those meetings with my fellow Councilmen, if I described something like a recipe where you take different ingredients and throw them in, well the men's eyes closed over. But if you describe something as a tank battle where the folks were coming in from flank or the other, well by golly, they understood.

Ann: It's all in how you describe something.

Sara: It was very interesting. At that time, Joan Lincoln and I were the only two women on the Council. I believe that none of the other Councilmen were retired, and neither Joan nor I had other jobs outside the home. So it was very interesting. It's hard to believe the pressures that were on at that point. I had the privilege of serving on the Council with four women towards the end, where the women outnumbered the men. I believe that was a first in Paradise Valley. We didn't always agree; that wasn't the point. That's never really the point. The point is to get to the best decision for the Town.

So I've digressed. Going back to significant decisions, we made another significant decision early in my Council term where a developer was putting in a cul-de-sac and wanted to put in a fountain in the center of the cul-de-sac, which I personally happened to oppose because I believe that if people want to use fountains in the desert on their own private property, that's their business. I believe it wasn't appropriate for the Town to put a fountain in the middle of a cul-de-sac of public property. In fact, that did not pass. Obviously, I didn't feel that alone.

We have some other very significant issues that came up. For instance, has anybody talked with you about the deannexation bill? I should have checked the

number before I came down here. There was a deannexation bill that was introduced at the State legislature by some developers who wanted to deannex land from the Town of Paradise Valley and make it into commercial property. The legislation down at the State was written to include only the Town of Paradise Valley. It was written based on population. We were the only community that happened to fit it. Of course, we knew the sponsors and we know what it was aimed at. We, of course as a Council, fought that aggressively. Joan Lincoln and I did most of the lobbying. We were successful in defeating the bill. I think probably, because at one very crucial meeting, Herb Drinkwater stood up and said, "I don't care if you deannex from Paradise Valley to go commercial. Scottsdale won't take you."

Ann: And they wouldn't have wanted to be an island in Maricopa County then.

Sara: They could not be. The County has an aggressive plan to have its land incorporated into communities.

Ann: Oh, it does.

Sara: Yes, yes. Preferably, at least a County island, of which we have very few left.

Ann: But we still have some. So the County would like to see them part of the Town of Paradise Valley. Like the Franciscan Center.

Sara: Yes. What has kept the Franciscan out of the Town is the question of bed tax when they have retreats, or at least that's what has been reported. Their biggest challenge is the bed tax. The other large County island is Clearwater Hills. The problem there is that they would prefer not to be subject to our hillside ordinance which is very rigorous.

Ann: Aren't they pretty well built up by now though?

Sara: There are some hillside lots that are still available.

Anne: Developers are coming in now and tearing down 30-year old houses to build new ones, which would then be subject to PV's hillside regulations.

Sara: Yes, yes.

Ann: Theoretically, they are waiting until they're built up and can't do anymore. Then they'll say, "Well, yes. I think I want to be a part of Paradise Valley."

Sara: Right, right. In fact one of the issues when the traffic signals went in at Clearwater Hills and Tatum was the one of whether they needed to come into the Town prior to putting in the signal. The Town elected to go ahead and put in the signals because it fit with the Town's overall theory for Tatum whereby you could time traffic so that our residents could have access.

Ann: It's my understanding too that the first three houses into Clearwater Hills is technically Paradise Valley anyway.

Sara: I think it's slightly more, but yes.

Ann: So it's still Paradise Valley land. They could just not have it.

Sara: The Town did use that as a hammer at one point, and then decided it was pretty silly. In terms of other significant issues, we at the same time had a plan developed by the Gruen Associates for the Town and its land use. That particular plan supported continuing residential. It wasn't all that long after when Neil Folkman developed Folkman Estates along Scottsdale Road which kept that area residential and proved that it could be done. Then Jeff Edmunds did Cheney Estates significantly later.

Ann: Do you remember talking to Mr. Folkman the other day?

Anne: He went back further than that in '86 because we were going to interview him.

Sara: That would be a good interview. The challenge as I've been talking is that there is so much crammed into my head after all these years that I'm not sure what would interest people in the future looking back. For instance, take La Place du Sommet. That is now private roads up there. I was on a Council that approved making that a private road. We all went up there. We all hiked the roads. We all looked at them. We poked, and pushed and prodded. Like sewer systems, I don't know a whole lot about how one builds a road - what the subsoils are, the compaction, and all of the various layers. But I did look and I was concerned about whether those roads would really hold. As a result of the entire Council's concern, not just my own, and the entire Council visiting the site, we decided that it was in the Town's best interest to let those be private roads, whereby the residents who actually use those roads understand that they are private, understand what they are buying, and look and make sure that the roads are adequate to withstand major challenges, like the floods that happened in Oakland that took down some of the hills, fire trucks and things. I think that's an interesting thing because you have to make sure that the residents who buy homes up there which are indeed in the Town of Paradise Valley are protected, but you also have to make sure that the Town is protected.

Along the same vein, I happened to have been opposed to the Rural/Metro contract with the Town. I was opposed on a corporate basis, as a corporate officer of the Town of Paradise Valley, because prior to the Town negotiating a contract with Rural/Metro and licensing Rural/Metro (and those in reverse order, first comes the license and then comes the contract), prior to that happening, the Town had no liability in

terms of fires. The Town wasn't involved; it was a contract between the individual resident and Rural/Metro. Once the Town got involved, I was afraid, and I believe it will happen unfortunately sooner or later, that someone's house will burn or there will be a major injury, or something dreadful will happen. As a result of that tragedy, both the Town and Rural/Metro will be sued. I believe that as a corporate officer, it was my duty to protect the Town as much as possible from suit. Meantime, Rural/Metro has come in and told us that their subscription rate and collection rate was about the same as it was in Scottsdale, and they were happy to continue the way they were, or they would be more happy with the contract. But they would certainly continue the way they were. I opposed it and whether it's right or wrong, as you know, the Town now has a contract with Rural/Metro. There are still quite a few feelings of hostility out there over that. One of the reasons is because a group of citizens got together and did a petition drive to put the contract with Rural/Metro on a ballot. They got well over the required number of signatures. When the petitions were brought to the Town Hall, the Deputy Clerk took those and examined them. She took them and went away and came back with them and decided that two things were wrong. The first was that the top of the letters on the font extended a bit too much, about a sixteenth of an inch too far into the upper margin. That wasn't even that the font was too small. It was that they had been xeroxed and the Xerox machine had shifted a little. Everything was correct except that. And the second challenge was that there was of course a legal requirement that says that petitions must be circulated with the document attached, and these were. When they were brought in to be filed, they were separated. At that point, the Town rejected those. In my opinion, it's easy for me to say I was opposed in the first place, it was very unfortunate because it

established a very visible group of people who were long time residents of the community. Men of whom were very noteworthy and had been active in the Town community. For instance, Dick Mybeck was one of the people who circulated them. He organized the effort. You then had developed a group of folks with hostility towards the Town.

Ann: Especially with those two minute accidental errors, shall we say.

Sara: It was a very interesting thing, the hostility. I still get calls from people who complain about it.

Ann: Do you think this issue will come up again?

Sara: I think Rural/Metro is entrenched now. I really do. I cannot imagine another company coming in because, think about it, you're sitting there in your house and you see your neighbor's house across the street on fire...

Ann: You don't know who to call for fire prevention.

Sara: But it was unfortunate. I think that was one of the issues. I think another issue that started that wave of hostility was the McDonald Drive issue, the widening of McDonald Drive.

Anne: And the not so widening.

Ann: I don't think that issue is even over yet.

Sara: Frankly, Ann, I hope you're right. I was driving on McDonald the other day and there was a bicyclist. Of course, they don't use the path and there is no bicycle lane. The result was that all of those cars were behind the bicyclist because there was no room to go around.

Ann: He or she did not have the civility to pull over and let them go. McDonald goes right on through and is an entrance into the Freeway 101. It's going to be interesting and I think the issue is going to come up again.

Sara: One of the things that I took a lot of heat over was being involved in MAG. We've already discussed MAG. But if the Town of Paradise Valley had been actively involved in MAG in 1984 or '85, then the vote of the residents of Maricopa County established a half cent sales tax to build freeways, we would have been involved actively in the planning stage, we might have been able to have an impact on where those exists were placed. We don't know because you can't go back. But we weren't actively involved and as a result, we certainly have ... One of the reasons that one of the Councils that I was on...I think that maybe Dick was off the Council by then...one of the reasons that the Town Council elected to improve McDonald was because there's a process by which the Arizona Department of Transportation can redline a road. Maybe the proper term ought to be green line to make it wider and to take it through. The Town of Paradise Valley Council at that time was afraid that with the freeway coming in, that would happen to McDonald. So that particular Council, and it took several Councils, elected to improve the road to three lanes, which is more than enough to meet the needs of the Town of Paradise Valley and to meet the code for I believe it was a minor arterial but it may have been a collector street designation, and not obstruct the freeway system and the transportation system. In the early freeway plan, McDonald Drive was a freeway. Fortunately, the Town was able to stop that and it was probably one of the motivating factors for incorporating. That and Tatum which obviously there would be some question about the Town of Paradise Valley as to whether that should be a freeway.

But with the Town here obviously neither should. So on McDonald Drive, I sat through 44 meetings on widening McDonald Drive. That was an incredibly contentious issue.

Ann: It was very interesting.

Sara: There were a number of other issues that came up. One of them of course is our resorts that are a very valuable, in my opinion, part of our community, and the bed tax issue.

Anne: Dick was involved in that one.

Sara: Dick did a wonderful job on that one. I really remember that clearly. The resorts pay a significant bed tax, plus the sales tax. It does a great deal towards enabling the Town to operate without imposing its own property tax. I happen to believe that the world works on exchanges and so one of the questions is, "What do and should the resorts get in exchange?" Of course, one of the things they get is a contribution to the Scottsdale Chamber of Commerce to promote the resorts, and the resorts are happy to be promoted in conjunction with Scottsdale because that question was asked every year when they came to the Town. Some other kinds of things that are beneficial to them are for instance the recreation paths, the bicycle paths now that we have some. It's an interesting relationship. There is a symbiotic relationship between the two. Folks, a long time before I was involved, determined that resorts were an appropriate use with the Town and consistent with the residential nature of the Town. Meantime, one of the County islands was Joe Miller's El Chorro. When El Chorro finally came into the Town it happened to be during a period of time when I was Vice Mayor and Kent Wick was Mayor. He could not chair those meetings because his family owned some property that was contiguous with El Chorro so he had a conflict. I found Joe Miller to be an

incredible gentleman, very gracious through the whole thing. There were a number of neighbors who were very suspicious of him. There were rumors that there was going to be a Venice there. There were going to be canals that winded its way through the property with gondolas, singing barge men.

Ann: I hadn't heard that. I lived near there and no one ever told us that. They were more worried that he was going to expand his resort and they would have another resort in their back yard.

Sara: One of life's interesting times. Then the question came out as to what is the distinction between a guest ranch and a resort. What did he really have. Through the whole thing, I did not know Joe terribly well. I still don't know Joe terribly well. But he was an absolute delight. He just kept a smile on his face and let everybody say whatever he or she wanted to. It was a very interesting time when he came into the Town meetings.

Anne: We interviewed him and he gave us a lot of background.

Sara: Oh, good. Is that consistent with what he said? That's my memory of it. Actually, the issue of annexation which we touched on before was hot and heated. The Town technically can annex The Franciscan Renewal Center any time it wants because it takes a vote of the taxpaying property owners to vote for annexation. There are US West poles and APS poles on the property, and of course, the Franciscan Renewal Center does not pay taxes because it is a church. Historically, the Town chose not to force and compel them to come in against their wishes because they did not wish to do so.

Ann: Could they legally charge a bed tax to a church?

Sara: The legal opinions from the Town were probably not. But some of their activities are moneymaking; some of their retreats are also.

Anne: They have classes, seminars and overnights now. They host a lot of those activities.

Ann: Then the policing so that they'd be honest, determining this is a church function and this is a fund-raising function could be very challenging.

Sara: They were very nervous about it. The Town's going to provide them security and police service anyway. I can't imagine the Town not. So what's in it for them at this point? Let's see. Another interesting related issue was ... I guess you always learn more from what you've done wrong rather than what you've done right. I, as I've said, have been involved with homeless issues representing Paradise Valley. One day the Franciscan Renewal Center decided that it would accept homeless families on some of the very cold nights, as did some of the other churches. One woman who was very active in Paradise Valley politics and shall remain nameless for that reason called me hysterical, "There are going to be homeless people here. My family won't be safe. I won't be safe. This will be terrible." At that time, the paper called me and said, "What do you think about homeless people at the Franciscan Renewal Center?" I said that I had gotten some calls and people are pretty negative. I would not give the paper this woman's name and number unless I had secured her permission first. I called her back and she said, "Gosh no, I'm not going to talk to the paper. I don't want them to say that I think that's terrible." I said, "Do you think it's terrible." She said, "Of course." I called the paper back and said she won't talk to you. You can imagine what the paper thought. Oh well, you learn. That was quite a learning experience.

There were also a number of really positive experiences with individuals who had legitimate problems that would take on huge proportions. One of the funnier calls I got was from a woman who was having her house painted and new flooring put in. She looked up one day and there was a strange dog in her living room. She was really upset. You could hear her voice quivering. She was in tears. She said, "What am I going to do." I said, "Stand over the dog and tell him to leave." She said, "But, but..." I said, "Is it a coyote?" She said, "No, it's a dog." It was a Cocker-poodle mix. It was a big ferocious dog. She came back and said, "This is a terrible community. We need a leash law, which we had. We need a this, that and the other."

Anne: I remember Dick voted against the leash law.

Sara: I remember Dick voting against it. Then all the other discussions whether we should have a pooper-scooper law.

Anne: I think Jim Coffee was the one who said we should have a leash law.

Sara: She said to me, "How are we going to keep this from happening again?"

Ann: Keep your doors closed.

Sara: That's exactly what I said, "Keep your doors closed."

Anne: That's funny.

Sara: Yes. In fact, I had some great ones. I had a call from a woman who said there is a rat in my swimming pool. I said, "Well, call your husband." She said, "He's just left for work." Call your neighbor's husband. He's just left for work. Call your neighbor. She just left for work. Do you have a pool scoop. Go get the pool scoop and get it out. She says, "I couldn't possibly." She said, "I called the police and they wouldn't come. I called Rural Metro and they said were at a fire." This poor lady was hysterical.

I can't believe to this day that I said this to her. But I said to her, "Do you have any Tab in your house?" She said, "Why, yes." I said, "Okay. Get the Tab, open it, and feed it to the desert rat. It will get cancer and check out on you." I can't believe I said it to her, but what was I going to do.

Ann: The rat was alive and swimming?

Sara: I guess, that's the way she described it.

Ann: Oh, I didn't catch that. Oh, my word.

Sara: At which point, she saw how hysterical it was and she started laughing. She got the pool scoop and got it out. She was perfectly fine. Then, of course, when photo radar came in.

Ann: Now that's a rich story, I'm sure.

Sara: I certainly had a number of calls from people about photo radar. There was a whole group of people who told me they were going to put on Ed Mecham's mask when they drove through Town. (Ed Mecham was elected governor, but quickly impeached after he took office) There was one woman, a good friend of mine, I have to admit, who said she didn't think it was fair because she thinks that whenever a policeman gives you a ticket, you should be able to undo the top two buttons on your blouse... and she's telling me this. She no longer lives in Town; they've moved out of state. Another woman called and said that she thought photo radar was a wonderful idea, but that she really thought we should issue to everybody who lived in Paradise Valley a bumper sticker that would inactivate photo radar for our own residents. She wasn't particularly amused when I pointed out that she's speeding to kill a child just as easily as somebody from Scottsdale or Phoenix.

We had a number of other people on traffic. One wanted to put guard gates on Tatum and Lincoln to keep out non-Paradise Valley people. Then we would have card keys. I remember saying to her, "Let me ask you a question. Do you shop for groceries?" Huh, huh. "Where do you get your groceries?" She said, "I go to the Safeway at 32nd and Camelback." "How do you get there?" "First I take Stanford, and then I turn down 32nd Street, and then I pull...." And I said, "Suppose Phoenix said to us you can't come in." And then she of course saw how amazing her suggestion was.

There were a number of other issues that engendered comments like that. Certainly, photo radar was one of the most amazing ones.

Anne: Were you on the Council when it was introduced?

Sara: Yes.

Anne: That was quite, not only emotional debate, but.....

Sara: ACDC stands for Arizona Canal Diversionary Channel. At an early meeting...

Anne: Who was involved in it in the beginning? I remember going over there and looking at where the channel would be.

Ann: Go ahead and talk about the ACDC.

Sara: At a very early meeting with the design engineers, one of the design engineers made a comment that the project would be covered through the Biltmore because the Biltmore properties were worth more than the Paradise Valley properties. My goodness didn't those hackles go up. That is when Helen Harold got involved in the Town. She and Marlene Jones were involved. But mostly Helen spearheaded the fight to cover the ACDC. There was just amazing riff on it. If you covered the ACDC, it had to

meet the U.S. Army Corps of Engineer specs, which meant that you had to be able to drive a 10-ton tank on top. Isn't that a kick? I guess when the terrorists come driving their tanks through the Town of Paradise Valley; they will be able to travel on the ACDC. It was hysterical. Anyway, that was a very long fight. Kent Wick, Scott O'Connor and I actually went back to Washington, in conjunction with a National League of Cities meeting, and spoke to our congressional delegation about it. The congressional delegation was able to secure some federal funding to help the Town because the Town agreed to a match. I believe it was a 10% match that the Town had to come up with but I really forget exactly the amount. That's how it got covered. It cost the Town many hundreds of thousands of dollars. The initial estimate was \$250,000, but of course that didn't include any of the overruns, any of the series of plantings and landscape design, and there were several of those that occurred. Then Stanford Drive had to be resurfaced. It was quite a vague issue and it did end up costing huge amounts of money.

We also had a similar type issue in terms of dealing with neighbors when parking for Echo Canyon came up. That was a big deal. Echo Canyon's homeowners association, the people on the southwest corner of McDonald and Tatum, were concerned because they did not want folks parking and blocking their access understandably. The Town had no provisions for parking. Although that corner on the northwest side is open and is shown on the plans for the Camelhead Estates as eventually being a speed curve, matching the one on the north end of Tatum, matching on the south end of Tatum, which in my mind happens to make sense. That was a very interesting long term project. There were a whole bunch of proposed solutions. The Molly-Trolleys were one; one was parking at Mountain Shadows and I think they actually tried that for awhile. Another one

was actually done in conjunction with Linda Nadowski where Linda and I developed an idea of putting a recreational path all around that huge block, all the way around Camelback Mountain, which would then serve the Phoenician as well. All of the Phoenix folks think that's a fairly good solution but it never got completed. A lot of that is in Phoenix and that's the problem. But Paradise Valley has done quite a bit of its portion, although the Paradise Valley portion is on the opposite side of the street. In fact, when you think about recreation, there is bike paths, or recreation paths, that goes all the way from South Mountain to Carefree, and all the way from the Indian reservation through the Phoenix Mountain Preserve, except for about 165 feet along Tatum on the west side of Tatum, right by the fire station at the north end of Town. It becomes Phoenix on the north side there. Unfortunately, the missing portion of it is in the City of Phoenix. That is all that is lacking on either one of those. We've talked to Phoenix about that and doing something with it, but they weren't particularly interested. Everybody said what a good idea but it never happened. So that's recreation paths.

Ann: What I said in my intro was that in your 12 years there were some very extremely important issues that were part of the Town's development, or further growth. That you have certainly supported in our interview today.

Sara: It saw the Town get close to built out. One of the funniest proposals I ever saw was for the property on the east side of Tatum just north of Mockingbird. There was a proposal that would cut a tunnel under Mockingbird. That didn't go very far. Actually related to water is Doubletree and what's going on with that drainage project. There were a number of Councils that walked that entire drainage project together. It was very

revealing. We discovered that there was a wash that existed north of Mummy Mountain that had not been named. The Town named it Cherokee Wash.

Anne: We decided to use that on the equestrian map.

Sara: It's really sad that too many people have river rocked it down and such.

Anne: It was their private property and they would have had to get permission from liability to cross.

Sara: I'm very sad that the horse people have been pushed out of Town, and now they're getting pushed further out of Scottsdale. The Town had experienced some flooding problems so they looked at the entire area basically north of Mummy Mountain which starts its own little water shed. Actually, it goes a little bit south. It starts at the Paradise Valley Country Club and flows north. Some of it sheet flows across Tatum. Meantime, a development was built in Phoenix, that looks like a theme from The Terminator movie, where they have that culvert that aims at Paradise Valley and they let the water go. Of course, Paradise Valley protested, but there it is. Folks had a flooding problem and we checked it. There were all kinds of plans and agreements that were made politically, as well as staff wise, with the Maricopa County Flood Control District. And it truly is an appropriate issue for the Flood Control District because it's Phoenix, Paradise Valley, Scottsdale and the Scottsdale School District. Cherokee School turns into an island in a huge rain. That project started and it has been contentious! It's been going on for years and years, and still is. It's been contentious for this time hassle and I find it, from a personal perspective, really sad because the project somehow has gotten divided. Whatever this Council decides to do, and I believe they have decided, and it's their decision and I'm not going to try and second-guess or speculate. But I am sad that

the two courses of the project were separated because Doubletree and the water that comes across Tatum from the homes is only one aspect of the project. The other aspect is the water that comes across Tatum from the south and all of the Cherokee Wash water. Somehow, as I said, it got separated, and the two things are not considered together, which is too bad. It may have had a different result.

Ann: Too bad we're in a drought right now because if there was a really big rain, hopefully there would be greater compassion, understanding and concern for ones neighbors well being.

Sara: There were more than 50 homeowners. I want to say it was something like 93 but I just don't remember who actually admitted that their homes flooded. That's really something.

Anne: The ones that line the Indian Bend Golf Course were under water. We were over there when the water was flowing. You could see it running through.

Ann: Many people are not visionary and there's nothing like reality to bring one up sharp to what's really needed.

Sara: One of the challenges with water is that that area in particular has a very different weather pattern from the surrounding areas. To calculate a 100-year flood, there has to be a certain amount of rain fall within a certain amount of time over certain geographic area, which works very well except when you have an isolated pattern like we do in that area, where frequently, the flow is very intense but for a very brief period of time and doesn't cover the surrounding flat desert. The result is it doesn't measure a 100-year flood overall. But if you are one of those homeowners who live on the wash, you have experienced a 100-year flood. That's one of the difficult issues. I should also say

that I happen to live on the Cherokee Wash and I have had opinions of at least three Town attorneys that have said that I did not have a conflict of interest participating because I'm situated the same as ten or more other folks. Fortunately for me, we live at the head of the wash, and I know where the water flows. It is a major issue. Sooner or later, it'll get dealt with. The Town has definitely had mixed water issues.

One of the things that I have noticed because I do live north of Lincoln is that there is a feeling in the north part of the Town that the people in the Town don't care about the north part of the Town and it's always the last one to get undergrounding or sewers or similar type amenities, the flood control. The people in the southeast part of the Town apparently still have some of that feeling and the people in the southwest part of the Town used to but they've done a great deal in terms of being able to improve their area and have made tremendous strides. Now that area has really revitalized itself and regenerated itself.

Ann: Southwesterly, isn't that the area that Helen Harold lives in? She's done a tremendous amount of hard work at getting her part of Town up to snuff.

Sara: She sure has and she's made a tremendous impact and it looks great down there. It really does. But it's interesting.

Ann: Maybe we should invite her to move into other sections of the Town and get them caught up.

Ann: We have various pockets in our Town and we are not unified enough in knowing our neighbors so each pocket feels they're the ones left out of improvements.

Sara: I think so.

Anne: Remember we used to talk about "not in my back yard." Everybody was just concerned about his or her issue and as long as this one over here didn't interfere, then they didn't get involved.

Sara: In fact Sylvia Yoder was appointed to Planning and Zoning because of the Valparasio property in the Cheney Estates. She became interested and active, and then of course, ran for Council and became Vice Mayor.

Ann: If you want to bring us closer to date if there are any important issues you want to talk about, towards the end of your term. Basically, one of the things I want to ask and if you can incorporate it in; what kind of a message would you like to leave for future Councils, especially with all your ongoing work with MAG, teaching at ASU, and politics?

Sara: I really believe that it is a privilege to serve your fellow citizens on the Council. It is a privilege to serve in any capacity for the Town, but it is a particular privilege to serve as a Councilman because it is an opportunity to get to know individuals and actually to try to help them where they are the most threatened, where they are the most concerned. The word I was thinking of using was vulnerable. They're not always vulnerable in that situation; they're not always threatened in that situation but they always need some kind of way to help. It is a privilege to do that. I would advise anybody with the opportunity to do it. By doing "it" I mean running for Council.

Ann: The Board of Adjustment is a challenge enough right now. We are having three cases almost every month now for the last three years. When I went on, they told me you only meet twice a year.

Sara: Great training, you're ready. It is a wonderful community and it is unique, and those are all words that are hackneyed but it's true. And it's changing and it needs to change because being mired in the past is not any way to meet the future. I think the next task for the Council will be indeed harmonizing the older residents (not age but chronology and historically) with the folks that are moving in.

Ann: There's such a difference in the concept of living styles and living standards in this Town from one to another generation. There lies the animosity. It is such a shame.

Sara: Yes. I think we're going to have to come to some very basic environmental decision.

Ann: Such as?

Sara: For instance, the Sun Valley property opposite Judson School has on half of the property a hotel and on the second half of the property an executive golf course and homes. That is the approved use at this time. Now in that approval for the golf course is a requirement that within 18 months of the time, the golf course is installed, they must use gray water to water it. I'd hate that requirement to get lost. I think that's appropriate. Golf courses are wonderful but we live in a desert and we are in a drought. I think there's some basic environmental issues. I think the same is true with the different kinds of trees that are planted. That always causes me a certain amount of difficulty because I do believe in private property rights, but by the same token, if mulberry, for instance, are unhealthy for a tremendous number of people, there comes a time when you just have to say, "Sorry, no more mulberry trees."

Ann: We've done that with olive trees.

Sara: And we may have done it with mulberry trees.

Ann: There's an African sumac that gives some people tremendous allergies, they can't breathe. I know one person who had one on the property and he was so glad he had to cut it down when they did an expansion on the property.

Sara: It's interesting what is happening just like the question of smoking in buildings. It's a question of balancing which of the public rights you support. Because people do have a right to ruin their health and smoke, but do they have a right to ruin other peoples? I think that's what Paradise Valley's biggest challenge will be personally. I'd like to see the community continue to be strong. I'd like to us continue to exist. I'd like to see us not be absorbed by Phoenix or Scottsdale, in that order.

Ann: Do you think that's a possibility and how so? Would you give an example?

Sara: It depends. Futures are always difficult to predict.

Ann: Oh yes. I'm sure with your connections out there in the larger community, you're aware of patterns that we don't see. That's why I am asking.

Sara: Those communities would obviously like to annex Paradise Valley for their own reasons. Both would like to do it for the tax base. There's no question about that. Both would like to do it for the cachet that the Town still holds.

Ann: How could they if we're formally and legally incorporated though?

Sara: Indeed. Suppose they say, "Okay, we will turn that little switch and you won't have any more sewer service for example.

Ann: Which several homes are vulnerable.

Sara: Yes. I forget what percentage of the homes are on sewers - a third maybe. That's very vulnerable. Suppose they retaliated with whatever. I think it's very important

when you are David that you're very careful with Goliath. It's in our best interest to keep a cordial relationship with both communities. It's in their best interest as well, which is to our advantage. But I do think we need to be very aware of the vulnerability of Paradise Valley.

Ann: Would an alternative be that if people understood that and felt threatened that we would become more independent by providing those services for ourselves? I know it was discussed when the issue on Doubletree and Scottsdale Road sewer was rejected.

Sara: Yes. That is a possibility. If in 1986 it was \$1.88 a gallon as opposed to \$0.25 a gallon. If there was that disparity then, I don't think we have any reason to assume that it won't be devastatingly expensive now. Suppose Paradise Valley Water Company and the other water companies were bought out by those communities. They can't really turn off the water, but they could sure threaten us.

Anne: Or raise the prices high enough.

Ann: Haven't they already? I'm on Phoenix water and it's pretty steep especially the summer rates.

Sara: We have some of those very basic questions going forward. I don't see why the Town wouldn't meet those challenges. I have every confidence that the folks who are actually part of the Town government, as well as our residents, would pull together. We would need to. We're hoping there won't be anything Draconian but it could happen. One of the advantages that Paradise Valley has over some of the further out areas, the newer areas that are developing, is our proximity to the airport. I happen to believe that in the age where more people commute that the ability to go places and press

the flesh would become more important. I think that proximity to Sky Harbor will be very important to keep Paradise Valley a truly premier residential area. Also it will be interesting to see when people cycle away from these huge houses and go back to some of the smaller houses what happens.

Ann: Yes, I'm really curious and it will happen.

Sara: Oh yes, particularly if they have to pay their water bills and their air conditioning bills.

Ann: All of this lately has been built because the economy has been so great, but there will be a turnaround.

Sara: No question. It'll be interesting to see where the Town goes from here. I believe that our future lies with the future of the whole Valley and that we need to remember that going forward.

Ann: I thank you very, very much.

Anne: Thank you for your twelve years. You've worked very hard. Hopefully you're keeping that up.

Sara: I believe so. I actually still get the minutes and Tom Martinsen does attend the Manager's meetings, and Ed does attend the MAG Regional Council meetings. I don't know whether the committee people are on. I think Jini attends the Youth Policy Advisory Committee, which is one of the other MAG committees I served on. It's not meeting all that often right now, but I believe we do have representation on it, so people are doing so.

Ann: Well one more question. Besides serving on two of the committees on MAG, working on your doctorate, and teaching at ASU, what else do you do with your time?

Sara: I bud radishes. Actually my two sons are now out of the house. You hear so much about the "sandwich generation." I always expected to be that, what I didn't expect to be is what I am, and that's the care giver for older parents.

Ann: That's a challenge.

Sara: Yes, it is. Those issues are not issues that ever resolve themselves. They're simply issues that end.

Ann: Yes, exactly.

Sara: So that's my life.

Anne: A very involved life.

Sara: Before we end though, I really would like to thank you for doing this. First of all, it's just flatly fun to talk about the Town and it's fun to talk about oneself. But mostly, this is a wonderful thing to have an oral history of the community. You and the entire committee are doing a wonderful thing. On behalf of the residents, I thank you.

Ann: You're welcome. We've enjoyed it a lot and it's been very enlightening, especially for me. Thank you for being one of the important people in our Towns history.