



**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:** April 5, 2011

**SUBJECT:** April 5, 2011 Steering Committee Agenda

Attached is the agenda for our meeting on April 5, 2011 at 3:00 p.m. in the Vultee Conference Room, and, the Citizens Information Matrix proposed by Elemer Magaziner.

**Agenda Item # 4: Project Logo**

Following the committee's decision on "Imagine Sedona – 2020 and Beyond" as the project name, we will discuss ideas that have been submitted by committee members for the logo.

Some of the criteria that can be applied to our selection include the following:

- Simplicity and easy to understand
- Capability for use in all formats (website; printed, electronic, banners, name badges, nameplates etc)
- Usability in color, grayscale and black and white on sizes ranging from lapel pins to banners
- Use of City logo, "tag line" (Sedona Community Plan), and address will also be used, but can be much smaller and inserted as needed.

**Agenda Item # 5: Planning Process**

Staff and the committee will discuss "next steps" to follow the May events including a rough time-line that will carry us through at least September, and, general actions through the end of the year and beyond. Included in the

discussion will be options for public participation. (Hand-out to be provided at meeting).

**Agenda Item # 6: Community Outreach & First Community Event**

Staff has received suggested revisions to the “City Talk” article that will be incorporated into a draft for distribution at the meeting. A draft “Sewer Bill” insert will also be provided for review. Staff will finalize these documents based upon committee and working team feedback.

A summary of the Public Outreach working team recommendations and assignments will be discussed (6 c, d, and e) and time-permitting, the committee will view additional slides for the program.

The committee will need to finalize the choice of a moderator and/or several moderators for the program.

The “Citizen Information Matrix” will be introduced for use in capturing public comment throughout the Plan Update process and ways to make it available on the website and in the form of a comment card.

A status report on website re-design and the “Community Room” will also be provided.