

**Summary Minutes
City Of Sedona
Citizens Steering Committee Meeting -
Sedona Community Plan Update
Vultee Conference Room, Sedona City Hall, Sedona, AZ
Tuesday, July 5, 2011 – 3:00 p.m.**

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

Chairman Eaton called the meeting to order at 3:02 p.m.

Committee Members Present: Chairman Jim Eaton, Vice Chairman Jon Thompson - arrived at 3:04 p.m., and Committee Members Angela LeFevre, Marty Losoff, Barbara Litrell - arrived at 3:05 p.m., Elemer Magaziner, Gerhard Mayer, Judy Reddington, and John Sather - participated telephonically. Mike Bower was excused.

Staff Present: Kathy Levin, John O'Brien, Donna Puckett and Mike Raber

2. Announcements from staff and committee.

There were no announcements.

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

Chairman Eaton opened the public forum.

Sandy Moriarty, Sedona, AZ: Indicated that the event last week was really successful and very well attended under the circumstances. It is summer and the meeting was held before a holiday weekend, so she really didn't expect that kind of turnout, and a lot of them attended because they had been to the first event, but it came off very well and people appreciated the chance to give some input. Now they are really looking forward to it, because they understand that they are going to be listened to.

Having no additional requests to speak, the Chairman closed the public forum and added that John Sather had asked for a show of hands of people that attended the May meetings, but the Chairman explained that he didn't get a sense of how many were returns. The consensus of the Committee members was from half to almost two-thirds were returns.

Having no additional requests to speak the public forum closed.

4. Discussion/possible action on the use of social media for the Community Plan update. (10 minutes 3:40 p.m. – 3:50 p.m.)

Kathy Levin reported that the City Council had a brief conversation about social media at their retreat and the Council was supportive of the existing policy and the recommendations from the Assistant City Manager's Office, which basically embraces the use of Facebook on a citywide basis, managed by staff, as an information out, but not a dialogue in device, with a wait and see attitude on the latter as the Legal Department takes a look at that to determine the records retention requirements, etc., but initially the Council is willing to go forward with a limited use of Facebook. To get that rolling, it doesn't need to go back to the City Council; the City Manager can issue a directive, and then the policy will be in place as recommended through the Communications Policy. The individuals that tentatively might be managing it will include Ginger Wolstencroft, Brenda Tammarine and/or Michele Stover and Rachel Murdock.

Barbara Litrell added that she asked why we wouldn't want them to interact with us and there is a whole unresolved question about document retention, because of all of the policies, and she knows that other municipalities have this under their belts, but the question is document retention. She then asked how people will respond and there will be something on the Facebook page that takes them to the City's website where they can respond, and we have documentation in place on that website for everyone that communicates with us, so there will be a link.

Vice Chairman Thompson asked if she was saying that we could do it that way and Barbara restated that there will be a link on the Facebook page. The Vice Chairman noted that if people normally use Facebook interactively and want to do it that way, we can't do that right now, so if they want to respond, they can go to the website, but at the website there is nothing interactive. The only thing people can do is go to the Idea Form and write something, and then wait to see if anyone responds, but he understands what she is saying; they just aren't ready to take on the responsibility of people making comments that they have to capture in some way. Barbara Litrell added that there is the question of having volunteers do it and she doesn't think they are ready for that yet.

Vice Chairman Thompson indicated that it is another way to announce things if we have a Facebook page and Twitter presence, and people who "friended" us would get that information; they couldn't respond, which in the case of Facebook would seem kind of silly. That is really what is called a "fan" situation rather than a "friend" situation. It has the potential to seem like the City doesn't know what it is doing, but that is probably a risk worth taking if we want another venue to get the word out. If we don't play to that extent, it seems like we aren't going to be in a position to go to the next level, so his thought would be to do it. The only question is if staff is ready to do that.

Kathy Levin indicated that would be an easy post; she wouldn't even be doing it; she would just be creating the text and sending it to Ginger. Barbara Litrell suggested including in the text something that explains how this particular site works and the fact that it is to announce things that are going on and that we value their input, but they have to go to the City's website for that, etc., so people don't have expectations that aren't being met.

Kathy Levin noted that she wanted to have a more striking visual presence that would be linked to the Community Plan effort, but she doesn't think that initially is a possibility. Everything will look the same; it will all have the City's logo as it drops down. There was a page in their Council packet, but we can drop in some photos. Vice Chairman Thompson agreed that if we can post announcements, we can post photos and a video.

Chairman Eaton asked if there is any liability involved in publishing pictures of other people without having signed releases and Kathy indicated that is a good question and she doesn't have an answer for that. Gerhard Mayer noted that pictures are taken at swim meets, etc., and the Vice Chairman added that a newspaper reporter wanted to take his picture and he got permission, so it is a question that needs to be asked. The Chairman indicated that it is normally okay if people are just doing what they normally do, but it is best to look into it.

Judy Reddington commented that she thinks there is a generational thing and generally speaking the people at our meetings so far are people comfortable with the link method of going to comments, but the younger generations aren't accustomed to that; they want immediate interaction, so there is a generational reason to want to get to Facebook interaction if we can. Vice Chairman Thompson added that his youngest son gave reasons for why he doesn't go on Facebook anymore; it is now all Twitter, because Facebook has become polluted with all kinds of other garbage and Twitter is much quicker.

Vice Chairman Thompson offered to help in any way he can to get it set up, and Mike Raber asked if there is consensus to do that and several Committee members indicated yes. Angela LeFevre asked if there is a cost to the City other than time and Kathy Levin indicated not that she is aware of, because it relies on existing staff. Mike Raber then confirmed consensus on moving forward on that and noted that there was no objection.

Elemer Magaziner recapped that the agreement is that Facebook goes out with information only and any response is to the website, so it is one-way. Mike Raber indicated yes, as opposed to doing nothing. Kathy Levin added that they will always be pointed to the website for more information on anything we put out there.

Vice Chairman Thompson asked if we wanted an official motion and Mike Raber explained that the Committee can do that, but he has noted that there is consensus and he didn't hear any objection.

5. Discussion of June 30, 2011 community meeting held at West Sedona School. (15 minutes – 3:50 – 4:05 p.m.)

Chairman Eaton indicated that he thinks the meeting went very well and he was delighted with the crowd and their involvement. Kathy Levin indicated that there were 31 others present, including three Council members, nine from the Committee, three volunteers, ten from various Commissions and three staff with 90 participants, so that was 121 people total. The Chairman indicated that he counted over 100 including Commissioners not on this Committee; he only excluded Committee members, staff and Council members.

Gerhard Mayer indicated he had a table of ten people and he prepared a report that pretty much reflects what was on the card. It was an interesting overall comment that we didn't have enough people to facilitate every table, so there were probably a few people left on their own, but he doesn't know what was done about it. The attendance was two-thirds returnees, which shouldn't hurt, because we need to spread the word; in the whole crowd about six or eight were younger. He has a little concern, because he hears a lot of comments and one in particular was as long as we keep extracting thousands of ideas, if we don't create a theme of where we are going, i.e., such as going toward being a green city, we are going to get ideas where some will want green, some will want less tourists, etc., so we need to identify what we are and what we are going to pursue. A lot of people made the comment that it doesn't do any good unless there is some headline out there. Regarding getting the message out to all of the other groups, he made some phone calls to drum up a little different crowd, and he talked with the Thunder Mountain Subdivision President and on July 15th or 16th there is a homeowners' association meeting, and it would be great if a few of us could attend at St. Andrews Church and spread the word through the association as well. We need to get the word out; he is afraid we might get almost the same crowd and they are excited, because they want to hear more. We got that right in terms of those people coming back, but we need to get more people, especially from the younger people.

Gerhard indicated that the main idea agreed upon as a priority by his table was a city center; everybody was talking about a city center in order to have locals and tourists mingle. He was involved in the Main Street in Flagstaff when their renovation started with the Babbitt's Center in Flagstaff, and the developer's plan was based on a European model where the inner cities are dead when the businesses close, and in order to revive that, there should be people living on the upper floors. It has to be a healthy mix of businesses and catering to the locals, as well as the tourists. He had a group of mountain bikers at the table except for two people from the Sustainability group, and some came from Colorado, Nevada and Canada. They are avid mountain bikers, so they wanted more done for bicycling like in Moab, Tucson, Payson and Prescott where there are events that we don't have, even though we are the most desired area for mountain bikers. They also wanted to have the cultural park revitalized and on 89A they would like a lot more shade trees. It seems that other cities are planting more trees for shade. The creek walk was also important to them and they didn't want a split between two counties with a different sales tax, etc. The main thing mentioned for a theme was that Sedona should become a sustainable green city and there should be other businesses besides tourism. He agrees with that and worked on bringing an NAU campus here -- the Yavapai College, to create a sustainability campus with dorms, etc., and there is a lot of possible creativity around those ideas. Having quality resorts, not motel-types, was another issue.

Angela LeFevre apologized for not being able to attend and indicated that she has heard nothing but good things. Everyone has been amazingly positive and very excited and impressed at what the Committee is doing, and some of the people she has spoken to had not attended before. One of her concerns is what Gerhard was saying, we really have to think outside the box and reach out to others. She was thinking about having things like a BBQ or picnic, etc., at Sunset and Posse Ground Parks to maybe attract some younger people, but something really different that we could do. We just need to reach out to keep getting new blood in or we will just get the same people.

John Sather indicated that everyone at his table was very enthused and elated that they were being listened to and that we had provided a forum for them to feel that they were citizens that could make something happen, and that was kind of a unanimous thought around the table. The people at his table thought it was one of the most remarkable events they had attended in a long time, as it relates to involvement as a citizen. One interesting thing was that some of them struggled with the questions. A lot of times the comments started to come out of negative comments about things they don't want, but it was interesting that there was one very positive person at the table that kept presenting some strong positive statements, so that began to turn everyone around to making quality statements, as opposed to things they didn't want. There was a lot of guidance that he got out of the meeting as it related to "going forward" steps. There was a significant number of questions on what the possibilities are in the future, because they don't really know where the City is at today, which is an issue that we need to give more education on, so the idea of the Commission Series and coming to that is a good way to do that, but we need to realize that people generally are somewhat informed, because they attended the meeting, but they are also somewhat uninformed as it relates to the City. There were a lot of really good ideas and ones that he was rather surprised by, because they were new and different. He believes that group wants to stay heavily involved; they thought we cut them off a little too short, but all in all it was a great event.

Barbara Litrell indicated she had a table of eight people, including a business person, two other younger people in business, two retiree artists, the Vice Mayor and his wife, and another individual that she thinks was a retiree. The charge that the group had was that we were going to collect ideas based on what they felt was important and needed to be done and that we weren't judging ideas or prioritizing ideas; we were collecting ideas based on the issues they felt were important, and she kept reinforcing "to imagine Sedona" and there was one woman who is an intuitive and she came with a wonderful list of "I imagine Sedona" items, which was exciting, because that stimulated others to also get involved in "I imagine Sedona", like "I imagine Sedona in twenty or ten years winning awards for being a City of Stewardship", etc., and that just boosted everybody. We talked about things related to art history, seniors, and transportation was high on the list. Business was important, etc., and we collected thirty-three ideas that were solid ideas. At least five of them had not been to previous meetings, so new people were attracted. They thought it was a very exciting meeting and she got a great reaction from people; it was really well done. They loved the Word Cloud and the idea of putting them into the matrix; they liked what was happening in the process, and Barbara thanked the Committee members for their contributions to the process.

Chairman Eaton agreed that the phase so far is collecting ideas and not analyzing them; we haven't critiqued any ideas, although we will get to that eventually. Barbara added that when the people heard that everything counts, they brought up some things that others might say they don't want to do. The Chairman noted that is the stage that we are still in.

Judy Reddington indicated she was overwhelmed with how positive and well attended it was, and the good feelings everyone brought to that meeting. When she looked through Gerhard Mayer's list, so many of the things they are bringing up are in common, which is of value. They keep hitting many of the same themes and sometimes from different perspectives. At her table, she had a man who had grown up in England and another one that had grown up in Canada, plus a woman who spent a lot of time in France, and they brought a lot of ideas from those cultures. They had a couple of ideas that are in the notes and they were completely unique to her. It was also refreshing to hear new things; they also didn't want to stop.

Judy added that she called everyone on the list of contacts, and it was universally well received. Those that she couldn't call she sent emails to, but some of them were dead ends. She was struck by who wasn't there, including the youth, and there were no former Council members there, plus we haven't outreached to people who volunteered for the Committee and weren't chosen. She also doesn't think the "Let the People Vote" group was there. Kathy Levin explained that all Committee candidates receive the email blast and Mike clarified that Judy is suggesting like a personal thing. Judy added that the Committee needs to do an outreach with businesses and developers. She then indicated that her table talked a lot about a town center, and on the whole everyone was enthused and our reputation is booming in town as a positive and fun place to participate.

Marty Losoff dittoed everything that had been said and indicated that the venue, room set-up, etc., was very conducive to this kind of discussion. He thought it was done well and it added to the discussion. He started trying to use the exercise test question and before they got too far into the introductions, one gentleman indicated it was a waste of time; he didn't vote for the last Community Plan and he isn't going to vote for this one mainly because there are a lot of Communists involved, etc., and he said you are just going to talk about sustainability. Marty explained that we were going to talk about everything and anything and there was no separate agenda, and the man said no and he didn't know why he was even there . . . Chairman Eaton interrupted to say that the man has been to every City meeting for twenty-five years saying the same thing. Marty Losoff then stated that he told him that there were cards in the back of the room, but maybe he didn't belong at this table, so the guy got up and left and the table clapped. Then, the table started to talk; all but two were at the previous meeting and all but one was retired, and the non-retiree was Natalia. After trying to get into the themes and viewpoints, he put that aside, because it was getting very difficult, so they just started to talk. At the end, they were disappointed that they couldn't hear the other tables; they wished there had been a summary of what went on at the other tables. Since this was the third meeting for most of them, they wanted to know the results of those other meetings, so he told them about the website, etc., but they wanted to hear more about what went on and they want to start seeing these notes. The themes they talked about were very exciting, but you could also take Gerhard Mayer's list. Pedestrian-friendly was a big topic at his table, the creek was a major topic and that led to a whole community center, cultural park, etc., discussion. Sustainability was big -- of course we had the Chairman of the Sustainability Commission at our table.

Marty indicated that as a couple of observations it would have been good to have feedback from the other tables, and secondly, the people who have been to three meetings are almost echoing back some of the things in the slides. Hearing those things back is good; they saw the slides, and the excitement at the table was very high. At least the sixty or seventy that have come to the three meetings want to hear something more than just what they are saying, but overall they were excited, enthusiastic. Just as a word of caution, sustainability is very important and he thinks that might be one of the major themes, but the Sustainability Commission is coming to a lot of these meetings and he has their Work Program -- it is 11 pages and it overlaps just about all of the Elements from a Planning & Zoning perspective, and there is going to be a strong sustainability component coming back in the feedback, but we have to be conscious that it is coming from a select body -- whether the community at large is interested or whatever, at least we know there is a certain segment speaking and we have to keep in mind where it is coming from, although it is great input.

Elemer Magaziner explained that he didn't have a table, but he went to the tables without a facilitator to get them started, and at one table, an elderly gentleman had an idea about possible future employment in Sedona, and when asked why he was giving that idea, the gentleman stated that was an interesting question, because he wouldn't be taking advantage of it, and when asked who he was speaking for, the gentleman said the young professionals. Elemer Magaziner realized that he has a lot of experience in asking people in different ways about the viewpoint and theme, and whoever he asked had no trouble, but he realizes that he had assumed it would be easy for everyone. You can't get people to tell you; you just need to ask, and if they don't want to tell you, just go on, so he is happy to hear what Marty said. He tried it and just went on and that is the idea. Elemer then added that he had a ball and the feeling of community was unbelievable . . . and his

dream about Sedona is that happens every day. As far as the viewpoints and themes, he signed up for the Committee, because he wanted a really good plan document; he doesn't have an agenda about what Sedona should look like, but he does about what the Plan should look like. What he wants to do -- we talk about what life will be like in Sedona in twenty years and what it will be like for seniors will be different than for young people, etc., and that is why he keeps harping about viewpoints and themes. He doesn't want to lose the information that will allow for "a day in the life of . . .", and then with all of the different viewpoints, we can figure out the physical, social, economic and spiritual environment that we need to build in order to support the lifestyle for everybody. We didn't get a lot of that during the meeting, but we got the sense that people want to come together and talk. The model of people sitting in rows and standing up to talk individually isn't as powerful. The Committee wants to have theme-based meetings, but he would like to have viewpoint-based meetings -- he would love to get a bunch of young people together and ask them what they would like for their life to be like in ten years, and he thinks other people would show up too. We can have theme-based, like sustainability, but we can also paint a picture of what they want their life to be like ten years from now. He liked what happened Thursday night; when Jim indicated to stop them, he didn't know what to do.

Chairman Eaton pointed out that you would rather have them leave wanting more than getting tired of it. Gerhard Mayer added that when they weren't coming up with anymore ideas, he went through each of the ideas and asked if there was agreement among them, and that is why he made the list. His son enjoyed volunteering too; he was counting all of the signatures and making sure nobody passed without signing.

Judy Reddington referenced a class about future business and indicated the class will provide an army of volunteers, so if we invented something for them, they could do some of the things like setting-up and signing in. Kathy Levin added, especially if we have a youth-focused opportunity.

Vice Chairman Thompson agreed that the meeting was a big success and the point he knew it was going to be great was when we were scrambling to get more tables. His table was definitely engaged and there were some good ideas, but he isn't sure it had the same excitement. There were some quiet times and one couple excused themselves after ten minutes, and then two other people came at different times. One young guy is in the landscaping design business and water conservation, and he was good in keeping things positive, but he was getting a lot of what not to do, and that was part of what started the issue of having problems identifying themes and viewpoints for the table, and he eventually had to abandon them. One comment was whatever you do don't destroy the natural beauty, but what viewpoint is that coming from . . . they just wanted to say human viewpoint, but it was fun and produced some good ideas.

The Vice Chairman added that he and Elemer Magaziner talked, because he was kind of discouraged when trying to input some of the data, and there was a very small proportion of cards that had both the viewpoint and theme; some of those weren't in our Idea Form or there were multiple ones, which didn't work for the way we had talked about the system, so we need to discuss where we go with this, because we have a lot of data and need to determine how we are going to deal with that. We are at the point where we have collected a lot of good ideas and some of the things we seeded as possibilities are coming back to us, so he thinks we are pretty much topped out in terms of what we are going to get from open-ended questions, and we need either theme-based or viewpoint-based meetings that say we want these specific things and these kinds of people to come, so we can do a workshop on it.

Gerhard Mayer indicated that matches feedback he received from people who didn't attend, because they said it was all over the place. Vice Chairman Thompson agreed and indicated it really needs to be different from now on. Gerhard then noted that the table concept is a good one and we can have themes, but we have to lead at the beginning, because it took a while for them to get going.

Vice Chairman Thompson indicated that he has the cards in groups of those entered, those he couldn't, and a few that just need some clarity, so he was hoping the Committee members could look at them before leaving. He underlined the parts he couldn't get.

Chairman Eaton noted that in the next couple of months, we won't be having any big public meetings, but we will be having some smaller meetings, some meetings in a box, and some of those can be viewpoint-oriented and some can be theme-oriented -- we can do both.

Barbara Litrell added that we are probably topped out on ideas in big groups, but there are so many individual groups that we need to make one more effort to get their input and she isn't ready to just say no more input and let's just focus on these ideas. Vice Chairman Thompson clarified that isn't what he meant to say; we have reached the point that we need to stop having things that are just open-ended in the big meetings. We need to have viewpoint meetings with the elders or pick a topic, so people who have an interest in that area are motivated to come again. Barbara Litrell stated that there is still room for the open-ended questions among the people we haven't touched at all. Mike Raber noted that we can target those groups without doing a whole meeting and still keep it open.

Chairman Losoff referenced a meeting planned on Sunday with the Hispanic group and indicated that he would suggest using the same venue with round tables and go through a spontaneous exercise like we did the other night. We can start with a few canned questions and we could be prepared for topical or targeted, based on who they are, i.e., youth, etc., but we should use the same approach. We should stay away from scripts, and at some point, we should have all of the ideas posted, so people can see what we are talking about, and after a while, they would start to see the focus.

Chairman Eaton indicated that he has big hopes for the meeting-in-a-box and other small local meetings, because they will orient themselves. Young people will invite other young people, etc. Elemer Magaziner added that young families are mobilizing to have a meeting on their own and the spiritual community is having a meeting on the 28th to get their viewpoint. The Sedona Charter School is going to make this project part of their curriculum, and he is approaching the high school and West Sedona School, so those are all targeted. The Chairman noted that we will need to help them with some structure, so we get what we need.

6. Discussion/possible action regarding community planning process and future public outreach events. (50 minutes – 4:05 – 4:55 p.m.)

The Chairman credited Marty Losoff as pretty much setting the format for the next public meeting, and then showed a comical Muppet video, titled "The Big Plan" about the Muppet meeting plan for a future plan.

Mike Raber complimented the Committee and indicated that it is obvious that the Committee is doing this; staff is supporting you, but these have been the Committee's events and that is part of what excites the community, so he just wanted to say that the Committee is doing a fantastic job. The Chairman asked if he had ever tried to build a wall with just bricks and no mortar -- staff is the mortar that holds it together.

Mike noted that it was realized that we are having a lot of meetings, so the next couple of months the thought is to scale it back as much as we can, other than the Commission Series. Angela LeFevre asked which Commissions are scheduled for Monday and Kathy Levin explained it is both Historic Preservation and Housing in the Vultee Room at 6:00 p.m., and the next one is on August 3rd with Parks & Recreation and Sustainability.

Mike pointed out that that we have heard that we may need a little more education out there, and we can utilize the time this month and next month to get more up-to-speed on what is in the Community Plan, so the Committee is a little better placed when we get to topical meetings with the

community. We can discuss the Community Plan and other specific plans more in the Committee meetings, and John O'Brien can also discuss current planning items and the status of some of the projects. One of the Planners has created a memo that outlines that well, so staff will include that in your packet for the next meeting to give you a sense of what is going on with some of the properties.

Angela LeFevre asked about the research on plans in other communities the same size and Kathy Levin recalled that Gerhard Mayer had acquired some information from a North Carolina University and she will send it out again. Gerhard Mayer commented that it was "Small Towns and Big Ideas".

Mike Raber continued to say that was what he saw as kind a good direction over the next couple of months, but we need to ask ourselves within the next couple of meetings about moving this into a little different phase, as far as the analysis and determining the priorities, to truly move into another phase of the project.

John Sather indicated that he and Mike Bower have talked about it as to what we are going to do with all of these ideas and his suggestion is that on the next regular meeting, maybe he, Mike Bower, Jim Eaton, Mike Raber and a few others get together to work the agenda, so the Committee has a real work session as it relates to planning, i.e., what are we doing to search for themes in these comments, to start looking for alternatives within those themes, and then what are the big holes we see that we need to focus on more. He and Mike Bower have kind of thought it through, but he would like to have an informal meeting with Mike before the 19th, so we dig into current planning on the 19th. Mike Raber repeated his thoughts about educating the Committee about the contents of the Community Plan and other specific plans during the next couple of months and John Sather indicated that he agreed and that is part of what he is saying, but some of that might be done in the Committee meetings.

Chairman Eaton indicated that he would love to talk with John Sather and Mike Bower before the next Committee meeting, because he has an idea for a later public meeting that he would like to discuss and possibly outline for the next Committee meeting.

Mike Raber explained that some of the other things that go with this agenda item include the status of the meeting-in-a-box outreach, the advertorial, and the structure for the upcoming Commission meetings. Kathy Levin explained that they will send possibly their Chair and Vice Chair or representative to the Committee's meeting on Monday, and they have been asked to inform the Committee about their Commission's Mission, etc. Marty Losoff asked about asking them for their top three or four issues and Kathy explained they have been asked to talk about the Mission, their Work Plan, some of their past accomplishments, and their future thinking. Gerhard Mayer indicated that the Committee shouldn't forget that the Commissions have very little outside ideas; they are basically working in their own vacuum. For example, Parks & Rec. never has anybody there except Vice Mayor Hamilton and staff.

Judy Reddington raised the question of what they imagine in looking forward to 2020 and Barbara Litrell indicated there is a Master Plan being done now. Gerhard Mayer added that it needs to be coordinated, the Committee can't just let them do it in a vacuum without the citizens' input and Barbara Litrell clarified that they are working with Mike Raber pretty closely.

Vice Chairman Thompson indicated that the things staff asked the Commissions to do are perfect; he wouldn't want to ask how they see Sedona in 2020, because he wouldn't want to ask them to respond to what we are looking for. This is to get them to tell the Committee what they are doing and what they are about, which will help us a lot if they come with their own perspective, rather than trying to fit into ours. Gerhard Mayer disagreed, because the Committee is collecting ideas from the citizens and they are working within themselves and the Committee has that input. A lot of those citizens' ideas relate to Parks & Rec., and the people doing the Master Plan should know what the citizens want. The Vice Chairman pointed out that if representatives from Parks & Rec. indicate that they are working in a vacuum, the Committee has something to work with, because we

have much more than a vacuum, but if we say tell us your Mission, we may not hear that they are working in a vacuum. Gerhard Mayer pointed out that he doesn't want to put it on the Parks & Rec. Commission, because it is the citizens who should show some interest.

Chairman Losoff indicated that talking to the Commissions isn't going to give us the kind of input we want from the community; it will be focused and narrow, because it is coming from a select group. If we want to reach out more, this is probably not the way to do it. From the Commissions, we want to hear what they are doing, where they are going and how we can work together to get the information; for example, what does the community think about affordable housing? The City Council and Commission are geared up to have that, but what does the community think about it and how can the Commission help us obtain the information?

Chairman Eaton indicated that all Commissioners have their focus and they do talk to people around town, and people know they are on the Commissions, so it is not strictly their own viewpoints. Judy Reddington asked about the goal of the Commission meetings and asked if it isn't basically to set up a communication. Mike Raber indicated that is one, but the other goal is to help this Committee understand what the Commissions are doing and how some of that relates to what is in the Community Plan, because these Commissions have Elements attached to it, like Housing, HPC, Parks & Rec. Judy Reddington added that they need to explain their concerns and we may need to reveal some of the input that has already come up that they might have an interest in. Mike Raber explained that is part of the coordination discussion we possibly need to have.

Gerhard Mayer pointed out that the Committee gives the voice to the citizens and their ideas and concerns, and we need to tell the Commissions what the citizens are saying related to their Commission. Kathy Levin explained they would be foundational meetings for things to follow that the Commissioners will be attending and the topics we will be discussing, so a foundation exists by knowing what the Commissions do, and then they will attend the topic-specific workshops and add their expertise. Chairman Eaton added that they should know that in a few weeks we will be depending on them for ideas in their field.

Gerhard Mayer indicated that as a basis, he can see an exchange of what we and they are doing, and then plant some seeds so they can work on their own and come up with some ideas regarding their concerns and what they would like to see -- it should be a common effort.

Barbara Litrell asked how long the meeting with the Commissions will be and Kathy Levin explained that she envisioned that the time with one Commission would be no longer than an hour, but with two Commissions, it may be 45 minutes each. In the agenda, they would be sequential. Barbara noted the important part of listening to what the Commissions say, but she assumes there will also be an opportunity for the Committee to ask questions to uncover what they are hearing from the community and how they interact with the public already. Housing is very connected with the community, because they have done probably more outreach sessions than almost any other Commission, but each Commission may have their own way of knowing what is going on in their particular area, and we need to figure out how what we are doing dovetails with what they need. It is too premature to say what we are hearing; it is moving forward together with the Commissions and hearing from them is the most important part versus talking about what we are doing, when we don't have conclusions. Gerhard Mayer cautioned not to forget some of the Commissions have a department behind them like Parks & Rec., so we need to include them and Barbara explained that staff has already done that.

Elemer Magaziner indicated that he understands the role of Planning & Zoning in putting together the Plan, but asked about the role of the other Commissions and Mike Raber indicated that is what we are trying to figure out. Elemer then added that it seems that should be the output of the meeting as to whether or not they will have a role; he is confused as to why we are having these Commission meetings in terms of what role they will play. Barbara Litrell indicated that she thought they were going to work on the topical sessions with the Committee.

Vice Chairman Thompson explained that the Agenda Team has probably discussed this more than the rest of the Committee and the point is that they are all different, and one of them may be ready to launch their own 10-year program, and if so, we need to know how we will work with that. Getting that information is the start of determining how or if we should be working together.

Chairman Eaton added that the Commissions will also hear what we are about and Marty Losoff referenced Parks & Rec. having a consultant doing a Master Plan and pointed out that the Committee needs to be close to that plan. Additionally, one of the Work Plans for the Sustainability Commission is "Determine what Sedonans want for Sedona, to include taking a pulse of the community on sustainability issues in the process of engaging the entire community on the subject", so somewhere along the line we will have to work together. Chairman Eaton added that they are getting some of that from us and Marty agreed and indicated that the Committee will partner in it and add to it singularly, and by talking with them, we will get the coordination down.

Angela LeFevre indicated that in taking it one step further, the Commissions are always planning and they may come up with ideas that we aren't representing, and if we are going different ways, it might create some problems. We have been going our way with the viewpoints coming in, so it might be better to make sure we are together on those.

Judy Reddington asked if there are any expectations that any of the Commissions might be responsible for their segment of the Master Plan. Mike Raber explained that we have gotten some updates for the information in the Plan from some of the Commissions over the past year -- like Arts & Culture, HPC, and some from the Parks & Rec. Department, but we don't know what will end up in the final document. Housing has also done some work on the existing conditions today too, so that is one of the valuable parts they play in updating the plan. Judy Reddington added that they may ultimately be the responsible party for that segment of the Plan and the Committee may have input for them. Mike Raber explained that "responsible" depends on what we want that final document to look like and we don't know that now. In the past, a couple of the Commissions have written their Elements, but he thinks it will be a little of both this time, because we have talked about making the document different than before, rather than just updating the existing document, and that will need to be a collaborative effort. Judy Reddington then stated that the goal is to get acquainted and set up a working relationship, which may be different for each Commission.

Chairman Eaton pointed out that at this point the Committee doesn't know if the Plan will be separate Elements or an entirely different configuration. Mike added that he sees the Commissions initially being involved like we are doing now, but later in the process when actual recommendations are created and alternatives, they need to really be involved at that point.

Gerhard Mayer indicated that with a Master Plan being created by an outside consultant for Parks & Rec., we need to work with them very closely. They will have to put it in place in such a way that we have that input. Mike Raber explained that their scope is set up to get input from the Parks & Rec. Commission and that is the opportunity for members of the Committee to be involved, particularly relating to how we can interface in that process.

Barbara Litrell pointed out that there are Elements in the Community Plan for most of the things that apply to the Commissions, so it is probably a good idea for the Committee to review those Elements before meeting with the Commissions; otherwise, we could be asking questions about things that have already been planned. Mike Raber pointed out that HPC and Housing are meeting with the Committee on Monday and indicated that staff will get some of that updated material out to the Committee. Kathy Levin added that the Plan is on the website and the Committee members could review the existing Elements, and then staff will electronically send the updated sections.

Judy Reddington indicated that one value in that relationship is almost like consumer research and that seems like a niche we might fill, when they develop their own plans. Elemer Magaziner then asked if there is a Mission Statement and Charter for each Commission on the website and Kathy Levin indicated yes and explained that each Commission has its own page. Barbara Litrell asked if

they should review the enabling Ordinances, since those define the missions and Kathy Levin agreed they could be reviewed for the two Commissions meeting with the Committee on Monday. Mike Raber asked how the Committee members wanted the meeting to work and Marty Losoff asked which Committee members would be present. Kathy Levin indicated Chairman Eaton, Angela LeFevre Barbara Litrell, Elemer Magaziner possibly by phone, Gerhard Mayer, Judy Reddington and Vice Chairman Thompson. Gerhard Mayer clarified that he would not be available and Kathy Levin noted that the meeting on the 13th is canceled; August 3rd will be with Parks & Rec. and Sustainability.

Barbara Litrell noted that it would be good for Chairman Eaton to be present to keep the meetings on target, and she would let them speak and then have the Q&A dialogue. Kathy Levin asked if an opening about where the Committee is in the process is needed and Barbara Litrell indicated that Chairman Eaton or a member of staff could do that; the Chairman added that staff is good at that. Barbara Litrell indicated that the opening could explain why we are having the meetings and what we hope to accomplish. Gerhard Mayer added that it could also refer to the public meetings the Committee has had and the public participation in those. Angela LeFevre pointed out that some of the Commissioners have been to the meetings and know what we are doing.

Sandy Moriarty, a volunteer, spoke up to say that one comment at her table was that there was no room for the public in the Vultee, for the meetings with the Commissions, so if the public is invited that might be something to think about. As a Housing Commissioner, Sandy explained that the Commission is very aware of what the Committee is doing, because she reports to them in every meeting, so you don't need to waste time telling the Housing Commission where you are in the process. Chairman Eaton requested that staff provide him with who will be attending the meetings and provide him with an agenda outline.

Barbara Litrell referenced a Scottsdale advertorial shown by John Sather and indicated that she would like to get a copy, because she asked the head of advertising for the Red Rock News if he would be interested in publishing an advertorial sometime during this process. We would do the content and he would sell the advertising to pay for the production of it; we wouldn't have to pay anything for it, because it would really be a partnership between the Red Rock News and the citizens of Sedona for the purpose of community planning. She also told him that it would be 12 - 16 pages and apparently they are interested and willing to do it. She clearly asked if he would sell the ads and he said yes, so they are looking to do it and he would like to have a sense of timing, so the question is if we want it while we are idea-gathering or in the alternative or topic phase, etc., then we can get together with him, and she would like to show him the one from Scottsdale. She was thinking of December or the early part of next year, but she thought John Sather might have a thought about when it would be most valuable.

John Sather suggested trying to do it twice, we may begin working on it now, because in Scottsdale, they sold the advertisements, but the writing of it was the Committee's part, which took a lot of time, so we should start working on it now. The first one would be all of the ideas we have gathered and the alternatives, because that makes it a useful discussion piece, and you want to follow it up with some other large community meeting shortly after it is out there, because theoretically, you have raised a lot of energy and want to get everybody together. The second one would be near the end, because Planning & Zoning's role is going to be a very thorough review of the document before it goes to the City Council and to a vote, so the second one would almost be a draft, so people still have time to make comments for the review by the Commission and City Council. He will provide Barbara with a copy of Scottsdale's next week. Barbara Litrell then asked about the timeframe for the first one and John Sather indicated probably November; otherwise, the delay would be too much.

Chairman Eaton confirmed that they are thinking of a tabloid like the History edition and Barbara Litrell stated exactly, including the format. It would be a Special Edition on the new Community Plan and she will discuss November or the first of December with them. The Chairman then asked if there is no cost to the City and Barbara Litrell stated there is no cost to anyone. Gerhard Mayer

noted that you have to have sufficient ads to cover the whole thing. Barbara indicated that she will discuss that with him to see how much space we will have and how that is worked out, but she wanted to get a sense of whether or not the Committee wants to do it and the timing on it, then she will get details and get back to the Committee. Chairman Eaton explained that they won't know how many pages until they have the ads sold, so he would think in multiples of four to begin with. Barbara Litrell indicated that she would think 16 - 20 pages. Chairman Eaton added that the Committee can create content for whatever size we end up with and prioritize it. Barbara Litrell also noted that there can be something to clip out, etc., to make it interactive.

Vice Chairman Thompson indicated that regarding the timing, if John Sather is correct that we need to schedule this so there is a follow-up meeting afterwards, he can't image having that meeting in mid-December, so do we back it up further or do it in January? Barbara Litrell indicated that if they can handle November, then we can see if we can do something before Thanksgiving. John Sather pointed out that it may be in October, because we could have a community meeting in the middle of November. Barbara suggested trying for the first of November for the insert and mid-November for the meeting, but she has to see if that fits into their sales budget. Judy Reddington indicated that they may already have two tabloids in that advertising period, but Barbara Litrell pointed out that all we can do is ask, but we will start knowing that is a preference.

Regarding plan-in-a-box, Chairman Eaton indicated that the video isn't done, but he is working on a summary of the Committee's meeting. Kathy Levin asked about an outline of the contents and Jim Eaton indicated he has it. Barbara Litrell explained that she, Angela LeFevre, Judy Reddington, Chairman Eaton, Kathy Levin and Mike Raber have been working on the next phase of community outreach, which is to the small groups and organizations, etc. It would be a fun opportunity for people to get together for a community planning party. The goal is to get their ideas, so people will pick up a box in the Community Development Department. Chairman Eaton then explained that the box will include a sheet of the contents and how to use it to conduct a meeting; a DVD of his first draft script, which will last about five minutes; issue and idea cards; a list of questions like a discussion guide; contact information from the Idea Form; a workbook to be completed and returned by the host; crayons or colored pencils, etc.; a map of Sedona asking which part they are most concerned about; perhaps a trivia game and microwave popcorn; and a sheet that explains the community planning process and next steps, plus dates of upcoming meetings.

Barbara Litrell then added that they are working on the workbook that will include the Idea Form and other items, and for their next meeting, they will put together what it actually looks like. The goal is to have it available as of August 1st with a marketing program for the organizations, homeowners, etc. She is going to test it in Kachina and other Committee members could do that as well, which will help us know how well it works. It should help get the young people as well as families and groups. The Sedona Community Center should do one for seniors and Keep Sedona Beautiful might do one with their members, etc. Gerhard Mayer indicated that he had been working on that too with the Outreach Committee, and his homeowners' association is interested in having something, but the box won't be ready for their annual meeting, and that is a problem when the associations meet only once a year. Kathy Levin pointed out that they could have a neighborhood meeting and Barbara Litrell suggested telling them what is available at their annual meeting.

Judy Reddington asked if the homeowners' meetings are all at different times and Chairman Eaton indicated yes, they are all over the map. Barbara Litrell also pointed out that the annual meetings are not when they would do a 45-minute discussion on the Community Plan. Chairman Eaton indicated that to attend homeowners' association meetings as such will be futile; we want to promote neighborhood meetings and as he stated before some will structure themselves if we let it be known that it is easy to hold the meeting, and then we will get the viewpoints automatically.

Mike Raber indicated that the Committee members need to be thinking of trivia questions and Chairman Eaton expressed his hope that the boxes will be available within two weeks. Barbara Litrell indicated that she didn't get that email out yet and asked if everyone is okay with the idea-in-a-box and the consensus was yes.

7. **Discussion regarding future meeting dates and future agenda items. (5 minutes 4:55 – 5:00 p.m.)**
Monday, July 11, 2011 – 6:00 p.m.
Wednesday, July 13, 2011 – 2:00 p.m.
Tuesday, July 19, 2011 – 3:00 p.m.

Mike Raber pointed out there will be no meeting on July 13th.

8. **Adjournment.**
Chairman Eaton called for adjournment at 5:07 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 July 5, 2011.

Donna A. S. Puckett, *Recording Secretary*

Date