



# Community Connection

*News and events for citizens of Sedona*

January 2007

[www.SedonaAZ.gov](http://www.SedonaAZ.gov)

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## An Update from Mayor Pud Colquitt

It is difficult to believe that another 6 months have gone by. The most significant event over these 6 months was the Brins Fire. We came face to face with the power of nature, even though it was human caused. The true heart of Sedona became a reality in a huge way. We all stepped up to the plate, came together and truly showed that we had grit. I will forever hold Paul Broyles and the Great Basin Incident Management Team in my heart as well as each and every firefighter that put their lives on the line for you and me. Police Chief Joe Vernier and the Sedona Police Department, Fire Chief Matt Shobert and the Sedona Fire District, City Manager Eric Levitt, Communications Director Marie Brown, and Director of Public Works Charles

Mosley, all proved that we were up to the task and that we are prepared for any emergency.

Then there was you. The donations that you provided not only serviced the Brins Fire, but five, yes, five other fires throughout the western United States. The firefighters were overwhelmed by your generosity and your affection. You made me so proud!

There is a new face evolving in Uptown Sedona and I hope that everyone takes notice of the wider sidewalks and landscaping. You will love the life size horse sculpture.

The Roadrunner Transit system is now a frequent and regular sight in the Uptown area traveling between the various shopping areas and I am seeing more and more people on board. You should take a ride. The seats are a little hard, but it is much fun. It is a convenient way to introduce your guests to the Uptown area.

While in Uptown Sedona, be sure to investigate the new Pioneer Walkway along Jordan Road to the Heritage Museum. You will learn about the time line of Sedona and the Museum will introduce you to the first families of Sedona and a history of our roots. Even though we are a relatively young incorporated city, we have a very long and interesting history.

Come to a City Council meeting and see the wonderful art exhibit from some of our local art galleries. The exhibit rotates every two months and brings a rather dull room to life. A special thank you to the Arts and Culture Commission, the Art in Public Places Committee, and especially to



*Quinn and Mayor Colquitt*

the Sedona Gallery Association who generously loan their artwork for us to enjoy. We now have rotating art through the entire City Hall Complex, which is most appropriate for a city that embraces the arts.

Two of my four planned "Neighborhood Listeners" have taken place and I see a trend that shouts common sense. I hear you telling me that you want to know about the sewer; what about your drainage problems; what about traffic in your neighborhoods; how about traffic on Hwy 89A; how about a sidewalk or street signs. Well, I hear you!

You told me that you wanted more community events. Well, we are planning some great events that I am hoping will become Sedona

traditions over the next several years. We started this past holiday season with a holiday celebration partially to invite you to come and see Uptown after the improvements. This has the potential to grow into West Sedona and along Hwy 179. This could grow into a weeklong celebration. If Sedona cannot put together a one of a kind holiday celebration--- what City can?

We are going to have an Easter Egg Hunt this year for children of all ages. This Memorial Day, we are planning a large event for the entire community to show that we care and appreciate the efforts that have gone forth to protect our freedoms. I cannot tell you now, but we have a really big surprise in store during this event. We will be partnering with the Sedona Airport this year in September to sponsor a Sedona Fair, which will provide a large community event and again I hope it will become a tradition.

### Mayor's Coffee Chats

- Jan.** Ravenheart of Sedona  
1370 W. Hwy 89A #12  
Thursday, January 18  
10:00 a.m. – 11:00 a.m.
- Feb.** New Frontiers  
Marketplace  
1420 W. Hwy 89A  
Thursday, February 15  
10:00 a.m. – 11:00 a.m.
- Mar.** Coffee Pot Restaurant  
2050 W. Hwy 89A  
Thursday, March 15  
7:00 a.m. – 8:00 a.m.
- April** Starbucks Coffee Co.  
101 N. Hwy 89A  
Thursday, April 19  
10:00 a.m. – 11:00 a.m.
- May** Canyon Breeze  
300 N. Hwy 89A  
Thursday, May 17  
7:00 a.m. – 8:00 a.m.

## Roadrunner Transit System Launched

On October 16, 2006, the Sedona RoadRunner transit service began free shuttle operations between the Hillside Galleries on SR 179 and the municipal parking lot off Jordan Road in the north end of Uptown, along with the RoadRunner Cottonwood Express operating between Cottonwood and Sedona running twice a day (two shuttles in the morning drive into Sedona and two in the evening return to Cottonwood). The RoadRunner circulator currently follows a deviated route that bypasses construction in the north end of Uptown via Jordan Road to service the municipal parking lot. Since there are no official stops along Jordan Road, customers need only flag the shuttle to catch a ride.



Two mid-sized, high-quality shuttles circulate approximately every 10 minutes for the majority of the daytime hours through a short 1.3-mile loop along Highways 179 and 89A. In addition, the RoadRunner services the municipal parking lot in Uptown one block east of Jordan Road on Schnebly Road every 20 minutes. The Sedona RoadRunner runs 9 a.m. to 6:30 p.m., 7 days a week (no service on Thanksgiving, Christmas and New Year's Day). The last pick up time at the Uptown stops is 6:10 p.m., Tlaquepaque at 6:15 p.m., the Hillside galleries at 6:20 p.m., and finishing at the Municipal parking lot at 6:30 p.m.

The new transit system is free, fun, relaxing and a convenient way to get around. It also improves mobility by allowing residents and visitors to park their car once and conveniently travel between attractions, including the shops and restaurants in Uptown, at the Hyatt, in Tlaquepaque and at Hillside Galleries. As an environmentally sensitive alternative to using a private vehicle, using the RoadRunner helps keep Sedona beautiful.

For more information, please contact Northern Arizona Intergovernmental Public Transit Authority at 282-0938, or go to [www.SedonaRoadRunner.com](http://www.SedonaRoadRunner.com).

Relax – and leave the running to us!

## Economic and Fiscal Impacts of Tourism

In early 2006, the City commissioned Elliott D. Pollack & Company, a nationally known research firm to study the economic and fiscal impact of tourism to the Greater Sedona area (defined to be the City of Sedona, the Village of Oak Creek and Oak Creek Canyon). Working with Behavior Research Center and an earlier study on tourist's travel and spending patterns, the team created a study titled "Economic and Fiscal Impact of Sedona Tourism." While the entire study is located on the City's website under the City Documents heading, here are few interesting highlights for you.

### Lodging information:

- Total hotel, motel and bed & breakfast rooms in Greater Sedona = 2,293
  - Subset of rooms within the City of Sedona limits = 1,557
- Average occupancy rate during the 5 years through 2005 = 65.9%
- Total room nights demanded annually in Greater Sedona = 551,434
- Average length of overnight stay in Sedona = 3 nights

### Number of visitors:

- Estimated number of parties spending the night in Greater Sedona each year in hotels, motels, time-shares, bed & breakfasts, RV parks or private residences = 251,797
- Number of visitors per overnight party = 2.8
- Number of day-tripper parties per year = 593,520
- Number of visitors per day-tripper party = 3.6
- Estimated number of visitors to Greater Sedona annually = 2.8 million

### Visitor spending:

- Based on length of stay averaging 3 nights, 755,390 nights are demanded by overnight parties generating \$259.9 million annually in spending
- Day-trippers spend an additional \$112.8 million in the local economy
- Overall annual visitor spending in the local economy = \$372.6 million

## Facts about Sedona

### Key facts you might not know about Sedona:

- **Area – 19 square miles; approximately half under U.S. Forest Service jurisdiction**
- **Population – 11,010**
- **Housing Units – 6,236**
- **Businesses – approximately 3,100**
- **Residentially zoned land (3,891 acres) – 68% is developed**
- **Commercially zoned land (506 acres) – 79% is developed**



## The Hunt for Sedona's Howard Madole Homes

The Historic Preservation Commission is seeking to identify, preserve, and provide local historic landmark status to the unique homes designed by Howard Madole that were built in the 1940s - 1960s.

Madole's homes are perhaps the first to be built in Sedona by a local architect in a specific and identifiable style. Madole arrived in Sedona in the 1940's with his parents. He designed his first house with no formal training using adobe bricks made on the site. Madole continued to learn about design, engineering and construction, creating both commercial and residential projects along with dozens of custom homes.

In the mid 1950s, Madole was active at Frank Lloyd Wright's Taliesin West. While he adopted certain design elements of Wright's Usonian home and brought other styles into his work, each project was uniquely his own. There are five homes built by the architect located on Madole Road in west Sedona that exemplify the design features most identified with his residential style. There may be as many as three dozen more Madole homes in Sedona that have retained their unique, original form and integrity.

Madole moved to Phoenix in 1966 and went on to design hundreds of residential and commercial buildings throughout Arizona, some of which were award-winning. Now in his mid 80's, Madole is still a working architect living in nearby Prescott. Currently, he is designing residential and commercial buildings made of expandable polystyrene.

The Commission is seeking the community's assistance in helping to identify all of the Madole homes that are still standing and in use. These homes are 40-50 years old now and many are worthy of long-term preservation as local cultural resources. They are significant and tangible reminders of our past design and development patterns.

The Commission encourages readers to assist the city in the "Hunt for Sedona's Howard Madole Homes". The following list identifies the most distinguishing features of his homes.

- Laminate or "stacked" exposed wood ceilings made of

- 2x4s laid on edge, that are also part of the exposed roof structure
- Flared roof lines and razor edged fascias
- Large exposed roof beams that extend well beyond the exterior walls and usually extend to a point that might be below head height
- Stacked schist rock walls and fireplaces that penetrate a window wall
- Larger windows, usually wood frames with fixed vertical panes, customized to fit exterior wall, sometimes screened sliders in the lower portion; windows often reach the roof overhang
- Carport vs. garage, often attached to the house with a breezeway
- Relatively small kitchens; patios; extra-wide front doors
- Earliest buildings are constructed of hand-made adobe bricks

To assist the commission and for more information, contact Kathy Levin, Associate Planner at 203-5035 or email [klevin@SedonaAZ.gov](mailto:klevin@SedonaAZ.gov).

## New Mixed Use Zoning Ordinance

The City Council recently approved a new mixed-use zoning ordinance that allows residential uses in commercial zoning districts. This innovative ordinance provides incentives to help create additional housing opportunities. The overall vision of the mixed use-zoning ordinance is to enhance Sedona's commercial areas with a vibrant mix of uses such as retail, restaurants, offices, and housing, made available at a variety of income levels, including affordable housing. This concept is an excellent way to incorporate a mix of housing types in commercially zoned areas on a small scale while maintaining Sedona's traditional small town character. For more information about the new mixed-use zoning ordinance, contact Community Development staff at 282-1154.

## Did You Know?

- Exterior colors for residential and commercial buildings cannot exceed 38% light reflectance value
- Sign permits are required for permanent commercial signs
- Outdoor storage of personal property items in residential zones needs to be screened from property views
- Businesses need a temporary sign permit to display sale banners
- Storage sheds smaller than 120 square feet or less than 7 feet in height do not require a building permit
- Fences over 30 inches in height require a building permit
- A building permit is required for room additions, patio covers, porch enclosures, carports and garages
- If you are not certain whether a permit is required, please contact Community Development staff at 282-1154 for assistance.



## **Rabies Vaccination Important for Cats and Dogs**

Recently, two cats were found playing with a dead bat. The bat tested positive for rabies and since the cats had not been vaccinated for rabies, they had to be euthanized to prevent them from contracting this disease. Many cat owners in Sedona do not vaccinate their cats. Unlike dogs, which are required to be vaccinated in order to obtain a city license, the City does not regulate cats. Had these cats been vaccinated, they could have been quarantined at their owner's home and may not have had to be euthanized.

This incident brings to light the importance of vaccinating both dogs and cats against rabies, a disease that is fatal to both humans and animals. A vaccination can be obtained from your veterinarian or at any of the rabies clinics offered throughout the year. Vaccinating both your dogs and cats is the wise thing to do and ultimately protects all of us.

## **Arts and Culture Commission Announces Artist Grant Opportunities**

The City of Sedona Arts and Culture Commission is accepting applications from local artists for two types of grants, the Artist Project Grants and the Emerging Artist Materials Grants.

The Artist Project Grants are intended to support major projects being undertaken by Sedona artists who already enjoy an established arts career and are important in establishing the quality of the work produced by the artists that make up Sedona's arts community. Five grants of \$5,000 will be awarded.

These grants will support project-related costs that allow the artist(s) increased time to research and develop ideas or new works. The specific definition of eligible projects is left flexible to respond to artists' ideas, dreams, and needs. Ideas for projects might include, but are not limited to, projects that stretch or expand the artist's work, seek to advance an art form, or involve interdisciplinary collaborations with other artists or non-artists. Applicants must propose a project or phase of a project that can be created within the requested budget and completed within the proposed timeline.

Applicants must be either: 1) residents of the City of Sedona, 2) residents of the greater Sedona area with studios within the Sedona city limits or, 3) residents of the greater Sedona area who regularly exhibit within the Sedona city limits. First review and preference will be given to artist residents of the City of Sedona. The artists may not be enrolled in a college degree program. A primary applicant may submit only one application per year and receive only one artist project grant award every five years. An artist may apply as a primary appli-

cant in one project and still be named as a participating artist in another project.

The Emerging Artist Materials Grants are intended to foster the development of emerging artists in all disciplines by providing recognition and financial support to purchase materials necessary to continue artistic work. Ten grants of \$1,000 each will be awarded.

An emerging artist is a practicing artist that has mastered the basic techniques in her/his art form, has created a modest independent body of work and is attempting to launch a professional career in the arts, or an artist taking his/her established career in a new direction. An artist is not required to have any particular degree or type of education to qualify as an emerging artist.

Applicants must be a resident of the greater Sedona area. This includes City of Sedona, Village of Oak Creek, Oak Creek Canyon, Upper and Lower Red Rock Loop Road, Sedona Shadows, Enchantment, and Long Canyon. The artists may not be enrolled in a college degree program. Artists that may apply should be at a stage in their artistic development where the recognition and cash award could make a significant difference in their careers. Artwork to be considered for the grant application must have been produced within the last two years.

Application requirements and guidelines for both grants are available by contacting Ginger Wolstencroft, Director of Arts and Culture, at 204-7119, or email [gwolstencroft@SedonaAZ.gov](mailto:gwolstencroft@SedonaAZ.gov) or go to the City's homepage at [www.SedonaAZ.gov](http://www.SedonaAZ.gov) and look under "News & Updates." Applications must be postmarked no later than Wednesday, February 28, 2007 or delivered by 5:00 p.m.

## **Alternative Herbicides For Weed Control**

On June 28, 2006, the Sedona City Council directed staff to investigate using alternative herbicides for weed control. From August through November 2006, alternative herbicides were used instead of chemically based herbicides. Two products were tested. One was a vitamin C-based herbicide known as C-Cide®. The second was a vinegar-based herbicide, Burnout®. The test consisted of regularly spraying the medians and areas 5 feet behind the curb along SR 89A from Upper Red Rock Loop Road to the 'Y' intersection at SR 179.

C-Cide® kills the tops of weeds, but not the roots of plants. It washes away if rain occurs within 48 hours of application. C-cide® can also act as a growth hormone at some rates of application, so rain dilution is a concern. Burnout® kills the outside skin of weeds, but the inside is still alive and the root is unaffected. Both alternative herbicides are more expensive than chemical herbicides, which kill both the tops and roots of plants. City staff spoke with others who have used these alternative herbicides and found their experiences to be similar.

## Status of Alternative Route Study

The City Council awarded a contract to EDAW in October 2006. The contract was to perform a feasibility study reviewing potential alternative route scenarios. In addition, the contract requests that EDAW also explore potential non-transportation related alternatives.

EDAW is a firm that has worked on NEPA processes in the western United States on projects that impact federal lands. This experience is one specific reason EDAW was selected. They are also a firm that does not have familiarity with the alternative route issues in and around Sedona and thus are able to bring a fresh approach and perspective to analyzing much of the data that has already been collected.

EDAW will be performing the following functions:

- Evaluate and provide a purpose and need summary.
- Develop potential alternative route options. The options will be categorized in three areas:
  - Alternatives that appear to provide an opportunity.
  - Alternatives that should be avoided if possible.
  - Alternatives that should be excluded from consideration based on data gathered.

In addition, to the alternative route options being evaluated, EDAW will also evaluate possible non-transportation related alternatives to meet the purpose and needs that are identified.

A major component of this study is public involvement. EDAW will be coordinating public workshops and utilizing various forms of public outreach to identify opportunities and constraints associated with various alternatives.

Our approach to public involvement on this project will include:

- Attempting to inform residents about the potential alternatives.
- Communicating the purpose and needs identified through the study.
- Identifying concerns and preferences of various community groups, residents and identified leaders in the area.

We anticipate that there will be public meetings in April or May. The exact times of the meetings have not been determined as of the date of this article. The City encourages any interested citizens to participate in these meetings. They are extremely important to the success of this study.

Finally, we wish to emphasize that this is not the initiation of a NEPA process, it is more of analysis **to determine** whether a NEPA process should be initiated and who would be the probable responsible parties to initiate it. We hope that it will provide possible solutions to some of the concerns expressed in the City.



## Sedona is Water-Wise, Are You?

- Do you know someone who practices water conservation?
- Do you know someone who has made a difference in water conservation efforts?
- Do you know someone you would like to see recognized for his or her dedication to water conservation?

If so, nominate them for Sedona's new Water-Wise Recognition program.

Each quarter, the City of Sedona will recognize those residents and businesses that demonstrate water-wise conservation practices. The public may nominate an individual, business, or organization. Individuals, businesses, or organizations may also nominate themselves. Awards will be presented during City Council meetings.

The purpose of this program is to promote the importance of water conservation and to stimulate a greater interest in conserving Sedona's water by recognizing those who contribute to protecting this precious and limited resource. This could include:

- Implementing and maintaining a water conservation program
- Providing water conservation education
- Planting and maintaining a water conservative landscape at home or at a business

For more information about the Water-Wise Recognition program, visit [www.SedonaAZ.gov](http://www.SedonaAZ.gov), or call Audree Juhlin at 204-7107 or email [ajuhlin@SedonaAZ.gov](mailto:ajuhlin@SedonaAZ.gov). Send your nomination to the City of Sedona Water Conservation Advisory Committee, attention Audree Juhlin, 102 Roadrunner Drive, Sedona, Arizona 86336.

For general water conservation information, presentations to schools or civic groups, or to request a copy of the Water-Use it Wisely brochure or any other materials, please call 204-7107.

## Mark Your Calendar for Memorial Day Celebration

Many citizens attending the Mayor's Coffee Chats and "Listening" programs have commented that Sedona needs to get back the "small town" feeling by having more community events.

Over 30 years ago, the Lion's Club held a country fair at the Posse Ground Park, which featured games, food, and music. It was like stepping into a Norman Rockwell painting of Americana, and experiencing that small town feeling.

The City will bring back this spirit of community in a Memorial Day Celebration on Saturday, May 26, 2007 from 2:00 – 7:00 p.m. at the Posse Ground Park. The day will kick off with a color guard presentation and the unveiling of a plaque honoring the past and present members of all the branches of the armed forces.

A country fair for the entire family will include games, jolly jumpers, a climbing wall, dunk tank, chili and pie contests, wonderful musical entertainment, and much more. To make this day a success, volunteers are needed to help run the various activities. If you would like to help, please call Marie Brown, Community Services Director, at 282-3113.

Mark your calendar for Saturday, May 26, 2007 and help bring back Sedona's small town feeling.

## The Easter Bunny Needs Your Help!

The Easter Bunny has contacted the City with a plea for help. It seems that Henrietta Chicken is going to be hiding Easter eggs throughout the Barbara Antonsen stage site at the Posse Ground Park. The Easter Bunny is asking the children of Sedona to come to the Park on Saturday, April 7, 2007, to help find these eggs.

Although the Easter Bunny rarely makes personal appearances, if your parents bring a camera, you can get your photo taken with the Easter Bunny.

More details on the Easter Egg Hunt will be forthcoming as Saturday, April 7, draws near.



102 Roadrunner Drive  
Sedona, Arizona 86336  
(928) 282-3113  
TDD (928) 204-7102  
[www.SedonaAZ.gov](http://www.SedonaAZ.gov)

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Your City Council wants to hear from you.  
They can be contacted by mail at Sedona City Hall,  
102 Roadrunner Drive, Sedona, AZ 86336  
or by email:

Mayor Pud Colquitt: [pcolquitt@SedonaAZ.gov](mailto:pcolquitt@SedonaAZ.gov)  
Vice Mayor Jerry Frey: [jfrey@SedonaAZ.gov](mailto:jfrey@SedonaAZ.gov)  
Councilor Rob Adams: [radams@SedonaAZ.gov](mailto:radams@SedonaAZ.gov)  
Councilor John Bradshaw: [jbradshaw@SedonaAZ.gov](mailto:jbradshaw@SedonaAZ.gov)  
Councilor Ramon Gomez: [rgomez@SedonaAZ.gov](mailto:rgomez@SedonaAZ.gov)  
Councilor Nancy Scagnelli: [nscagnelli@SedonaAZ.gov](mailto:nscagnelli@SedonaAZ.gov)  
Councilor Harvey Stearn: [hstearn@SedonaAZ.gov](mailto:hstearn@SedonaAZ.gov)

*The City Council is here to listen and serve you!*

**POSTAL PATRON**