



**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 *KL*
Department of Community Development

MEETING DATE: March 1, 2011

SUBJECT: March 1, 2011 Steering Committee Agenda

Attached is the agenda (with timeframes) for our meeting on March 1, 2011 at 3:00 p.m. in the Vultee Conference Room.

In the interest of time and a very full agenda, it is requested that committee members submit "Two Challenges and Two Opportunities" to staff as discussed at the February 15th meeting. These comments will be distributed to the full committee but this will not be discussed in the meeting. Although, we may include "free thinking" or a "visioning exercise" at a future meeting, there will not be enough time available to include these items on the next several agendas.

Agenda item 2: Staff has added "Public Comment regarding the update of the Sedona Community Plan". This will be an on-going agenda item when members of the public may address the committee with a limit of three minutes per person.

Agenda item 3: Staff overview and discussion regarding the current Sedona Community Plan.

As part of the "Why are We Doing This and Where Are We Now?" phase, and, beginning with this meeting and at the next two meetings staff will provide background information to the Committee on City plans including the current Community Plan, Specific Plans (e.g. "Heart of Sedona", "West Sedona Commercial Corridor Specific Area Study), implementation, and projects. This will include key plan policies and ideas in the recommendations across the Community Plan elements.

The Information Working Team recommends that the Committee also learn about the status of large, un-built projects; major land ownership patterns; and existing land use and zoning.

Elemer Magaziner has developed an "Information Form" and "Deliverable" to be used as a background layer to collect and categorize information that might be used during the planning process.

Staff will provide hard copies of the Community Plan, West Sedona Commercial Corridor Study and Uptown Enhancement Plan to the committee.

Agenda item 4: Discussion/consensus regarding Community Outreach and the first community event and/or meeting.

There are three general areas for discussion and agreement on this agenda item: 1) the scope, purpose and timing of the first community meeting; 2) the committee's interaction with city commissions; and 3) the form and timing of outreach to community organizations and agencies.

All three working teams have discussed this first community event, but from different points of view. It is important to reach consensus on what it is we are trying to accomplish and what the general components of the meeting should be. This will be critical to setting our timeframe for the first meeting. Some of the aspects that need to be resolved include:

- Guest speaker or not?
- Slide show to generate ideas (created by our own "team") vs. something more for which we do not have immediate resources. Do we need contract assistance?
- We also need to be clear about what we should have in place before we "lock in" a date for a first community event (e.g. speaker, schedule, venue, visual presentation, preparation).

The Public Outreach working team has noted that we should not plan an event that falls between Memorial Day and Labor Day weekends. This may also dictate what type of kick-off event we could plan in May vs. September.

The Public Outreach working team has discussed one possibility of a first community meeting in May to introduce the update process with an overview of the Community Plan; providing a snapshot of statistics on "This is Our City"; and a slide show. Campaign techniques such as media relations, a theme, and a logo have also been suggested to generate interest and to have a consistent branding. This could be followed up with community outreach over the summer, and a fall event with a dynamic speaker---someone who knows the power of planning and can provide inspiration by telling the success stories of other cities and towns.

The committee as a whole has previously talked about the desire for a “powerful kick-off event”, the role of professional speakers (Lattie Coor and Michael Crow, for example), and the “wow factor”. At this meeting, we will need to come to a consensus on whether or not a special speaker should be at the first community meeting and crystallize the meeting purpose. The meeting purpose should focus on why the community is updating its Plan, generate enthusiasm and participation, and perhaps also include a time for residents to respond to “What’s on Your Mind?” We need more discussion on whether public input in a first meeting would detract from the meeting purpose.

Of course, niggling details such as venue, advertising and meeting materials all need to be worked out.

Following up on the committee’s discussion on interaction with the city commissions, the Coordination working team is recommending a 3-plus hour joint meeting on April 5 with representatives of each commission. The general purpose would be to provide a staff overview on the current status of the Plan update process and its relevance to the commissions, and, to have a first opportunity for the commissions to inform the committee on current conditions in their specific areas of expertise and “What has changed in 10 years”. The commissions could also help identify what issues the public may raise and let the committee know what information they may need. One question that needs to be addressed is whether it would be advisable for the commissions to do their own outreach, and if so, how it might relate to the plan update process.

The committee and the Coordination working team have discussed the level of outreach with community organizations during this phase. In lieu of making presentations to organizations now, the working team suggests sending a periodic e-mail (100-word message) to the organizational leadership for forwarding to its membership and also advise them that staff will return in the future.

Later, when we have more material to present, committee members using the “same script” could assist staff by making presentations to the organizations.

The working team has also suggested substituting the hard-copy “comment card” with a managed e-mail account. (Currently, the city website provides a “Comment Card” portal on the Community Plan update page and staff has distributed a “Comment Card” form at organization meetings).

Specific outreach to area schools and students and an outreach plan to reach students with input from the school principals was also recommended.

Agenda item 5: Reports from Citizens Steering Committee working teams (Information; Public Outreach, and Coordination).

This is included for teams to report as needed on items not previously covered by consensus.

Agenda item 6: Discussion/consensus regarding additions to the Planning Process.

The committee and staff have talked about the Planning Process as being flexible and fluid. Included in this packet is an abbreviated version of the Planning Process with only the first two phases displayed. This version will enable us to focus and add detail (e.g. specific outreach techniques) as applicable and reach consensus. As we move along, we can continue to add more detail.

Agenda item 7: Update on feedback from the Sedona Planning and Zoning Commission regarding the Citizens Steering Committee Scope, Public Participation Procedures, and Planning Process.

Staff will provide an update on the Commission's comments at their February 15th meeting.

Community Planning Process Concept- First Two Phases (3-1-11)

