

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, JANUARY 6, 2010 at 1:00 P.M.

The meeting started at 1:00 p.m. and ended at approximately 2:45 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

Mike Raber

- Goal – Consensus of Process & timeline – Get into public participation as well.
- Staff would like to form 3-4 working teams to make better progress.

Mike Bower

- Visioning exercise
- Mike provided a handout
- Could be a public participation exercise & committee exercise
- Do exercise at next meeting (homework assignment)

Mike Raber

Went over proposed planning process & timeline chart & various phases.

- Process & timeline
- Keep process general & flexible to allow for process evolution.
- Use process as a guide.
- Have working teams provide more detail to reach additional consensus from committee.
- Seven phases & one pre-phase for process.
- Get consensus on process, public participation procedures, committee scope & working team formation.
- Working Teams
 - Informing needs (information we put out)
 - Organization/coordination

- Public Outreach
 - Budget
- Working team would identify the stakeholders, but may be better for entire committee to do
- Rather than meet by stakeholders group, have meetings/discussions by topic or issue, instead
- List of stakeholder groups is important but we need to reach out to some of the special & larger stakeholder groups (e.g. Hispanic community)
- May need to bring in expert facilitators to help with some of the larger meetings with the larger stakeholder groups.
- Speaker's Bureau was discussed.
- Depending on the phase, public outreach methods may change.
- One issue- How does committee work with P&Z Commission and other Commissions?
- Will miss people if we only reach out to specific stakeholder groups.
- Change what are we saying? Who we are saying it to? What are we saying?
- Phase one: Rephrase from "Where are We Going?" to "Where are we now"? "
- All inclusive community driven process" not driven by stakeholders or "lobbyists"
- More important is message that goes out in an easily understandable manner.
- Ask people "What viewpoint are you coming from?" (e.g. business, retiree, resident, etc.)
- Give examples of planning process and how certain communities became the way they are (e.g. Santa Fe)
- Define planning priorities- (e.g. Flagstaff has a sustainability priority) by issue/topic – not stakeholder group.
- Sedona Forum as an example where you focus on a topic with a broad cross section of community participating (structured process)
- Need a stakeholder group made up of property owners - This is a reality.
- Stay general initially with stakeholders- specific stakeholder groups will emerge as process moves forward.
- Solicit volunteers to help with planning process and to get involved. Don't force them to express their views.
- Initially focus on coordination with internal groups (i.e. City Commissions) rather than external stakeholder groups.
- Have very large community meetings rather than small meetings, but need some small meetings to let public talk adequately.
- Identify as "subject matter" rather than as stakeholder groups or keep in large format such as – senior, youth, Hispanic, etc.
- Flowchart diagram with feedback loops would help clarify process rather than chart presented by staff.
- Let public provide their vision(s) in a format that everyone can see

- Quality of human interaction may be more valuable than buildings or scenery.
- Elemer presented his 1-4-11 email (attached)
- Need one more example of a possible process to have three to consider. (Elemer)
- Bower presents his planning process flowchart (see attached)
- Identify “Deliverables” of each phase.
- Need to make sure we are looking at “Core Values” within the planning process.
- Let Mike Rather & Kathy Levin sort this out and bring back one process at next meeting, rather than have three processes to react to at the next meeting.
- It is very important for committee to develop a very clear process before starting the planning process.
- “What could we be”? Need to give community some ideas on this topic for public to react to?
- Mike Raber will send an e-mail to committee seeking volunteers for working teams.
- Need a “free think” topic on every agenda so committee can discuss visionary issues and any other topical issues.
- Mike Bower discussed visioning issues.
- Read all Sedona Forum Documents to get educated.
- Can staff give brief presentation on:
 - West Sedona Commercial Corridor Study
 - Heart of Sedona Plan
 - Uptown-Creek Area Plan

Draft Scope

- Committee should feel free to convey their ideas & opinions & visions, but not force these on the public (no preconceptions)
- The Committee should also have the ability to listen.