

STATEMENT OF LEGAL ACTION
CITY OF SEDONA
CITIZENS STEERING COMMITTEE
FOR THE COMMUNITY PLAN UPDATE MEETING
VULTEE CONFERENCE ROOM, SEDONA CITY HALL, SEDONA, AZ
THURSDAY, DECEMBER 9, 2010 at 3:30 P.M.

The meeting started at 3:30 p.m. and ended at approximately 5:40 p.m.

Roll Call:

Committee members: Chairman Jim Eaton, Vice-Chairman Jon Thompson, Mike Bower, Angela LeFevre, Alex Gillon, Councilor Barbara Litrell, Elemer Magaziner, Gerhard Mayer, Judith Reddington, John E. Sather, and Michael Steinhart.

Staff: Mike Raber, Kathy Levin and John O'Brien

Approval of Minutes for the following meeting:

Approval of minutes of November 16, 2010

Mike Raber:

- Overview of the last meeting to determine planning process first before figuring out public process and going out to public.
- Discussed statutory steps/process
- Referred to Mike Bower's May 25, 2010 planning process outline
- Outline for original community plan
- Stakeholder categories.
- Discussed Timeline
- Relationship of Committee with internal and external stakeholders (public, Planning and Zoning Commission, other commissions and committees)
- Budget Issues- Decision package for additional funding next fiscal year (Feb 2011)

Kathy Levin:

- Researched other planning processes in communities in the Southwest.
- Planning Horizons
- Planning Boundaries

- City of Sedona – New document- not just an update. Strong visualizations.
- Visioning process varies widely.
- Flagstaff open houses, focus groups
- Surveys used widely- “Clicker” method
- Newsletter – Santa Fe; Santa Fe and Phoenix – Citywide survey
- Flagstaff – “Guiding Principles”

Mike Raber:

For today develop a framework/direction for big topical areas for planning process.

Committee Discussion:

- Is the public hearing phase too tight?
(Raber - 9 month time frame for last update. Six months is realistic, but we have flexibility)
- Question about Flagstaff and Aspen process. Staff led public process. How far along? How are they getting input?
- Any community closer to Sedona that we could use as an example?
- Alexandria, VA is a good example to look at. Measures of progress and high level of community engagement.
- Aspen - commonalities...remoteness, tourism, economic issues
- Do we really want to copy another city? Let's have no pre-conceived notions.
- Need a logical planning process, not a list of examples out there. Need an organized mapping of process. Holistic thinking process for public engagement. Apply right community involvement techniques at the right time in the process.
- Breaking into elements is not the best way to be able to figure out the inter-relationships. Let the elements come out of the planning process toward the end.
- Talk in simple terms right from the start so the public easily understands. Keep this user friendly. Have a “general public conversation” first.
- What vacant land is to be developed and land to be redeveloped?
- Some areas of town won't have future alternatives (e.g. Chapel) and some will (e.g. West Sedona Commercial Corridor)
- Very simple - user friendly – fluid process
- Agree on technique to use to get to public
- Elemer Magaziner suggests producing a high-level document early on in the process and let public know what we are shooting and aiming for so they can react to it and fill in the details. Document is primary and the details are secondary.

- Jon Thompson disagrees with previous comment made by Elemer Magaziner.
 - Alex Gillon indicated that we shouldn't do this at the beginning.
 - How can we simplify and streamline our current community plan?
 - Need to do vision part first. Sketch out alternative futures.
 - How will we use existing community plan?
 - Need to understand big policies of the plan first.
 - Need to know structure of the documents first but not the plan itself, to put all the information gathered into categories.
 - John Sather suggests creating four phases. Simple Idea Buckets
1. Where are we? Give and get information. (This is a public conversation and a "warmer upper").
 2. What could we be? (alternative futures) Testing alternatives/survey.
 3. What do we want to be? (Working on details- refining one plan – general to particulars.)
 4. This is where we are going
 - People don't understand what a community plan is.
 - Keep the "Oh, we can't do that" or constraints until the end of process.
 - Bower – Confused by 2 & 3 above. May need to better define these.
 5. Perhaps another bucket: "How are we going to get there? (Implementation)
 - Keep early planning phases informal.
 - Outcome of Phase I: Summary of issues, education of public. You may get ideas at this stage.
 - Provide a document that describes to the community what City and others are trying to do to fulfill their needs. Basic starting point. Keep it simple to start.
 - Start general and add detail in layers as we go through planning process.
 - Are we holding a town hall in Phase I? (Surveys, internet, presentation to clubs & organizations & visitors)
 - What are our general guiding principles or categories that we need input on and addressed?
 - The word "Needs" is very restrictive. We need to be more visionary.
 - Start with "What is a Community Plan"? Define this first for the public. What works and what doesn't. Include this question in Phase I.
 - Plus get ideas/solutions in Phase I. Let the public do this if they want to.
 - Define "Our Universe" to public up front. What can the plan cover?
 - Need a consolidation of our note taking to hone in on a process.
 - Time Line
 - Sather Process

- Planning process chart needs to go past words into specific ideas to change community.
- What is a community plan? Planning horizon? (take a cut at a distant future)

Mike Raber:

Bring discussion/consolidate this for next meeting and get a consensus from committee on planning process. We will make changes with process as we go. Don't get too detailed now.

Next meeting focus on Phase I to some extent, but we need to understand entire process.

Need consensus of brief statement on what a community plan is.

Public Participation:

- What are our resources for our education outreach? (budget request)
Visual aids needed?
- Come up with a goal of a percentage of community and various segments of community to participate. Aim for a target number of 2000 people to participate? What is a good percentage to call it a significant number?
- Perception rather than reality to some extent.
- Get an empty space ("war room"). Door open at all times. This would be ideal. "Storefront"? Give whole process a home.
- Make Public Participation "enjoyable and fun" (e.g. "Meeting in a Box")
Techniques to share information, be creative. Cartoon artist at Scottsdale planning project. (People linger with them).
- Creative Life Center will commit to provide space
- Performing Arts Center at high school is a possibility.
- Vacant offices/storefronts
- Eye Catcher "Events Energy Created," "Launch the event".
- Pay attention to the seasons people are actually here in the city.
- Launch public process in March
- Next meeting agenda....Specifically what do we want to do with public process?

Mike Raber:

- He will put some public process ideas together. Ideas/techniques, bring back to committee for review/consensus. Keep this general & broad.
- Prepare public participation process document, include statute requirements and other methods. Keep this loose.
- Staff needs to present this at next couple of meetings.

Draft Scope:

- December 16th Joint City Council- Planning and Zoning Commission Meeting - Steering Committee – P&Z interaction/role.
- Coordination. Ultimately, P&Z makes recommendation to City Council.
- Outline of roles and responsibility of all bodies involved in plan would be helpful.
- How do we bring in other city commissions into planning process? (e.g. Parks and Recreation Master Plan coordination with community plan update.
- Time frame scope of plan. What time frame horizon are we looking at?
- Yavapai County is doing away with regional coordination efforts (Big Park Regional Council for example)
- Expand plan beyond city limits. Issues don't just stop at corporate limits.
- As a tool for thinking about a planning vision, it is helpful to discuss Sedona's role in:
 - The Universe
 - The World
 - The Nation
 - The Region
 - The State
 - The bio-region

It would be helpful for the committee to try this exercise.

- How are we communicating with counties?
- **Future Meeting Dates**
 - Jan. 6, 2011 at 1:00 pm
 - 1st & 3rd Tuesdays of the month beginning January 18, 2011 at 3:00 p.m.