



102 Roadrunner Drive
Sedona, Arizona 86336
TDD (928) 204-7102
www.SedonaAZ.gov

AGENDA

CITY OF SEDONA CITIZENS STEERING COMMITTEE FOR SEDONA COMMUNITY PLAN UPDATE

Notice is hereby given that the **City of Sedona Citizens Steering Committee for the Sedona Community Plan Update** will meet on **Tuesday, June 7, 2011 at 3:00 p.m. in the Vultee Conference Room** located at Sedona City Hall, 106 Roadrunner Drive, Sedona, Arizona. **NOTE: Times noted on the agenda are approximations only and may vary.**

The Order of Business shall be as follows:

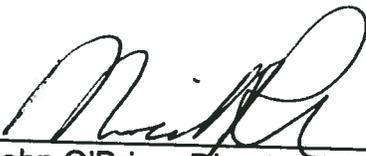
1. Verification of Notice, Call to Order, and Roll Call.
2. Announcements from staff and committee.
3. Public comment regarding the update of the Sedona Community Plan – limit of three minutes per person. **(10 minutes for items 1-3)**
4. Approval of minutes for the following meeting: Tuesday, May 24, 2011.
5. Appointment of steering committee members to Outreach and Information sub-committees . **(5 minutes)**.
6. Discussion/possible action regarding community planning process and future public outreach events. **(1 hour and 40 minutes 3:15 – 4:55 p.m.)**
7. Discussion regarding future meeting dates and future agenda items. **(5 minutes 4:55 – 5:00 p.m.)**

Tuesday, June 14, 2011 – 3:00 p.m.

Tuesday, June 21, 2011 – 3:00 p.m.

8. Adjournment.

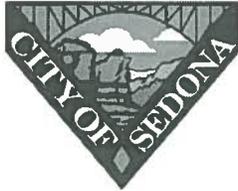
Please note that the purpose of the Citizens Steering Committee is to work collaboratively with the community, Planning and Zoning Commission, City Council, staff and others to oversee the formulation of the updated Draft Sedona Community Plan. The Draft Plan will ultimately be considered by the Planning and Zoning Commission and City Council and voted on by Sedona's citizens.

 (FOR JOB)
John O'Brien, Director
Department of Community Development

Posted Date: _____ Time: _____ By: _____

NOTE: The Vultee Conference Room is accessible to people with disabilities, in compliance with the Federal "504" and "ADA" laws. Those with needs for special typeface print, may request these at the Clerk's Office. All requests should be made twenty-four hours prior to the meeting.

NOTE: This is to notify the public that members of the City Council and other City Commissions and Committees may attend the Citizens Steering Committee meeting. While this is not an official City Council meeting, because of the potential that four or more Council members may be present at one time, public notice is therefore given for this meeting and/or event.



**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 *MR*

MEETING DATE: June 7, 2011

SUBJECT: June 7, 2011 Steering Committee Agenda

Attached is the agenda for our meeting on June 7, 2011 at 3:00 p.m. in the Vultee Conference Room. Also attached are the following:

- "Word-cloud" graphics of public comments from the May events (from Elemer)
- "Mind Map" derived from public comment at the May events (from Elemer)
- Copies of the "Five Questions" previously assigned
- Draft outline of upcoming July planning workshops
- Idea Submission Form (on-line comment form used to fill in the Idea Matrix)

Agenda Item #5: Planning process and future public outreach events

The focus of our discussion is on the June 30 program. We will need consensus on the general program framework. Elemer will lead us through the main community engagement exercise using the five questions and the "Idea Matrix". Pat Beaty is not able to come to the June 30 event, so our Information Working Team has proposed a shorter introduction, with more time devoted to community engagement (see the following program outline).

Time permitting, we could also discuss ideas for the July planning workshops and coordination of other City commissions outreach needs.

June 30 Draft Program Outline

Pre-event:

Slides of “word clouds” and “mind map” and photos from May meetings. Also exhibits of comments – as people arrive.

Audience is seated at tables to start – each person is assigned a table. Tables are arranged in a large circle around a very large “Idea Matrix” on the floor in the center. The speakers/moderators will also be in the center.

“High-Energy”, but not-so-long Introduction:

One of the Steering Committee members starts out with a re-cap of the May meetings. What did we hear? In the last meeting you saw....(show some slides of the before/after images)...why did you like this one better than this one, etc...? This is food for thought as we talk about how we extracted your comments (Elemer). The “mind map” and “word cloud” come up on screen, then maybe the Idea Matrix – then we segue into the engagement exercise.

Idea Matrix:

Elemer will introduce. Each table will have five? questions to answer, but they must answer them from the viewpoint that has been assigned to each table (eg. seniors, youth, business, etc). Each table will have a record keeper (could be a Steering Committee member?) and spokesperson. Comments will be written on large cards that will be placed in the appropriate spot on the matrix (on the floor) according to theme and viewpoint. Each table will then present their favorite response. Elemer will type and display these comments on the screen, or will create a mind map of the comments as they are being read.

Concluding Engagement Exercise:

The Committee will present several great ideas for community engagement (something other than meetings) and ask the audience to give us more ideas. We will close with next steps (ie. July planning workshops). Angela will speak at the end of the event about the importance of participation.

Post-Event:

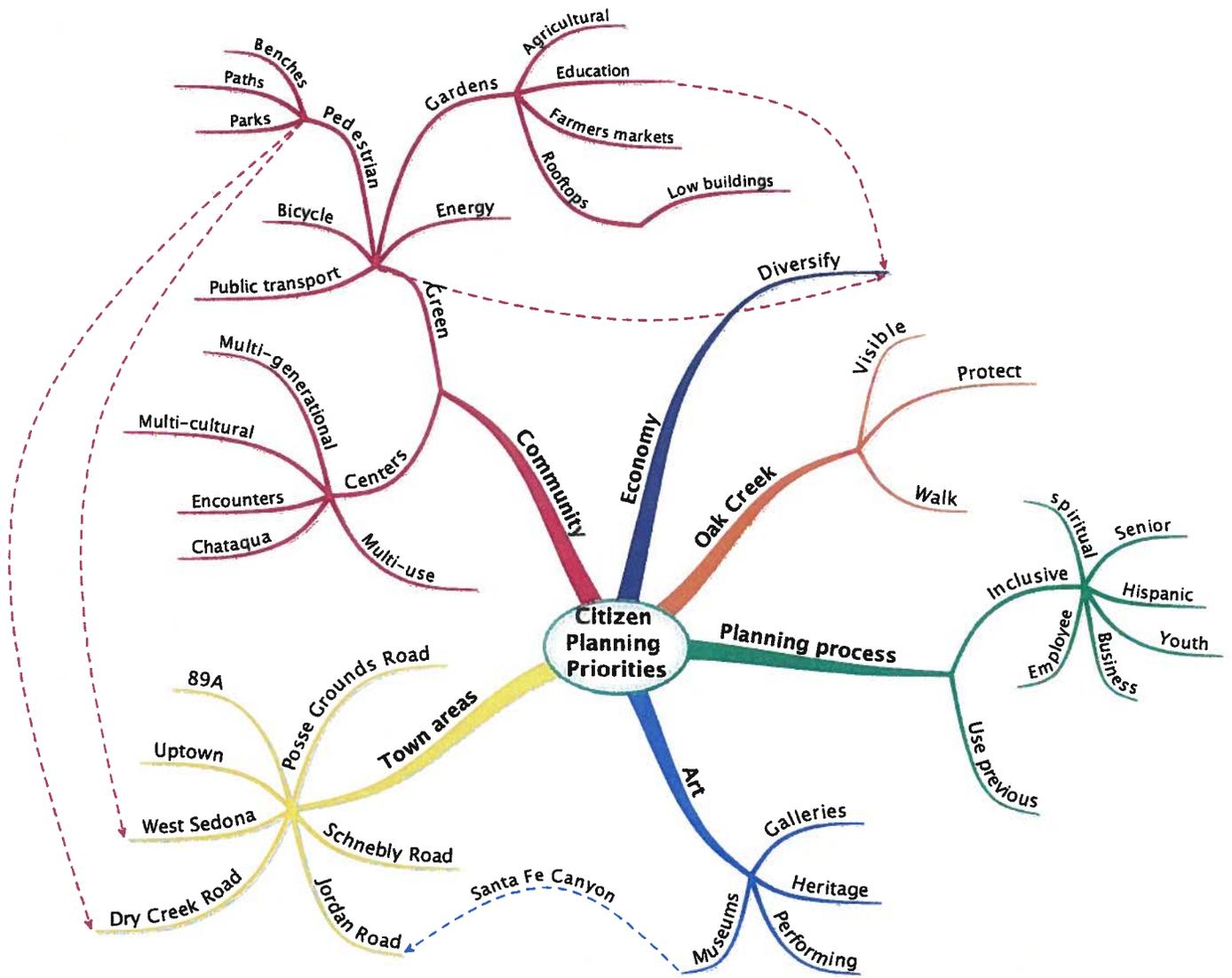
Committee members chat with citizens.

Additional Announcements

- The City Council will be discussing the use of social media at their June 30 retreat.
- Since our regular Steering Committee agendas do not allow enough time for full Committee discussion with other City commission representatives, staff is suggesting that other commission representatives meet with our agenda-setting team or our outreach working team/subcommittee to discuss their outreach needs in conjunction with future planning workshops that will be conducted in July.

Citizens' First Impressions of Sedona





Select the most applicable community viewpoint:

- Home owner
- Business operator
- Parent
- Educator
- Commuter
- Senior
- Retired
- Youth
- Other (please define below)

Please provide your residence zip code,
and how we may contact you:

Describe your idea (continue on reverse
side or attach sheet of paper if desired):

Select the most applicable community theme:

- Health
- Safety
- Sustainability
- Beauty/Environment
- Prosperity
- Town character
- Arts/Culture
- Heritage/History
- Social interaction
- Other (please define below)

DRAFT
FOR WEBSITE

Online Forms

**Please complete and submit:
Community Plan Update - Point of View**

Use this form to capture your idea for the Sedona Community Plan project.

Please select which community viewpoint your idea best represents, and which community theme it best addresses (add your own if necessary). This allows the project to learn the viewpoints and themes, and to manage/organize everyone's ideas.

Your contact information allows the project to make sure your idea is not misinterpreted.

Your idea in relation to those of others will appear on the Citizen Information Matrix displayed at the project's community place and on our website. www.SedonaAZ.gov/planUpdate

Select most applicable viewpoint:*

- Home owner
- Business operator
- Parent
- Educator
- Commuter
- Senior
- Retiree
- Youth
- Other (please define below)

Select most applicable theme:*

- Health
- Safety
- Sustainability
- Beauty/Environment
- Prosperity
- Town character
- Arts/Culture
- Heritage/History
- Social interaction
- Other (please define below)

Name: (optional)

What is your e-mail address?

Describe your idea:

Enter your idea (up to 2000 characters) here. If you wish to provide more text, send the idea in an e-mail to Kathy Levin at KLevin@sedonaaz.gov with a brief description (e.g. "Sidewalks in neighborhoods") in the e-mail's Subject.

The Community Plan is available in the Community Development department at City Hall located at 102 Roadrunner Drive, Sedona; at the Sedona Public Library, and on the city's website at www.SedonaAZ.gov/planUpdate. Visit the City website regularly for meeting dates and timely information.

Submit Form

Kathy Levin - Re: June 30th Questions & Workshop Dates

From: Jon Thompson
To: Kathy Levin
Date: 5/30/2011 11:05 AM
Subject: Re: June 30th Questions & Workshop Dates

Five questions:

1. What do you think about the seven vision statements in the current Community Plan (section 3.1)? [We would show them on a display or screen during the discussion.]
2. Does Sedona accommodate and encourage tourism too much, not enough, or about the right amount?
3. What kind of businesses, if any should Sedona encourage more of: tourist-based, retail for citizens, light industry to create jobs?
4. Which unimplemented ideas from former plans would you like to see revived? [We would provide some kind of list of these, like the creek walk, the Ranger Road extension, etc.]
5. What kinds of future meetings would you attend? [We would describe and display different meeting types as examples: small-group gatherings of immediate neighbors or HOAs; meetings on specific themes, like arts, commerce, transportation, etc.; guest-speaker experts; workshops for hands-on development of ideas.]

On May 25, 2011, at 3:03 PM, Kathy Levin wrote:

Committee members,

Would you please think about and prepare five questions that we might pose to the citizens on June 30th and mail them to me and Mike Raber by June 2nd? As you frame these questions, look to the elements in the Community Plan to ensure that there is diversity in the subject of each question.

Secondly, kindly go to the doodle link below and let us know your availability for follow-up workshop dates in July.

<http://www.doodle.com/dxq2dp34p5cszgw>

Thank you.

Kathy

Kathy Levin, Associate Planner
City of Sedona
Community Development Dept.
102 Roadrunner Drive
Sedona, AZ 86336

928-203-5035

Kathy Levin - RE: June 30th Questions & Workshop Dates

From: "Angela Lefevre"
To: ""Kathy Levin""
Date: 5/30/2011 1:53 PM
Subject: RE: June 30th Questions & Workshop Dates
CC: ""Mike Raber""

Hi, Kathy:

Here are my questions:

1. What are your feelings on the idea of a "heart of Sedona"? Are you supportive of this idea. If so, do you see one, two or three such hearts and where would you put them?
2. How do you feel about the housing codes here? Would you change them? Would you be supportive of three story height buildings?
3. What main changes would you make in West Sedona and the 89A corridor there? What would you really like to see developed there in the next 10 years?
4. How would you promote sustainability as regards our local food growing and how can we promote that?
5. What do you feel about community festivals? Would you like to see more?

Thanks,

Angela

From: Kathy Levin [mailto:KLevin@sedonaaz.gov]
Sent: Wednesday, May 25, 2011 3:03 PM
To: Kathy Levin
Subject: June 30th Questions & Workshop Dates

Committee members,

Would you please think about and prepare five questions that we might pose to the citizens on June 30th and mail them to me and Mike Raber by June 2nd? As you frame these questions, look to the elements in the Community Plan to ensure that there is diversity in the subject of each question.

Secondly, kindly go to the doodle link below and let us know your availability for follow-up workshop dates in July.

From: Elemer Magaziner <elemermgznr@gmail.com>
To: Mike Raber <mraber@sedonaaz.gov>, Kathy Levin <KLevin@sedonaaz.gov>
Date: 5/26/2011 8:51 AM
Subject: Questions for June 30

Kathy and Mike,

Question: "Imagine you leave Sedona after the Plan is completed and returned in 2020 or beyond. What are all of the things you would look for to see if your values and goals for Sedona had been met? You can use this checklist of themes to help you think of things, but don't feel constrained by it. Imagine what you would be spending your time doing while looking around. Take your time and be as specific and imaginative as possible, write things down, and *remember*: you are looking through your group's Viewpoint."

This is the most relevant question to ask about* Imagine Sedona 2020 & Beyond. *We are encouraging citizens to step out of the present and all of it's issues. We should not announce this question in advance - we do not want some people to push prepared ideas on the others of their group.

The checklist could include Plan elements and other suggested community themes.

We would ask the question and then leave them alone and walk around until it was time to demonstrate how we record the ideas using the matrix. We would enter only some of them during the event, ask for what they wrote, invite then to continue after the event and to enroll others, and promise to keep updating and publishing the matrix. The next event could include bringing the SIGS together to present their coolest imaginings.

I'd like to run this exercise at our Committee meeting on June 7.

During the third part of the event, we could suggest citizens forming Viewpoint SIGS which may operate between public events, feed us their data, and ask us to assist. We can present a checklist of viewpoints. If we present this right and provide support,

Elemer

From: Judy Reddington <judy.reddington@gmail.com>
To: Kathy Levin <KLevin@sedonaaz.gov>
Date: 6/2/2011 4:05 PM
Subject: Re: June 30th Questions & Workshop Dates

Suggested Questions for June 30

Questions relating to what kind of town do we want ?

What kind of town is Sedona...A western town? A resort town? A small town? An artistic/creative town?

What is the Sedona "style"?

If you've lived elsewhere, what do you miss about your former community?

* **Questions relating to what kinds of services or recreations are important to our people:*

What "activity" do you do *every* day?

Where do you shop...for _____, _____, _____
(Groceries, clothing, furniture)

What special interests do you have and want to exercise in Sedona? (Spiritual, Ethnic, Artistic, Religious, Age Related?) (this is so tricky of course *)

What did you always *want* to do ? (Garden? Ride horseback? Learn to boat or fly or motorcycle? Walk off into the sunset on the golf course? Ride off on a bike? Horseback ride on an open trail? etc.)

Are you doing these things? Why not?

What do you typically *leave* Sedona to do?

What *services* do you leave Sedona to pursue?

What is the first thing you do with visitors? What is the second thing ?

Where and how have you made most of your friends?

Last event attended? How did you know about it?

*

Questions relating to current lifestyles and choices and year round vs. part time residencies:
(Some of these can also provide a window into expectations of philanthropy and tolerance of taxes and city investments in the future.)

*

What will you do next Saturday?

Where do you vote?

Where have you registered your automobile?

How long will you live in Sedona? Where do you expect to live when you're 80...90 ?

What events have you attended in the last 12 months?

What is the name of the Sedona high school sports team?

Can you name 3 people, students or teachers involved with Sedona schools?

Have you been to sports events at the high school? What?

What "recreation/ activities" will you do next weekend?

Rank your interest in/commitment to...art, sports, music, outdoor exercise, etc. on a 1-3 scale.

What age group is best served in Sedona?

What age group least served in Sedona?

*Other questions

* In the past month have you walked to a destination? Biked? Driven?

In the past month what communities have you visited besides Sedona? Why?

If you were planning a visit to a place 400+ miles away, how would you travel ?

From where would you fly ? How would you reach the airport?

Do you own a pet?

How do you get your local news?

To which news sources do you currently subscribe?

To what organizations do you belong/ pay dues? For how long?

I have more questions...but here are some !

On Wed, May 25, 2011 at 3:03 PM, Kathy Levin <KLevin@sedonaaz.gov> wrote:

> Committee members,

>

> Would you please think about and prepare five questions that we might pose

> to the citizens on June 30th and mail them to me and Mike Raber by June

> 2nd? As you frame these questions, look to the elements in the Community

> Plan to ensure that there is diversity in the subject of each question.



**July 11-
July 21**

Community Planning Workshops

- Topical focus plus commissions
- Feedback on Issues/needs
- Presentation on the topic/re-arrange tables – have open dialogue (“learn and do”)
- Advertise each with a presentation on a particular topical area
- More use of web plus handouts, displays rather than presentation time
- Focus on dialogue with community.

July workshops (Potential Topics)

- Sustainability/Environment/Water
- Housing
- Parks, Rec and Open Space
- Historic Preservation
- Arts and Culture
- Land Use/Growth/Plan Policies – strengths, weaknesses
- Circulation/Traffic/Transportation
- Uptown/Creek Area, West Sedona Commercial Corridor, Heart of Sedona (3 interconnected public spaces)
- Regional (include USFS)