

**Summary Minutes
City Of Sedona
Citizens Steering Committee Meeting -
Sedona Community Plan Update
Vultee Conference Room, Sedona City Hall, Sedona, AZ
Tuesday, May 3, 2010 – 3:00 p.m.**

1. Verification of Notice, Call to Order, and Roll Call.

Chairman Eaton called the meeting to order at 3:03 p.m.

Committee Members Present: Chairman Jim Eaton, Vice Chairman Jon Thompson and Committee Members Mike Bower, Angela LeFevre, Marty Losoff, Barbara Litrell, Elemer Magaziner, Gerhard Mayer, Judy Reddington - arrived at 3:08 p.m., and John Sather.

Staff Present: Kathy Levin, Donna Puckett and Mike Raber

2. Announcements from staff and committee.

Mike Raber indicated that we have been using the term "new Community Plan" instead of Community Plan update, to give people a sense that this is more than just a simple update. Additionally, the Chair wants something on a future agenda to recap the programs on May 19th and 21st, so we can discuss how they went, etc. We would also like to explore the possibility of a special meeting on May 31st, depending on your availability.

Several members indicated they would not be available on the 31st and Barbara Litrell stated that she saw something about a May 24th debriefing. The Chairman asked about meeting on May 24th, and then indicated that would be firmed up on May 17th.

3. Public comment regarding the update of the Sedona Community Plan – limit of three minutes per person. (10 minutes for items 1-3)

The Chairman opened the public comment period.

Sandy Moriarty, Sedona, AZ: Commended the Committee for its request to the Council to use social media. It is a very good argument that was made and better than anything she could have done. It was very well written and if they don't go for it, they are crazy. She will be willing to support it too and try to be there on the night it is taken up. The only thing that she might suggest is to make sure they are aware that there are many other cities in Arizona already doing this, and if you give them either the article or list she provided, they will know that they are just getting on board. Sandy then added that there are cities that also use YouTube and YouTube channels, in fact they can put videos on them.

Having no additional requests to speak, the Chairman closed agenda item 3, but invited Sandy Moriarty to remain as they segued into agenda item 4.

4. Discussion/consensus regarding the use of social media for the Community Plan update. (15 minutes 3:10 – 3:25 p.m.)

The Chairman indicated that Vice Chairman Thompson did a great job on the proposal and the Committee has received copies.

Note: Judy Reddington joined the meeting at 3:08 p.m.

The Chairman asked if there was any discussion on the proposal for use of social media. Kathy Levin suggested that Vice Chairman Thompson give an overview of the proposal and the Chairman noted that it sounded like we had consensus.

Vice Chairman Thompson explained that the point was basically to take to the Council a request for allowing the Committee to use social media. It is not to pitch to them that the City should do it, and regarding the list of other cities doing it, he would hold something like that back in case it gets into something serious. The previous Council looked at a proposal for social media before that was presented by staff and it is unclear as to why they didn't act on it or decided not to go forward with it, but he doesn't want to over-pitch this to the point that they say we are getting too deep. He has pitched it specifically as this Committee, which is a citizens committee formed to contact the citizens, can't work without this and it is an exception. We can run it ourselves, the City doesn't have to be involved, and the benefit to the City is getting valuable information about how this might work, so the City can think about this later. He didn't want anything that would scare them off.

The Chairman indicated that his understanding was that before, there was no real reason for doing it, but now we have a specific use for it and the proposal is combining ideas. Mike Raber added that part of the reason before had to do with concerns about the overall City image and not knowing the specifics of its use.

Vice Chairman Thompson explained that he decided to limit the proposal to Facebook and Twitter, because they are the most popular and widely used, especially by the youth. YouTube would be the next one, but we can accomplish whatever we want, in terms of videos, through Facebook. He figured there wasn't any need to push it any further than those two. We need to ensure something is accepted and he thought this was the minimum. Gerhard Mayer indicated that social media can accomplish more than anything in here that we're going to do, so you can't restrict it to Facebook or Twitter; it would be pretty much the whole array that is out there. Barbara Litrell pointed out that you are restricting it.

Judy Reddington asked about who is going to maintain them and be the responding party, because that is very time consuming and it should be timely. Vice Chairman Thompson indicated he is volunteering to do that and the point of it is just to host new information, like when meetings are going to happen or we just had a meeting and here are a couple of things that happened, and to get people to the webpages. Judy then asked if we are not thinking of using them interactively and the Vice Chairman explained that people will be encouraged to post comments, especially on Facebook, and to respond and get into discussions, but he made a point of saying that we would not respond to those. Our presence would be as the Committee, so it wouldn't be Jon Thompson doing it, it would be the Committee responding. He would respond on behalf of the Committee and he wouldn't say anything that the Committee wouldn't agree with. Judy then stated that it would be interactive in the intervals that the Committee is meeting then; however, the Vice Chairman indicated no, if someone asked if there is a meeting two weeks from now, he would respond, he wouldn't say he has to ask the Committee, but he would only respond to factual things and not do anything that would be controversial. The Committee basically would have to trust him to do that and stay out of discussions.

The Vice Chairman then explained that it is important for the Committee to stay out of discussions for a couple of reasons. First, we don't want to take any chance of violating the Open Meeting Law, and if six or seven of us are commenting on the same thing, someone could say that is a violation. As individuals, we have to agree not to do that; we are going to watch what the citizens do and let them comment, but our only response would be as a Committee.

Judy Reddington indicated that her concern or interest is that we want to let people know they have been heard too, so she wondered who would monitor it regularly and who would be responding to people who might submit things. Vice Chairman Thompson stated that anyone on the Committee who has a computer, logs into Facebook and knows the password for our account could respond

on behalf of the Committee, so if he were going to be gone, we could identify someone to do that while he was gone. Otherwise, he would be doing it.

Angela LeFevre referenced Gerhard Mayer's comment about just having social media rather than limiting it to Facebook and Twitter, and we should include YouTube too, because YouTube is just another tool within Facebook. It would allow the Committee to put some of our recordings on there or part of the community meetings, so people could log-in, and we could see if we could make it so they could see it online. Vice Chairman Thompson explained that they would be able to do that. His hope is that we can catch them through Twitter and Facebook and divert them to the website for all of those things, and we could have little videos right in Facebook, so we wouldn't be losing any functionality by not having YouTube, although we might not catch some people who are tired of Facebook or never got into it and just use YouTube.

Angela LeFevre indicated that YouTube is used so much; DORR uses it and has every meeting that is videoed on there and it has become very popular from the feedback they have gotten, so it may be easier to get people who aren't Facebook fanatics to go to YouTube.

Vice Chairman Thompson indicated he will leave that up to everyone; he can easily add that, but his thought was to go with the functionality we absolutely need. Marty Losoff referenced a meeting in which staff had indicated that, even though it wasn't approved the first time around, staff and the City might be open to it. Using social media sounds great on the surface, but in reality there are some problems with it for an organization. The way Vice Chairman Thompson worded the proposal is excellent and just as the Community Plan is evolving, we are evolving as a Committee and the matrix is an example of an experiment, and this is like an experiment. As the Vice Chairman pointed out in the proposal, if there are problems, the City could revoke it immediately, so he would suggest that the Committee endorse this and wish him luck as he presents it to the City Council with our full support behind it. Chairman Eaton asked if that was a motion and Marty Losoff stated yes. Elemer Magaziner stated second.

Barbara Litrell indicated that if we are asking for it upfront, it would be better to include YouTube. It is such a common thing that she doesn't think it is going to be a negative, so Facebook, Twitter and YouTube. You may as well ask for them upfront, so we don't wish we had it later, and just get that part over with. If they accept Facebook and Twitter, they will accept YouTube.

John Sather indicated they did this on a big public project and we, as a Committee, just need to be aware that these comments can be taken over by two or three people and just barraged, and all of a sudden those three people are swaying a lot of opinions with information that simply is false, and because of its anonymous nature, it can be a bunch of garbage basically, so we just have to be ready to reject some of that stuff and be strong about it if that happens.

Judy Reddington indicated that is one of the areas where maintenance comes in handy, because you can see comments from the site after they are received and they can vanish from the public, but that is a chore, and it is generous of Vice Chairman Thompson to say he will maintain it and create it.

The Recording Secretary requested a statement of the motion for the record.

MOTION: Marty Losoff moved that the Steering Committee fully support Vice Chairman Thompson's proposal for social media and that we present it to the City Council for approval, with the addition of YouTube. Elemer Magaziner seconded the motion.

Mike Raber explained that it will be reviewed by staff first to ensure there isn't something missing before it is put on the Council Agenda, so if there needs to be something tweaked, staff will let the Commission know.

VOTE: Motion carried ten (10) for and zero (0) opposed.

Chairman Eaton noted that the agendas and attachments are sent by email well in advance to give the Committee a chance to see what we are going to discuss, formulate some ideas for discussion and be prepared for the meeting, so the meetings don't drag on, therefore, it would be much appreciated if everyone could come to the meetings prepared to discuss the things on the agenda.

6. Discussion/consensus regarding community outreach and first community event. (1½ hours 3:25 – 4:55 p.m.)

The Chairman indicated that he hoped everybody had reviewed the revised script outline dated 4-28b-11, and we will go through it unit by unit. First is May 3rd, and we are running through the program with all AV in place, and we will revise it as needed and find any problems now, because we can't wait until May 17th, which is the final rehearsal. We can do a little fine-tuning on May 17th, but if there are problems with the script, let's address them today.

The Chairman indicated that we can start with Unit 2, where the lights flash. We have three minutes of wallpaper music and video on the screen while people walk in. At this time, staff played the video showing scenic aerials from the *Sedona Movie*. The Chairman explained that the audience had been asked to take their seats and this plays as they are walking in.

Chairman Eaton then indicated that the audience is now seated and Unit 2A comes on, which is music with the *Imagine Sedona 2020 and Beyond* logo. Barbara Litrell asked if it would automatically go from the video to the logo and Jim Eaton stated no. Mike Bower explained that this is where he and John Sather are introduced, and the Chairman explained that the idea is to get everyone quiet and focused on the screen.

The Chairman then indicated that he will say the Citizens Steering Committee welcomes you to the kick-off of *Imagine Sedona 2020 and Beyond*, a new examination of what Sedona wants for its future. Then, he will recognize the dignitaries in the audience and state that this effort gathered more momentum when the City Council formed a Citizens Steering Committee to represent you and to facilitate your involvement in formulating Sedona's new Community Plan. At this time, he will introduce the members of the Citizens Steering Committee and key staff members working on this effort, and indicate that their biographies will be available in the lobby. The Chairman also noted that the Committee members will be introduced in the order they are seated on the stage.

Chairman Eaton explained that he will then introduce Mike Raber, Kathy Levin and John O'Brien -- all three have been here since the City was in its infancy and Sedona is grateful for their excellent service. The Chairman will then introduce himself as the Chairman of the Committee and explain that the Committee is made up of citizens like you (the audience), because it is a citizens' process. We are not government and the City hasn't hired an outside consulting firm for this, because this is your Community Plan and with you, the public, we are all going to do it together. It would be far easier and less costly for the staff, Council and Commissions to just stay in City Hall and write up a Community Plan that satisfies the state's requirements, but it wouldn't be your plan and that is why we are all here.

At this time, an opening video is shown of old and current scenes of Sedona, and "Did it just happen or was it planning? What comes next? You Decide." is shown at the end. The Chairman then stated that as we all know, Sedona is a quality city and your visions will determine its future, and he will then turn the program over to Elemer Magaziner.

Elemer Magaziner asked about changing the closing comment from "You decide" to "You choose", because the actual decision process is a lot more involved and he doesn't want to mislead the public into thinking they decide; however, other Committee members explained that the people vote on it at the end. Elemer explained that he was just thinking that the actual decision process involves the Council, etc., but it isn't a big thing. Chairman Eaton explained that the decision is actually made in the election, when the people decide.

Mike Raber indicated that staff would note that Elemer was going to segue, but a volunteer was needed to start the handout as far as the card process. Mike then asked Elemer if he was going to go through his segue and Chairman Eaton asked if cards would be passed out or be on the seats. Barbara Litrell stated that they would be on the seats, and the Chairman then noted that we wouldn't need anybody to hand out cards.

Elemer explained that he was just going to say something, and then hand it over to the person that would be doing the exercise. Mike Raber pointed out that this is Unit 3d and Mike Bower offered to state the exercise for today, but indicated that somebody else would do it; however, the Chairman asked what they are going to do. Elemer indicated that he will explain that what we are doing at the event is why he moved to Sedona almost 23 years ago; however, Marty Losoff suggested that after a brief introduction, he could point out that in keeping with you helping us decide how we are going to move forward in the future, there are cards on the chairs. Elemer explained that comes after he gets done, and the Chairman pointed out that is Unit 4.

Elemer continued to say that he is going to tell them that his first visit to Sedona about 23 years ago was for five days and during that time, he didn't know anybody, but he was so welcomed that he never had to stay in a motel or buy a meal, and that sense of community that he felt when he arrived was something that had evaded him throughout the 24 years he had lived in Boulder, Colorado. He never felt that in the whole time he was there, and in five days he felt it here, so he returned home, thought about it for a couple of weeks and decided to pack up and move.

The Chairman asked if he wanted two minutes and Elemer estimated his whole thing would be about three minutes, because he was also thinking of saying that when he first volunteered for this Committee, he had a very shallow understanding of what community planning is all about, and he read the Sedona Community Plan, the Aspen Community Plan and a couple of others, so he had a rough idea of what it was all about, but he didn't really know what was going on. The only thing he sensed was that it had to do with common community values and somehow everything depended on those values. Over the last couple of months, thanks to the Committee members, his understanding has grown and he is starting to grasp what a good plan could actually do for Sedona, and that inspired him to know that the Committee could make a difference. Now, he is a sophomore in this field and that means that he knows just enough to be dangerous, so a couple of weeks ago, he asked staff to keep an eye on him and make sure he didn't get out there too far. What really hooked him on this project was that the City Council intends and expects the Citizens Steering Committee to have the community itself choose the plan -- everybody in the community, so along with the Committee and you who came, we can play community for the next couple of years. Then he will hand it over; it's not word for word, but he plans to just relay something personal.

Chairman Eaton noted that Elemer is into Unit 4 by about three minutes, which leaves 12 minutes, and then asked who wanted to take the rest of Unit 4. Mike Bower indicated he would for today, but not at the meeting. Chairman Eaton then asked who wanted to do it at the meeting. Judy Reddington asked if all members are to have a part and John Sather indicated that is the goal. Vice Chairman Thompson asked if it would be possible to look through the program to see how many volunteer speakers will be needed and Chairman Eaton indicated that there is once in each Unit. Mike Raber then added that after this, we will need at least four more.

Mike Bower indicated that Elemer's part was excellent, but suggested doing it a little more rapidly and ending by saying that today we are trying to answer the questions of what is a Community Plan and why do we need to do planning? We hope to inspire you, inform you and inspire you some more, but first let's learn a little about ourselves by sharing some first impressions, and then introduce . . . Chairman Eaton interjected that is what Mike Raber is doing in 5c; however, Mike Bower stated maybe, but if he stood up, he could say you found some cards on your seat and the card is two-sided. We are going to use one side of it and have a little exercise of sharing our first impressions or first feelings of when we first came to Sedona. Take a moment and write that down in a couple of sentences, then pause for three to four minutes, and ask them to start wrapping it up.

When enough people are done, ask them to pass their card to the left or if you are at the far end of the left aisle pass it behind you. Then, read your neighbor's first feelings; there is another pause, and as soon as that is done, two or three of the rest of us could take portable microphones around and read out loud ten to fifteen of them, and the person reading it is still reading their neighbor's, so it makes it very interactive. Then, the person can say that now that we have shared a little of our personal history, let's look further back into Sedona's history. The stage lights go down and Sedona's history goes on.

Angela LeFevre indicated she could do that; however, Chairman Eaton noted that she is in Unit 5. Angela agreed, but noted that in Unit 4, we are talking about our own experiences and that might segue into Unit 5. The Chairman indicated that Angela was now in Unit 4; Elemer first and then Angela. The Chairman then asked who was going to do the roving microphones and was told Judy Reddington wanted to and Mike Raber indicated that John O'Brien would.

John Sather suggested that Judy Reddington do that; however, she indicated that she thought she was making comments as Presenter B with Elemer. Angela LeFevre then indicated that is what she was doing. John Sather then noted that Elemer did kind of a soulful piece which is great and there could be two of those, but that was great, because it was really from the heart. He wouldn't mind having two of those and pick one of the women, and then go into the card business, because if Elemer is there alone it just kind of hangs there. If we had a second one, then we could say something like, but you all have your own stories, and that could be the lead-in to the card piece. Angela repeated that she could do that; she has an amazing LeFevre story. Barbara then noted that if Angela did that, it could lead into Judy Reddington doing the cards.

Judy Reddington indicated that she thinks we are confused; however, Mike Bower explained that we are doing fine. In addition to Elemer's soulful thing, let's add another one, which is a nice preamble to the card exercise, so if Angela is going to do another soulful thing, she can then turn it over to Judy who can run the card exercise. John Sather then noted that the microphones are needed, and Mike Raber indicated that John O'Brien will do one and Vice Chairman Thompson can do the other.

Kathy Levin asked if the Committee wanted to hear Angela's piece, and Angela indicated that she is not from this country, but she married Paul LeFevre and his family is the reason she is here now. They lived in Minnesota and Dakota LeFevre came to Sedona with a cousin in the early 1960s, when she was semi-retired and on a trip to the Grand Canyon. There was nothing here, maybe one light, and she fell in love with Sedona. She went to one of the realtors here and said that she wanted to live here. Then, she phoned her daughter and asked her to take her savings out of the bank, so the daughter thought she was crazy, but the next thing they knew, Dakota was moving here and she did a lot here, including being a seamstress. She lived on Oak Creek Blvd and the family house is still there, and she lived there for about 30 years. Angela's husband came to visit her plus the whole family, and they kept the house. Angela first came here about 11 years ago with her husband, and they ended up building their house on the same street, so Dakota's inspirations plus the beauty of the place are the reasons she is here. Chairman Eaton indicated that Angela will then introduce Judy Reddington, who will do the card exercise.

Judy indicated she is a little bit of a Devil's advocate. We want much shorter answers from the public we call on; we don't really want personal stories as much as declarations of what they love and the place they would like Sedona to grow into, so how do we encourage that if we give our personal histories? Are we encouraging the audience to do that as well?

John Sather noted that Angela's story is very different than Elemer's; his was personal, but it went into the Committee, while Angela's was just her personal story, which he doesn't think this piece is about. It is about being a Committee member and here is why and what we are going to do, so Angela's needs to tie to the Committee.

Gerhard Mayer agreed with Judy Reddington, because the people will start filling out both sides of the cards. Mike Raber agreed it is important that they only use one side, and Gerhard added that what he sees is stating how many years ago and what drew you here, just feelings.

Judy Reddington suggested setting it up with something like none of us are here because we have to be. Almost no one in Sedona was transferred here and few of us were born here. There are many reasons to want to be in Sedona, but none of them are reasons that were chosen for us. We all made that decision for ourselves. What are your reasons for wanting to be here?

Marty Losoff indicated that he would defer to Mike Bower and John Sather and how they want it to flow, but he thought this section was fine the way it was first presented. It didn't need a lot of thought from us, again it is the community's meeting and we aren't there to show ourselves off. It is inspirational as to why Elemer and Angela came, but he doesn't think that is the point. The point is to make a comment for a minute and get right to the program, like the cards. People are there to participate, and the more we talk takes time away from them, so he would minimize it and just say he is on the committee, because . . . in a sentence or two. Chairman Eaton indicated that he agreed, and Marty then added that he didn't know if we need two people giving their histories; if we went to Judy doing the cards and Angela starting Unit 5, we would have more people participating and it would move along.

Mike Bower explained that what John Sather picked up on about what Elemer did was that it engenders commonality amongst all of us neighbors. Planning is a confusing thing and Elemer admitted that, and then he went through it and said it took a while, so what he said was really good. It demystifies it and makes it less intimidating, and if somebody else can do that then a balance could be struck with a similar effort, so people really get it. Angela stated that she can do that; however, Mike pointed out that Angela took us a little south of that with her personal story, but brevity is of the essence, and Elemer needs to shrink his in half and somebody else can do one. Angela repeated that she can do it. Mike explained that they are really saying that they are excited to be on the Committee, but they realize there is so much to learn, etc., and this is just the start. We are all going to work together as we go. It is all about education; we are educating each other about what is important.

Barbara Litrell suggested that if each of them is going to say something about planning and the committee, they can also be modeling what we are then going to ask the people to do, which is to give first impressions. How they felt and their impressions when they first came to Sedona, so without Dakota, it would be Angela's first impressions. Then, when Judy turns it over to the people, we are asking them to think the same way. Chairman Eaton noted that he has Elemer down for one minute and Angela down for one minute, and then Judy takes over, so we are now at Unit 5.

Chairman Eaton then explained that they aren't going to have lapel microphones; we will have two hand-held microphones and Angela asked who is going to go around with the microphones. Chairman Eaton indicated it would be John O'Brien and Vice Chairman Thompson. Regarding the start of Unit 5, Mike Raber indicated it would probably be Judy Reddington and Chairman Eaton indicated that after Judy has said that, we hear a little of our personal histories and we hit the history DVD.

The DVD was played at this time and covered the history of the area's Indian tribes, Sedona's founding families, the arrival of the filming industry with the filming of *Call of the Canyon*, the artists, plus the incorporation and growth of Sedona, including the development of standards for signs, landscaping and buildings, etc., plus the public's past participation in Sedona's award-winning Community Plan. Chairman Eaton indicated that Mike Raber then presents a PowerPoint presentation.

Mike Raber indicated that he will segue, but he wanted to point out that there are more slides to be added into the presentation. Marty Losoff indicated that regarding the last statement about being a good place to visit -- we live here, so we should change that, because the people are going to be

residents. Barbara Litrell suggested saying a good place to visit and a great place to live. Marty asked if we are going to make that change and some of the Committee members indicated yes.

Mike Raber then presented a PowerPoint presentation that reviewed the planning history in Sedona, including what the Sedona Community Plan is, why it is being updated and what the plan has done for the community. Mike explained that the Community Plan is Sedona's vision for the future and tells us in what way the community should grow or not grow, so it sets the stage for how development is regulated. Some of the items included strong support for the Forest Service to not trade the forest lands in and around the City; keeping the City's grow capacity about the same as it was when the City was incorporated, and he explained that the Plan guides the City in making decisions regarding new development. It can also recommend changes in our regulations like in the adoption of the new Native Plant Ordinance, and it can recommend more detailed planning like on the 89A corridor, or the Plan can emphasize values that are important in one area that might not be found in a typical General Plan, like the arts or historic preservation. The Plan can also recommend specific public improvements like in one of the parks.

Mike then highlighted some of the 14 elements in the current plan and explained that it was originally adopted in 1991 and updated in 1998 and again in 2002, when the Plan was voted on for the first time by the citizens. Mike explained that the Plan is not a static document and priorities do change, so every ten years or so, we ask the community what is important and make changes to reflect the community's vision. One thing that hasn't changed since 2001 is the population of Sedona. The City added about 700 new homes, but the percentage of those homes that are vacant all or part of the year also increased tremendously since 2000, going from 13% to 22%. The original Community Plan projected a population of about 13,700 in 2010 with about 8,000 homes; whereas, the residential lands currently are built to about 71% capacity and about 83% of the commercial land has some development on them; however, the City feels bigger than that, because of our large visitor population.

Mike then showed the Land Use Map from 2009 and indicated that the total land area within the City is about 19 square miles, but about 49% of that is National Forest, and looking at the vacant parcels, you can see that most of the City's land area is currently developed. Mike then showed a Regional Map showing the City's boundary as well as other communities in the Verde Valley area, and explained that 80% of the Verde Valley is National Forest land in-between and surrounding the communities.

Mike explained that the Plan reflects policies that were adopted by Sedona and other Verde Valley communities and the county to preserve our open spaces between the communities. It is also in the Regional Plan adopted by Yavapai County. The Plan's growth policies support our current vision in a couple of key ways, one is by staying small, not sprawling and protecting our public lands, which are really the natural resources that are vital to our economy. We also fill-in what we have and build the community based on the capacity that we had around 1990, both residentially and commercially. Our Future Land Use Map in the existing Community Plan is the most significant part of our Plan document. It illustrates the desired land uses within the City and becomes the key tool to convey the policies in the Plan, such as our desire to in-fill and restrict locations for timeshares and lodging to maintain a balance of commercial uses, etc.

Mike indicated that since 1998, we have closely monitored new development compared with the Community Plan to build out what we have and not expand, and the City has been successful in doing that. Mike then presented a history of where we have come from with the Community Plan and explained that the original Plan emphasized the need to preserve the National Forest land, which laid the foundation for the Forest Service to amend their plan in 1998, and without that Sedona could look very different; most of the land people are living on today in Sedona used to be National Forest. The original Plan also emphasized regional awareness and placed a lot of emphasis on the need to be more specific in our planning, and that laid the foundation for the Uptown Creek Area Plan and the West Sedona Commercial Corridor Study. The first Plan also

spawned the community's first Land Development Code and Design Review Manual, plus a plan to connect with the U.S. Forest Service's extensive trails system.

Mike explained that in 1997 amid growth concerns, a Citizen's Advisory Committee was appointed by the Council and their recommendations formed the basis for the first update of the Community Plan in 1998, which laid the foundation for the first major regional planning effort, and that planning resulted in a Verde Valley-wide resolution on growth, the formation of the Verde Valley Land Preservation Institute and the Verde Valley Regional Plan adopted by Yavapai County in 2006. That Plan update also set the stage for maintaining our overall growth to the original levels, restrictions on the locations of motels and timeshares, arts education programs and the Lighting Ordinance. The current 2002 Plan updated in 1998 was pushed by new legislation called Growing Smarter that required the addition of new plan elements and a vote by the citizens for the first time, which laid the foundation for S.R. 179 and the new highway improvements, the launch of the transit system, the Uptown Enhancement Project and the new ADU Ordinance, etc., so that illustrates the evolving nature of the Plan and how we build on previous ideas and move forward, but none of those things could happen without you, and the involvement of the community is extremely important and vital to the success of the Plan.

The City has won two Arizona Planning Association Awards in the past for citizen involvement, but it would be meaningless without the contributions that the citizens have made to the process. Since we started the current Plan update, we have gotten a lot of community response that told staff that we needed to involve more of the community in the planning process. We also heard the need to produce a Community Plan that connects with our citizens at all levels, and the Citizens Steering Committee was formed in response to that. The Committee was appointed by Council last fall with the goal of involving the community to the greatest extent possible. The Plan update will take about two years and through June of next year we will be understanding the community's values, exploring alternative visions, finding a common vision and preparing a draft plan, and we will do that with all of you in the community together.

Mike then indicated that from July of next year to the end of 2012, the Community Plan will go through public hearings with the Planning Commission and the City Council's adopting of the plan, but you have the final say by voting on it in 2013. Now, we are going to see how we might be inspired by some other examples presented by Mike Bower and John Sather.

Mike Raber explained that he probably wouldn't run through it that fast and might remove a couple of things. Marty Losoff indicated that it was about 18 minutes, so his suggestion would be to keep it around 15 minutes. Mike noted that it was 12 minutes when he ran through it earlier.

John Sather indicated that now we are going to stand on the shoulders of all of the good work done in the past and begin a two-year journey, and to do that, we are going to toss about a few ideas to ponder and think about, etc. We chose the name *Imagine Sedona 2020*, because we want to think about what the future could be for Sedona. Many of you may think it is perfect now and some of you may think of things we should have or shouldn't have, but we should all become very imaginative. To begin, we are going to take you through a variety of images to help you begin to imagine.

Mike Bower pointed out the cards in the seats and indicated that some of you have noted your first impressions on one side, but flip it over and if you have any impressions as we go through the slide show, make a note of things that trouble you, excite you or any ideas you may have. We are going to begin by looking at some ideas that are close to home.

John Sather indicated that things we don't want are real clear. There are great romanticized versions of what we could be; we all travel and know some of the great images of the world and we are certainly worthy of some of the great architecture of the world and some of the great planning of the world.

Mike Bower stated that one of the problems is that when you try to pack all of our automobiles into these romantic settings they lose some of their romance. Pictures of places built prior to automobiles were then shown, as well as local Sedona pictures showing orchards, some of the red rock formations, and how the City has changed over time. Mike commented that the transition in 1990 was mayhem with people, buses in the street and parking everywhere, and through planning, we have actually improved that, and we can be inspired by our own efforts. Mike then showed the same view as it appears today and other examples of things the way they used to be -- some with charm for sure, but also hot radiators next to your knees, and through planning it was recommended in the Uptown Creek Area Plan to simply widen the sidewalk, and you can see that has happened today. The Uptown Plan also looked at a proposal for a crosswalk and one is there today, but in a slightly different location.

Mike then showed some ideas for pedestrian improvements and John Sather indicated that we should ask ourselves if we did a fine job with that pedestrian bridge, and was the crossing created what we should have had, and then we want to show how others have celebrated their crossings. Part of the question is if we are doing a fine job as a community with what we are stewards of in the City.

Mike Bower referenced past efforts to tackle the parking problem and showed examples of parking structures in Vail, Colorado and Santa Fe, and then identified where parking structures possibly could be located in Sedona. Mike then mentioned the Heart of Sedona concepts of a Civic Plaza, Market Green and Historic Park, and the fact that the Plan had a component of shuttle, walking, etc., to truly solve the parking. Mike added that the Forest Service is looking at a shuttle, because cars are out on the highway by the Vulture Arch Road and out on the dirt road, because the parking lots are jammed. Additionally, almost 300 people show up nightly at the airport and they all drive there, so the Forest Service is looking at a shuttle as a tool to preserve and protect the natural environment.

Mike Bower then referenced West Sedona and showed past pictures and how it has filled in, which is a strip that wasn't really planned. We have the appropriate parking, signage and the buildings are the right color, but the questions for planning are what could you imagine and what might we have done? Mike then showed a couple of visions that were being promoted at the time, including landscaping and signage with pedestrian nodes, organized parking, green belts, a shuttle, etc.

Mike pointed out that planning has to extend beyond the boundaries of a community to truly address all of the issues and explained that you can't get the desired settings without planning. If you are going to take roadways and convert them to more pedestrian-friendly experiences, you have to do some forward thinking.

A picture of a state highway in California was shown that has the same right-of-way as 89A, and John Sather indicated that while this isn't the time to debate things like the 89A situation, this image is an idea of learning from others. Not everything we see that others have done is germane to Sedona, but we can stand on the shoulders of a lot of good ideas that others have developed.

Mike Bower then referenced the West Sedona Corridor Study and showed one image that was promoted with West Sedona becoming a boulevard; however, the study went beyond addressing the trees and signage, etc. John Sather added that the community should look at some of the things we haven't achieved that we have spent a lot of time on in the past. We should decide if they are still relevant, and if they are, then put them in this plan and look at ways to achieve them. We really are still a teenager as a city, and as we mature, we may think of other appropriate things, like the idea of street monuments or things that are our own. We have roundabouts and there will be public art in some of them, but things that help us mature as a place.

Mike Bower added that they become place-making devices and in the West Sedona Commercial Corridor Study, they were studying the idea of a pedestrian connection between the high school and the then Cultural Park. John Sather indicated that ideas of vehicle-free streets are things

incorporated in other communities throughout the world or ideas where we have taken back the pavement and rethought it into other uses beyond just a place for the automobile. Mike then showed a picture of Tlaquepaque and indicated that it is a beautiful place with good opportunities to celebrate there, but it is often associated with just commercial activity and visitors, and one of the goals of the West Sedona Commercial Corridor Study, the Uptown Creek Area Plan and the Sedona Community Plan was to create some true public space, and that only happens when you have uses that draw not only visitors but residents as well, and when it is a part of the fabric of life.

Mike indicated that most cultures deal with spaces in that way and celebrations can occur spontaneously; visitors can mix with residents. In a democracy where there are developers and capitalist enterprise, you can still create a very beautiful public space and commercial uses can create the spaces for us, if a commercial development is planned with a main public square and the developer deeded that back to the City, so it was true public space. John Sather then pointed out that the slide shown was the same land area as Bashas' Center, and the great plazas that are all over Mexico, where people celebrate every night, are things that we could think about.

Mike Bower indicated that some of the things we want to think about are how other communities have created public space through private sector development; they have done pre-planning. John Sather referenced the idea of sustainability and indicated that other modes of transportation have been around Sedona since we have all been here. John then pointed out the use of the bike lane on S.R. 179 and how more people are walking on the sidewalks, so there is progress and ideas from fifteen years ago are happening today.

Mike indicated that we have just completed a big planning effort and capital expenditure to accommodate the car on S.R. 179, but some places in the world are accommodating movement differently. There are electric vehicles, rental vehicles, shared vehicles, trams, etc. John Sather added that we all talk about green, so let's talk about sustainability over the next two years. There is a new Sustainability Commission and if we go back to 1975, there was an article about what if Arizona really embraced the solar movement. We didn't do that; we are doing it more today, but are we doing it the right way? It is correct to mow down ten acres of trees to install solar panels or are there more creative ways to look at that? Mike Bower showed a slide of solar photovoltaic cells that allow a little light through to give a trellis effect and indicated that there is a parking structure in Sedona that is roofed with photovoltaics. John Sather again asked if this is what we want to have; it is a little like the APS substation of the day. We love photovoltaics, but is that the way we want to embrace them? Mike Bower added that regarding the question of can we afford to cover land; the high school just did something similar, and all of those collectors serve 65% of the need of less than 400 students, so solar photovoltaics aren't magic and the vast land area required implies that we have to really think about our consumption.

John Sather then raised the idea of urban agriculture that is going on throughout the world and showed a slide of a little farm in our community. John then asked if we can expand on that with edible landscapes and bring food to market in a very local way, etc., and integrate plans in redevelopment that integrate gardens and agriculture, as great cities in Europe have blended them in the past. We have farmer's markets, but we should have lots of public markets and be able to walk to one on the corner, as people do in some of the great cities around the world. Mike Bower explained that they tend to get their food more locally and have more human contact in the process, while we tend to use the highway and the oil to move our food around, so this planning effort might want to address all of these issues of sustainability.

John Sather explained that these become the themes that begin to grow throughout the community, not only in sustainability, but could it just become our way of life as an organic community that we do things fair and square and we are energy conscious and create interesting places by the way we fill-in the little in-fill pieces that aren't yet developed with interesting passageways, etc., to get to retail easily from the neighborhoods, so we don't all have to venture out onto 89A with our vehicles.

John then pointed out that the idea of taller buildings frightens a lot of us, but is it something that in this time of study we should consider, and are there gains we could have from buildings that are two, three or four stories high, by bringing benefits of other public lands. Mike Bower added that oftentimes when describing a pedestrian or human realm, the relative width and height become a proportioning scale game. Mike then showed a slide of three and four-story buildings that he described as probably one of the most quintessential human spaces on the planet. John Sather explained that we don't want sprawl, but we might want to compress, because some of the spaces available in Sedona might be more interesting with a compressed space around them, while still retaining our views.

Mike added that in a residential neighborhood the views are paramount and blocking them is a sin, but in a commercial setting, the focus on keeping everything super low to preserve the views almost becomes a joke, when you realize how many cars aren't the right color and what you are really doing in these settings.

John Sather then explained that Mount Desert Island in Maine is a place that gets about the same number of visitors as Sedona, but has less population, and because of their great quality of life, they have attracted one of the greatest Cancer research centers in the world, which has brought a great economic balance to their community. So, could we look for opportunities like that, that could begin to diversify our economy away from just tourism by building uses that might evolve some of the e-commerce that we are all very involved in, or look to our neighbors who are studying things like having ASU in Payson. There are opportunities we should be thinking harder about as we look at the economic piece of our Community Plan.

Mike Bower referenced the bucket of oil and sustainability and indicated that with total dependence on a visitor-based economy, we are a fragile floating raft, and many places have great visitor-based economies, but they branch out through adaptive reuse of historic buildings or some of their other strengths. John Sather added that the art community in Sedona is why a lot of us are here, so are we strengthening that or eroding that in what we do? We have certainly celebrated that in certain parts, but could we begin to weave it through town, like in places like Chautauqua in New York, where they have created a whole community that is evolving around education and the arts, and we have a lot of those elements here, but is there a way to stand on the shoulders of some of that and focus on that even more?

Mike Bower indicated that it ties right in with a visitor-based economy, but it is a diversification that makes you a little more resilient in the long-haul. It is interesting, but it also requires some physical public infrastructure to have those interactions and opportunities occur. John Sather added, a plan of a very unique place that is a very mixed-use community that has everything from living and working all in one small micro-space, and then asked if there are unique thoughts about some of the land that we still have to develop. If you look at the proposals, most of them have hotels, but can we go beyond that and think broader? Mike Bower asked if by using some of our existing historic campuses, the uses could become a Chautauqua-like economy. A slide of the old Hart Store on Ranger Road was shown and Mike pointed out that its use has been adaptively reused quite nicely as the Hummingbird House, but again, it is strictly commercial. The Gassaway House was another example shown and Mike asked if that could become a center for a think tank or some other economy-diversifying use.

John Sather referenced Daniel Burnham's architecture in Chicago and indicated that he made a statement about making no little plans, because they don't have the energy to stir man's soul. John added that we know that big plans are things that we really don't want to embrace in Sedona; we know what we don't want. We also know that Arizona is home of some of the greatest thinkers of community, like Paolo Soleri and Frank Lloyd Wright. We know things about co-housing and multi-generational neighborhoods, and these are things that as we mature, we should evolve our thinking on. We are blessed in this time with a lot of fine thinking about how to make these things happen. There is a lot of literature for us to study and all of you will become part of that as we go. This is a community effort and these are images of the past and how we as a community have done this

before. These are sketches that were produced during the first Community Plan that got us a lot of those great ideas that Mike Raber showed us earlier. Mike Bower pointed out that one of the ideas a guy came up with was to dam Oak Creek and make it into a lake; John Sather added that we told you that you might not like some of the ideas.

Mike Bower explained that this will transition us into the next Unit, and we will start talking about the need to find creative engagement techniques. We have done a lot of meetings and we have done some awareness walks, etc., but we are hoping that you as our neighbors can share your ideas on how to best become involved; it really isn't the end, it is the beginning.

Chairman Eaton indicated that was only 25 minutes and will be the best part of the program. The Chairman then asked if there were any comments. Vice Chairman Thompson indicated that he is trying to imagine the audience responding to this, and it is outstanding, but there still seems to be an option for people to say you do the strawman and we will start from that. Also, there is a time when you are pitching your own ideas a little too much. You say that they may not like some of these ideas, but the point is that we aren't giving them ideas. These are the possibilities, and as you are going through it, just soften it a little by asking what they think about this, etc., as opposed to saying you can have three-story buildings and they work. It is wonderful, but he would just keep that in mind, because there is a chance that they could be overwhelmed and say it has all been thought out, so what are they supposed to think of.

Mike Bower indicated that is a very good point, and he explained that he and John Sather haven't gotten to do this and he had to reorganize slides, so there are some organizational things that will be fixed. John Sather's point is that the more we can keep this a community conversation through proper wording, tone and presentation, the better it will be. Vice Chairman Thompson commended them and indicated that no one would have known that it wasn't rehearsed carefully. Chairman Eaton noted that he also liked the way they passed it back and forth.

Vice Chairman Thompson added that "standing on the shoulders" is another example. We need to bring that in, but perhaps saying that there are some ideas that people have had in the past, and like these, should we bring those back? Mike Bower explained that Mike Raber's segue will include something about seeing a portion of the program to help inspire us, and then we will start by saying let's take our inspiration from close to home, and then go afar, because our goal is to see what kinds of ideas we like. Mike Raber added that he will remove about five minutes of his part.

Chairman Eaton indicated that as part of the inspiration, you don't dwell on one slide; you keep them moving. Vice Chairman Thompson noted that it is inevitable that they will want to see something longer. Barbara Litrell then recalled a picture of someone on a bicycle and announced that the City has received the Bicycle-Friendly designation, so when you are talking about the bicycles on S.R. 179, the Bicycle Committee has achieved that designation for the City of Sedona, and that is new, so it isn't really out there yet, but it certainly is an important part. She also agrees with Vice Chairman Thompson about not selling your ideas, you are trying to inspire them to think and one thing that made her a little nervous was the wording about commercial spaces being higher in elevation, because that makes a lot of people in the community concerned. The question is are you willing to have this kind of place that might involve that, instead of saying that in commercial spaces expecting to see views isn't appropriate. She doesn't think the community feels that way -- it is, are you willing to do this versus you should do this.

John Sather indicated that it is the same point that Vice Chairman Thompson was making, it is just how it is being presented. The point we are trying to convey is that we should discuss that as a community in this process. Elemer Magaziner suggested some kind of introductory thing that says you are going to get a fire hydrant in your face with images; it can feel like that, so just make it a big point that these are open possibilities and inspirational things, because they can look like fixed ideas very easily. Chairman Eaton noted that they did preface it by saying that you are going to see a lot of ideas, and you will like some of them and hate some of them. Mike Bower indicated that they can pepper that through the presentation.

Barbara Litrell added that people aren't going to be able to write and keep up with the visuals, and Mike Bower explained that the cards can be dropped if we want; however, John Sather pointed out that there is more to the program. Gerhard Mayer suggested having a few silent moments afterwards, so people can write their comments on the card. Then, Mike Bower indicated that what it brings up is what we do with those cards; they don't have to turn them in, so they can take their time, take them home, drop them off at City Hall, etc., and another message is that we would like to read their first impressions, and on the back side, if they have any likes, dislikes, etc., we would love to read those, but if they don't have any yet, they can take the card with them and drop them off, etc.

Chairman Eaton noted that on the heels of this is the audience participation part. Marty Losoff expressed that their presentation was the best part of the program, but in the last five or six minutes, he started to wander, and he thinks the point was made, and then they started making it again a couple of times, so it could either be modified with some additional things or just get into your next section, because at this stage, we are about 1½ hours into the program, and the audience hasn't had a chance to say what is on their minds. We get into that in the next Unit, but he would like for us to get into that sooner rather than later.

Elemer Magaziner indicated that the first time it was shown, it was mentioned that it was in blocks, so somehow emphasize when you are shifting from one block to another. John Sather explained that last time they had the blank slide between each block, so that was easier. Elemer Magaziner indicated that now it is a series of slides, but he doesn't know what they are trying to say. Vice Chairman Thompson added that they have some themes that they are going through and agreed that to identify them might help, like saying let's talk about buildings now, etc.

Judy Reddington indicated that she thought it would leave them with words on the tip of their tongues and a need to respond in some way, but what we really want to get from them is how we can address these issues, so maybe closing with something like we know that some of you have been angered by these ideas and some of you have been inspired by these ideas, so please let us know how you would like to participate and want to be engaged in this conversation, and then maybe give some suggestions about ways they can do that. That is the payback we want from the meeting ultimately. Mike Bower explained that is the next Unit and John Sather indicated that maybe we end with that slide and just go right into what Judy just said, because Chairman Eaton's words say the main goal today is to learn your thoughts on how we may best involve you and your neighbors and assure that everyone's ideas and issues are heard; however, Judy clarified that she was saying something more along the lines of acknowledging that they are coming out of your presentation with thoughts and ideas. Chairman Eaton explained that is the segue.

Mike Bower suggested asking how we can best learn their feelings and explore some of these ideas as a community, as to whether they make sense or not, and that is really what those last slides of community involvement techniques are about, so we can transition to the public involvement portion of this meeting, but it will be a bit awkward, because we are trying to get them to tell us how they want to participate. It is fine to do that, but frustrating, because they are going to want to tell us how they feel. Judy Reddington indicated that is her point; however, Mike Bower explained that we know that, but we were guided in this direction to have them tell us how they want to participate.

Barbara Litrell indicated that she feels a non sequitur here. All of those ideas have just been put up there and to then ask how they want to connect with you -- that is what this night is about. Mike Bower pointed out that it is one of two years worth of nights; however, Barbara Litrell expressed concern that we are missing an opportunity to hear some things. John Sather suggested saying something like, you have just seen a lot of images and you may have started thinking about some of these ideas, some you liked and others you didn't like at all, but they were meant to get your brain churning, so we want to help begin to explore what is on your mind. Part of tonight is beginning to hear what is on your mind and to learn what would make you comfortable and how you really feel now that you have participated in this process . . . Barbara Litrell indicated that, as a

person in the audience, she would be really frustrated at this point. She would begin to see what ideas she may have that you have stimulated, as far as big ideas. Let's get the top ten ideas out there now, and then the next question could be, as we go forward, how they think they could be engaged.

John Sather suggested starting it out by asking what some of this has meant to them; who has ideas that might have been churning as this happened. Barbara Litrell referenced what was talked about and asked what the five big things were that they talked about. One was creative ideas for places in Sedona, one was land use, one was creekwalk, and there were some other general ideas. John Sather explained that this was not a comprehensive list of things we should consider; it was just a shotgun of things. Barbara Litrell added it was public spaces and community, etc.

The Recording Secretary noted that after seeing it for the first time, it was an excellent presentation, but she didn't know what you wanted from your audience. Did you want them to start with a clean slate or to vote on the ideas you presented? Mike Bower explained that they don't really want either. We have been through this and they don't want to go through it at the eleventh hour, because the show was built with a goal and we just have a disconnect at the end. We want to talk about why you need to do planning; we are going to have subsequent events to get the ten greatest ideas, and this isn't built with that in mind. This talks about some past planning successes, failures and ideas, and whether or not we still like them and if they are still valid. What some other places have done to address community space and sustainability and take advantage of their strengths and weaknesses, arts and culture and history, and we are really creating a preamble to allow us to introduce this two-year process. There really aren't five big ideas in here, so the comment we just got is sound and we need to better build that into this next segment, and we are fine still doing the next segment, which is how would you like to participate, what kind of community engagement techniques would be fun or do you just want to go to meetings, see more presentations, have more awareness walks of the trailheads, etc. Over the past three meetings, that is really what we have talked about doing.

Mike Raber suggested flipping Unit 6 and 7, because Unit 7 gets at some of the ideas and it might be a better segue, and then the public discussion about engagement comes at the end as we transition at the end of the program. John Sather asked if Barbara Litrell's point is that we have to end it differently and lead it into some idea of public participation. Barbara Litrell indicated yes, and Mike Raber just raised a good idea. If following the presentation, the question to the audience is what are the most important questions that the Community Plan should answer, that is very substantive and if she were sitting there, she would care about that, and then the next question is how can we engage you, but the substance is the issues on their minds. The awareness walks, etc., are ideas for the process versus what brought people out that night, which is what they care about, and there is something in the questions that is a little more substantive than the process, so if we do reverse that, it is more powerful.

Marty Losoff indicated that he would volunteer for the next slot, but regarding the presentations, he would almost skip Unit 6. He thinks the Committee is overemphasizing and getting too far afield by trying to ask the community what it wants and how they want to participate. They want to participate; they are coming to the meeting, because they are participating, and to start asking them what they want and how they want to do it is kind of like being in kindergarten. They are adults coming to a meeting and they aren't shy. They are sitting there for 1½ hours, but we want to hear from them a little bit, so he would eliminate or modify Unit 6, go on to Unit 7, and end up with some kind of summary. Units 5 and 7 are the key, and they are participating already, not to hear how they are going to participate, but because of what is on their mind. The questions of what do they want the Community Plan to answer for them and the other questions are inspirational, so he would strongly suggest skipping Unit 6 and going to Unit 7 after the slide presentation. Barbara Litrell indicated that she agreed.

Judy Reddington indicated that she is okay with it, but it seems to defeat one of the things she heard, which is that we wanted to be emphatic about this not being all of the good ideas, so having

people responding and the list of ideas is maybe not what you want to have happen. Gerhard Mayer pointed out that we are going to know a lot more after the first meeting as to how we have to go about it. We aren't going to be perfect the first time, so we will adjust.

Mike Bower indicated that he and John Sather are both fine with the idea of morphing a little more into what are the most important things to you as we move forward, and with less emphasis on how should we engage you or how should we, as a community, engage ourselves, because that is a little vague. All we really need to do is make Unit 6 have the goal of answering Unit 7, but it is still a give and take with the public; it is not just write it on a card like Unit 7 says, and their ideas don't have to be from the evening's event. Somebody may say they want Red Rock Crossing across Oak Creek; we didn't show it, but you may hear it. We could just morph it into a more free speak on what ideas they are stimulated by.

Elemer Magaziner indicated that he thinks their intent is to inspire, open and broaden people's thinking, but it can go the other way and look like too many ideas to grasp, so if you easily switch from inspiration, etc., to specific ideas, but after seeing it for the second time, there are some amazing ideas, but at the same time, he is a little overwhelmed thinking these are things we have to do, so it switches from inspiring to the fact that we better understand this stuff.

Gerhard Mayer explained that he is a creative person, so he understands it and he is familiar with it, and he gets inspired by having those ideas presented to him and he has other ideas of what he would like to see in Sedona -- his picture of Sedona.

Judy Reddington indicated that she isn't really opposed to it, but whatever they write on the card that night is what they are likely to be married to, if we ask them what their issues are, etc., and they may not be as receptive to broad imagining and other ideas. Mike Bower indicated that there is a way to address that concern, because it is valid; we just simply have to include enough communication that we aren't trying to get their top ten issues, etc.; this is for impressions and reactions. We have two years ahead of us to refine, so we can have language like how do you feel about this type of idea or how would our community embrace this sort of idea. We are hoping during the course of this process to learn how you feel about this -- we just make it clear that we aren't pushing any of it and you don't have to come up with your top issues tonight. We will be fine and he is not worried.

Angela LeFevre agreed and indicated that she also thinks you should recognize that many of the people who come to the meeting have been involved in the past, have probably already given input and have ideas, and that needs to be recognized, so you don't treat the audience like this is something totally new, perhaps by saying that we know you have come to this meeting, because you are interested and some of you may already have ideas of what you want and how you feel about the future of Sedona.

Mike Bower explained that he thinks this change recognizes losing the emphasis on community engagement techniques and focusing on what things are important to them, as we move into this planning effort. It is good that all of this happened and he and John Sather will slightly morph how they speak, especially at the end. We may not need all of those slides with all of the books and meetings.

Mike Raber explained that this is all tied into where this is going next and it is going to be important to know what we are going to tell everybody, so what is the next step? He has a lot of notes from a lot of our discussions, and he kind of knows it is really about getting at issues and ideas, but there are some details that we obviously don't have time to hash through tonight on how we get to that point and making sure that the audience is clear on where this is going. We will have a working team meeting in the morning and he would like to have more discussion about that and get that off to all of you before the 17th. We have discussed using the idea cards as a bridge to that next series of meetings and having one of those meetings be where Elemer Magaziner can describe the importance of us understanding the perspectives we are hearing, and having a way to do that.

Some of that discussion would be good to leave everybody with, so there is some expectation of what will be happening.

**7. Discussion regarding future meeting dates and future agenda items. (5 minutes 4:55 – 5:00 p.m.)
Tuesday, May 17, 2011 – 3:00 p.m.**

Chairman Eaton indicated that the next meeting will be on April 17th at the Creative Life Center at 3:00 p.m. and it will be the final rehearsal, although we can do some fine-tuning on what was discussed today, but we are not going back to square one, because we don't have the time. Our first public meeting is two days later, so watch your emails; you will receive a revised script outline, which will incorporate most of the revisions we have discussed today. The Chairman asked that the Committee members communicate with staff if they have any comments, so they can try to make adjustments before the 17th.

Angela LeFevre asked if there will be an opportunity in Unit 7 for the audience to read their cards and the Chairman indicated yes, and it might be before Unit 6. Mike Raber added that he was hearing that there might just be simple dialogue rather than having the audience do cards; however, the Chairman pointed out that they could take their cards home.

Kathy Levin indicated that the next meeting dates would be the 19th and 21st, and Mike added that there was some discussion about a meeting on the 24th versus the 31st. Vice Chairman Thompson indicated that if the 24th and 31st are equally a problem, he would vote for the 24th, simply because the meetings will be fresher in our minds. Barbara Litrell pointed out that there is a Council meeting that day at 4:30 p.m., but the Chairman indicated that there ought to be enough time, because we will just be doing a post mortem on the meetings. The Chairman asked if 3:00 p.m. would work for everybody and if staff would find out if the Vultee could be used, and he again asked the Committee members to watch their emails.

Mike Raber stated that even though it seems a little fragmented, we got some very valuable input tonight and the Chairman agreed there have been some good suggestions for revisions. Barbara Litrell referenced the mention of walking around with recorders and indicated that she happens to have one. The Chairman explained that not everyone needs them, just if three or four people have them, and it is optional; we will transcribe. Barbara Litrell suggested mentioning that, so people aren't surprised that somebody has a recorder.

8. Adjournment.

Chairman Eaton called for adjournment at 5:20 p.m., without objection.

I certify that the above is a true and correct summary of the meeting of the Citizens Steering Committee held on May 3, 2011.

Donna A. S. Puckett, *Recording Secretary*

Date