



**Department of Community
Development
Long Range Planning**

102 Roadrunner Drive
Sedona, AZ 86336
(928) 282-1154

Memorandum

TO: Citizens Steering Committee for Community Plan update

FROM: Michael Raber, Senior Planner
Department of Community Development 

MEETING DATE: March 29, 2011

SUBJECT: March 29, 2011 Steering Committee Agenda

Attached is the agenda for our meeting on March 29, 2011 at 3:00 p.m. in the Vultee Conference Room. Also attached to this memorandum is a rough "event planning" timeline, Jim Eaton's draft format and outline for the May event and a draft article that will be distributed to all media and published April 13. This "City Talk" article is part of the City's regular media outreach program that alternates between Council and staff members throughout the year.

**Discussion/Consensus on Community Outreach and First
Community Event.**

Based on Working Team and Steering Committee discussions so far, our goal for the community event in May is to involve all of our Committee in this program and to inspire, inform and engage the community in celebrating Sedona as a special place with much to be proud of! This program has six parts:

- Pre-presentation – a running video? slides? Lots of displays, maps, etc.
- Introduction – Steering Committee, staff, video?
- Presentation - Slides and possible video (in three segments)
 - Inspiration – How the land drew people here, our current vision
 - Information – What is the Community Plan, Why is it important?
Why are we updating it? What have we accomplished?
 - Inspiration – Where can a Plan take us in the future / the importance of human interaction and sense of place.

- What is next? Where do we go from here? – The general process, next steps for community engagement, homework (ie. ten great ideas)
- Public Engagement – ***This is where the Committee needs to focus its discussion.***
- Post-meeting one-on-one discussions.

We are looking for consensus on the following:

How do we involve the public in the May event?

Points of agreement so far:

- We need to interact with the public at this event
- Public comment needs to be structured differently than a town hall
- Need strong direction on next steps in the planning process and how we want the community to provide input in the future.
- Strong post-meeting one-on-one discussions, comment cards.

Ideas for public engagement – what do we want to know, what do they want to know?

- Panel Discussion with specific questions to audience?
- Ask if there are major areas the Plan should address? What kinds of things should be integrated into the City?
- Ask only for process-related questions (ie. what questions do you have about the process?)
- What role do you as citizens want to play in this process?
- Engage the public at different times during the presentation as well.

Finalize a Theme/Logo

This is important for all of our communication.

Other Committee Discussion and possible consensus:

Event components and presentation – The Information Working Team, Jim Eaton and staff are working on the presentation.

Defining our message - Draft City-Wide Mailing, City-Talk article, other media, displays.

Clarify Committee Assignments

How do we address previous public comments from the past year.

Discussion/Consensus regarding the Planning Process

We need to spend substantial time developing the next steps in our planning process over the next few Steering Committee meetings. A detailed timeline and public participation options must be developed through at least September.

EVENT PLANNING TIMELINE

Thurs, Mar 24: Creative Life Center walk-through (Audio-visual capability – other logistics)
Coordination Working Team – Jim Eaton Video (Sedona’s past), Draft City-wide mailing, draft for April “City Talk” article, update list of organization contacts, themes/logos

Mon, Mar 28: Parks and Recreation Commission – Community Plan update presentation

Tues, Mar 29: Information Working Team (Slides for presentation)
STEERING COMMITTEE

- Finalize Theme/Logo
- Finalize event components and purpose
- Committee assignments and volunteers to contact key leaders
- Next steps in planning process

Wed, Mar 30: Public Outreach Working Team

Immediate Needs – Mar 24 through Mar 31

- List of organizations contacts – get on agendas
- Search for Community Room (on-going)
- Begin updating website
- Update comment cards
- Build E-mail list
- Photo of Steering Committee (City-wide Mailout, other?)
- Volunteer to design logo
- Line up note takers for event

Other Ideas

- Banners/Signs
- Alternatives to community room (periodic outdoor events – tents, construction trailer?)

Mon, April 4: School Board Meeting – outreach to students, discuss city-wide mailout to go home with students

Tues, April 5: **STEERING COMMITTEE**

- Finalize our communications messages and “City Talk” Article
- Finalize logo/theme design

- Discuss City-wide mailing draft and Finalize Invitation in Sewer Bill
- Focus on next steps in process
- Continue to work on program for May event

Wed, April 6: “City Talk “ article due (focus on the purpose of the Plan and first notice of the May event) – to Red Rock News, Sedona Biz. Published April 13.

Wed, April 13: Information Working Team – Event presentation
City Talk article published

Thurs, April 14: Coordination Working Team

Friday, April 15: Articles to media (more about planning process and May event)
Event invitation due for insertion in Sewer Bill

Priorities - April 1 through April 15

- Coordinate initial design for City-wide Mailout with Steve Hansen
- Update website in preparation for media releases (information for public, slides, graphics? video?) – invite public to provide e-mail addresses for notification of events
- Search for Community Room
- Continue contacting community organizations/key leaders
- Continue to build e-mail list
- Begin contacting e-mail list regarding May event – start general, ie. “save the date”, then more detailed in coming weeks.
- Contact media for regular articles - continuing series on community planning and May event

Mon, April 18: Selection Team meets on Michael Steinhart replacement on Steering Committee

Tues, April 19: **STEERING COMMITTEE**

- First run-through of event presentation – walk through entire program
- Finalize City-wide mailing
- Event program details, maps, graphics, etc. Items for display boards, posters, exhibits
- Event agenda/handouts?
- Finalize news releases, public service announcements, paid ads
- Next steps in process – details at least through September

Wed, April 20: Information Working Team

Thurs, April 21: Chamber Board meeting
Coordination Working Team
City-wide Mailing to Steve Hansen

Thurs, April 28: Information Working Team

Fri, April 29: Media releases, paid ads, articles for May event

Priorities – April 16 through April 30

- Run articles (with planning focus) in media – April 20, 22, 27, 29 (some or all of these dates?)
- Continue e-mail notification - build momentum
- Prepare flyers, news releases, PSA's for event
- Prepare paid ads (ie. Kudos and several simple ads for center of second or third page – two or three issues of paper, also classifieds?) for event. Run May 4, 6, 11, 13, 18, 20? (some or all of these dates?)
- Contact media for interviews (NPR, RR News, Sedona Biz)

Tues, May 3: **STEERING COMMITTEE**

- Focus on event program/fine-tune presentation

Public Notice to paper
Exhibits

Wed, May 4: Publications for event

Thurs, May 5: Arts and Culture Commission – Community Plan update presentation

Fri, May 6: Mail City-wide event invitation/Distribute to schools
Publish public notice
Other publications for event

Wed, May 11: Publications for event

Fri, May 13: Publications for event
Articles, Editorial for event

Tues, May 17: **STEERING COMMITTEE**

- Dry run on-site at Creative Life Center

Wed, May 18: Publications for event

THURSDAY, MAY 19: FIRST EVENT – Creative Life Center (6:30 or 7:00?)

Fri, May 20: Publication for event?

SATURDAY, MAY 21: SECOND EVENT – Creative Life Center (10:00 am)

Tues, May 24: Follow-up to media

Priorities – May 1 through May 25

- Finalize Program
- Distribute flyers
- Build-up e-mail notification
- Run PSA's and all media articles, ads, etc.
- Finalize displays, poster, signs for event
- Finalize all program needs (some examples)
 - Flip charts
 - Note takers
 - Recorder
 - Registration table
 - Sign-in
 - Agenda
 - Handouts/fact sheets
 - Displays
 - Snacks
 - Name-tags
 - Sound-check/mic placement

- Develop presentation package for Committee volunteers (post-event?)

7. +0;60 (live) Handle some questions or comments from cards handed up.
(Select cards on basis of relevance, whether subjects have
already been addressed, ability to give good answer immediately or explain.)
This is just one example of two-way communication in future meetings.
Explain additional ways.

8. +0;80 (live w/visuals)
What happens next; time & subject of next meeting; future meetings etc.
Topical structure of some future public meetings.
How you can be involved.
Various ways public can input questions and comments: mail,
website, attending and participating in meetings, etc. Rented space as
Community Room?

8. +0;90 DVD, Sedona Serenade = 3:44. Meeting adjourns. Cmte. members &
staff available in Lobby; refreshments & comment cards
& graphics.
--#--

City Talk Article – Community Plan Update – For April 13, 2011 (March 24, 2011 draft)

Cities and Towns in Arizona are required by state law to have a general plan and to update it at least every ten years. The Sedona Community Plan is our general plan and guides city decisions on future growth and development in the community. Updating the Plan allows us to respond to conditions and priorities that may have changed in the last ten years.

Since the update of the Sedona Community Plan began last year, much of the feedback from the community has focused on the need to involve more of the community in the planning process, take another look at where we are going as a community and produce a Community Plan that connects with our citizens at all levels. A Citizen's Steering Committee has been appointed by the Sedona City Council to work with the Planning and Zoning Commission and the community in updating Sedona's Community Plan with the goal of involving the community to the greatest extent possible in defining our vision for the future.

The Sedona Community Plan is a policy document and a vision for the future. The Plan covers many elements such as land use, growth, transportation, open space, the environment, housing, water resources, cost of development, historic preservation and arts and culture. It is not an ordinance or regulation, but can recommend specific tools to help the community realize its vision. The Plan was originally adopted in 1991, and was updated in 1998 and 2002. Since 1991, it has established growth policies and helped set the stage for many of our current land use regulations, specific planning for uptown and the west Sedona commercial corridor and even for regional policies and improvements outside the City's jurisdiction. Some examples:

- Maintaining the City's overall growth capacity at 1990 levels
- Amendment 12 to the Coconino National Forest Plan (Preservation of our National Forest land)
- City's zoning ordinance and zoning map
- The re-design and construction of SR 179
- Restrictions on where hotels and timeshares can be located

It is anticipated that the Community Plan update process will be on-going through 2012. Public participation throughout the planning process is vitally important as Sedona's citizens will ultimately have the final say in approving the Plan by a public vote in 2013.

The Citizen's Steering Committee is inviting everyone to attend a community event next month to find out why the Community Plan is important to Sedona, what we have accomplished as a community, possibilities for the future and how Sedona's citizens can participate in updating the Plan. This event will be held on Thursday, May 19, 2011 at 7:00 p.m. and on Saturday, May 21, 2011 at 10:00 a.m. at the Sedona Creative Life Center.

For more information, please visit our website at www.SedonaAZ.gov/planUpdate or e-mail, call or write to us:

Mike Raber, Senior Planner, mraber@SedonaAZ.gov, 928-204-7106

Kathy Levin, Associate Planner, klevin@SedonaAZ.gov, 928-203-5035

City of Sedona
Department of Community Development
102 Roadrunner Drive
Sedona, AZ 86336