



**Department of Community  
Development  
Long Range Planning**

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**Memorandum**

**TO:** Citizens Steering Committee for Community Plan update

**FROM:** Kathy Levin, Associate Planner  
Department of Community Development

**MEETING DATE:** February 15, 2011

**SUBJECT:** February 15, 2011 Steering Committee Agenda

Attached is the agenda (with timeframes) for our meeting on February 15, 2011 at 3:00 p.m. in the Vultee Conference Room.

Agenda item 3: Discussion/presentation on “Mind Mapping” by Elemer Magaziner

Elemer Magaziner will discuss “Mind Mapping” as a tool to capture and illustrate the Community Plan Update process in a wholistic manner. Mind-Mapping helps illustrate the inter-relationships of a planning process and how a community vision might be expressed. It appeals to our visual senses and wraps text with an image in a non-linear diagram format. The elements of the Mind Map help clarify ideas and assist in the organization of information.

Staff believes that this could be a useful tool to both educate the public and reflect public input during the visioning phase of the update process.

Agenda item 4: Discussion/consensus on “Visioning Exercise” proposed by Mike Bower and “Brainstorming – Free Thinking” proposed by John Sather.

Committee member Mike Bower suggested that it might be useful for the Citizens Steering Committee members to describe their personal future vision for Sedona. This exercise would stimulate thinking by sharing ideas about alternative future scenarios. It is not meant to take the place of nor influence the extensive public outreach that is outlined in the Planning Process.

Some concern has been expressed that this exercise might be perceived as inappropriate by the public and possibly appear as usurping the community's role. Staff supports having the committee discuss this issue to see if agreement can be reached on how this can be beneficial to the committee.

Committee member John Sather believes that the steering committee needs a regular opportunity at each meeting to "free think". This would be an unstructured, open-ended time to share information, viewpoints, and stimulate and expand thinking about planning in general. Staff has consulted with the Legal Department and as long as the specific topics are included in the agenda language to properly notify the public, this could be included on the committee's agendas. For example, the agenda language would read "Discussion on possible concepts and ideas in planning. The following ideas have been proposed for discussion: 'Sustainable Santa Fe Plan'". (Committee members may provide the information to staff up to the Wednesday immediately before the Thursday posting day.)

Agenda item 5: Discussion/consensus on Public Participation and Engagement Procedures

Please bring the draft Public Participation and Engagement Procedures that were distributed at the February 1 committee meeting. Staff will discuss how the Planning Process is reflected in the draft Procedures and plans to bring this to Council in March for adoption.

Agenda item 6: Discussion/consensus on coordination with City commissions, outside agencies and citizens

The Working Team on Coordination has discussed the relationship to other commissions, the need to tap the expertise and knowledge of commission members, and some of the ways in which the steering committee and the commissions might interact. In its broadest terms, this coordination is also included in the draft Procedures.