

Summary Minutes
City Of Sedona
Citizens Steering Committee Meeting -
Sedona Community Plan Update
Community Plan Room, 1725 West S.R. 89A, Suite D, Sedona, AZ
Tuesday, March 20, 2012 – 3:00 p.m.

- 1. Verification of Notice, Call to Order, and Roll Call. Members of the Citizens Steering Committee will attend either in person or by telephone, video or internet conferencing.** Chairman Thompson called the meeting to order at 3:03 p.m.

Committee Members Present: Chairman Jon Thompson, Vice Chairman Rio Robson - arrived at 3:10 p.m., and Committee Members Mike Bower - arrived at 3:10 p.m., Jim Eaton, Barbara Litrell, Marty Losoff, Elemer Magaziner and John Sather. Committee Members Angela LeFevre, Gerhard Mayer and Judy Reddington were excused.

Staff Present: Kathy Levin, Donna Puckett and Mike Raber

Council Members: Mayor Rob Adams

Note: Chairman Thompson announced that agenda item 5 would be addressed at this time, since students from Sedona Charter School and West Sedona School are present to give a presentation.

- 5. Discussion/possible action on presentation by Sedona Charter School and West Sedona School students on ideas and future visions for Sedona. (30 minutes 3:10 – 3:40 p.m.)**

Elemer Magaziner explained that two schools are represented, one is the Sedona Charter School and the other is the West Sedona School, and he is going to have them give their presentations alphabetically according to the school's name, so there is no prejudice. Elemer then introduced Peter Hoyle, President of the Student Council, and Bethany Sauve, Secretary of the Student Council, at Sedona Charter School. The Charter School generated about 400 ideas and the Committee has already seen a lot of them; they are behind their board in piles and in a display for the lower grades, and Peter and Bethany will represent the ideas from the 7th and 8th graders.

Peter Hoyle indicated that some of the visions for the 10-year plan or about 2020 is a more green and more social Sedona -- maybe more things to do for kids and families, more on the entertainment-side of Sedona. For example, a recreation center in Sedona like the one in Cottonwood where there is an indoor pool, a workout center, a basketball court -- that kind of idea, with easy prices, so like \$5 for a day pass, \$10 for a month pass and \$35 for a year pass. Another possible idea would be put a large park in the center of Sedona. There are tiny little parks everywhere all around Sedona, but if the City could merge some of them together and cut the funding from the smaller parks and put together one large project, it could make something really nice that people could visit daily, and it probably would be ideal in the center of Sedona, so people could find it -- between West Sedona and Uptown.

Peter added that the students would rather replace Burger King and McDonalds maybe with an In-N-Out Burger. Another idea was a city program that would help people make rent payments and make housing more affordable for those people. He understands that a lot of people struggle with finances in this day and age; the economy is down a little bit, but if the City could somehow lower the Sales Tax and make houses more affordable for everybody, maybe it could draw more people into Sedona, because a lot of the money comes from tourism. Peter then indicated that there should be a couple of homeless shelters. He has seen many homeless people around here and if there were homeless shelters, the people would have places to go and it is just humane. An example of where a soup kitchen or homeless shelter could be is like at the old Taco Del Mar that

recently went out of business, and make soup kitchens and food banks more well known through advertising in newspapers and local commercials.

Peter indicated that the students also decided that there should be a city program to help people find jobs; the employment rate has dropped drastically in the past six or seven months and if there was help to get people more jobs-- just raise money in Sedona, it gives people a reason to be here. Regarding public transportation, there were buses and everything, but some inexpensive way to get where you need to be without owning a car. They want Sedona to be a green place, something that is healthy to the environment. If you don't need a car and can walk or ride a bike to places more often that would be awesome, but if more people are concentrated in like a bus, it really saves Carbon Dioxide.

Peter added that the other thing would be electric bikes, because they want the people of Sedona to go green. If there were electric bikes around that you could rent out or whatever, some people don't have the capability to peddle a bike up long hills, etc., so an electric bike would give people the energy to do that, plus it is safer than motorcycles, etc.

Peter summarized that those are just some points they wanted to cover and Bethany is going to give a couple of main ideas that they came up with that are shown on the display board. Peter explained that the Student Council split up into three groups and each of them worked on a certain idea, as well as the lower grades helping them with the ideas in some ways.

Bethany Suave explained that one of the ideas is a pedestrian bridge, because there are long distances between lights, and she doesn't always want to walk down to the crosswalk. Peter added that they all know what it feels like to walk from Dry Creek to Safeway. Bethany then stated that to reduce jaywalking some of the students came up with the idea of a pedestrian bridge to go over the highway, so it doesn't interfere with the flow of traffic, but allows pedestrians to cross safely.

Note: The following minutes of the meeting are taken from the Recording Secretary's notes, because of a recording malfunction.

Peter added that they want it to be handicap accessible with a ramp and their suggested location for the bridge is between Tortilla and Andante, because it is a pain to ride a bike to the light and back to cross. Peter added that it would be expensive, but anything is possible in 10 years.

Bethany explained that another idea was a parking garage behind Hozho with transportation to Uptown to eliminate parking spots, and Peter added that they also want two lanes going up the Canyon to make it easier for pedestrians to cross and walk everywhere.

Peter indicated that they also want an ice skating rink for kids. A large outrage is that there is nothing for kids and that would be a good fund for Sedona and everybody. His friends ice skate, so that is 30 skaters right there.

Elemer Magaziner then read the student's description of the proposed ice skating rink, which included a huge rink, modest in design that would match Sedona, located at the Cultural Park and it would be accessible to all at a low price. A Junior Hockey League would be cool and NHL merchandise could be available there. There would be a snack bar, lockers, changing room, showers, skate rentals, an arcade, a Zamboni, a scoreboard, bleachers, an announcer's box and restrooms. There would also be front and back parking lots.

Peter added that it would also have drinking fountains, which they don't have at their school, and basketball hoops and volleyball nets, so it also could be used for those sports. Summer hockey day camps could be possible too.

Mike Bower asked Peter if he goes to the crosswalk or scoots across. Peter responded that it is unsafe and the cops don't like it, and you can't see traffic late at night. He has run across fast, but he knows it is unsafe.

Jim Eaton asked what could be done to keep the young people in Sedona after they graduate from school and Peter stated have more job options -- something other than art and timeshare work would be great.

Mayor Adams asked about the number of students involved in gathering the information and Peter indicated about 15 plus the lower classes. The Mayor then asked how the students were selected and Peter indicated that everyone threw out ideas, but Elemer Magaziner met with the Student Council and he went to the lower grades. Mayor Adams then asked what their top priority would be and Peter indicated that it would be the ice skating rink, which could also be used for basketball and volleyball. Their second priority would be the pedestrian bridge.

The Mayor then asked what could be done to improve usage of the Teen Center and Peter explained that 90% of everything is broken, so there needs to be a shift in the vibe of breaking everything. Perhaps some new things like hockey tables, and then spread the word that it is now different.

Marty Losoff asked if the students talked about the pedestrian bridge possibly blocking views and Peter indicated that they didn't really think of that, but there is nothing there to look up at and no signs.

Elemer Magaziner explained that the students' ideas have been entered into the database, and that Nolan Wilson and Taylor Guzman, representing the West Sedona School, talked to all grades and were the idea collectors, so they are going to primarily describe the process they used.

Nolan explained that their Life Skills Class had a group of five, but it ended up being Taylor and him. They surveyed with all classes; the K-3 students were asked to show their ideas in pictures. Students in 4th to 6th grades were asked to write what they would like to see in 10 years in one or two paragraphs, and the 7th and 8th graders were given questions to answer.

Taylor and Nolan then discussed examples of the students' ideas that were shown on their display board and pointed out five pictures done by students in K-2 that showed a video arcade, a place where you can fish, a zoo, a place to see pets [animals] and a water park. Students in the 4th - 6th grade were asked what they would like to see in 10 years, and Taylor read the following two responses:

First Response:

"10 years of changes! I would like swings at Sunset Park, because it would be kinda nice if I were able to swing with my family and enjoy some air. Another thing is that dogs shouldn't be able to be on the grass, because my sister and I like to do cartwheels on the grass and if there is poop or pee, then we get it on our hands and I don't like that.

At Posse Grounds Park, there should be more playground for us big kids, and the little kids like bigger monkey bars and bigger slides, wall climbers and etc. You get the point. Well, those are some of the things I would like to see happen in 10 years."

Second Response:

"In the next 10 years I would like to see no skyscrapers, no huge places like casinos and so on. I would feel like screaming my head off if I come back from somewhere else to visit Sedona and there's a "gigantor" skyscraper disrupting the beauty of Sedona. It would also be good to keep Sedona quiet.

I would like to see for when I'm a teenager for there to be a bowling place to go, not huge, but decent. I would also love to have a really cool bakery around that sells cupcakes and

so on. Also, an indoor swimming pool would be nice for the public. Thank you for reading this."

Nolan then highlighted the following responses to two questionnaires given to the 7th and 8th graders:

First Questionnaire:

Q: "What changes could be made to Sedona so that you would be really excited and proud to show off different parts of the city to your friends visiting from out of town?"

A: I'd be excited if we had more places to go and handout at.

Q: What could make Sedona more fun for kids and teenagers, including those visiting here on vacation?

A: More places that offer fun activities for everyone including teens.

Q: What ways other than school could there be in Sedona for kids, adults, and the elderly to learn about and do new things they were really interested in?

A: Better announced town meetings.

Q: You may also write your own questions . . .

A: Could we have you guys visit school so you can get more info on what we think would make Sedona more interesting and popular?

Second Questionnaire:

Q: What changes could be made to Sedona so that you would be really excited and proud to show off different parts of the city to your friends visiting from out of town?

A: A tattoo parlor.

Q: What could make Sedona more fun for kids and teenagers, including those visiting here on vacation?

A: A few more skateboard shops or something.

Q: What ways other than school could there be in Sedona for kids, adults, and the elderly to learn about and do new things they were really interested in?

A: I don't know! "Townly" things. Town meetings.

Q: You may also write your own questions . . .

A: Our community doesn't do anything but build more tourist things. Why are you asking us this?

Elemer Magaziner noted that there were a ton of pictures of zoos from the younger children wanting to interact with animals, like a petting zoo. Mike Bower asked Taylor and Nolan if there were any ideas that the students felt they could start doing themselves and Nolan indicated not really. Elemer Magaziner explained that Taylor and Nolan didn't analyze the ideas; they just collected them.

Chairman Thompson then asked Peter and Beth the same question and Peter explained that some ideas would have to wait; they are large projects that cover 10 years, but they are environmentally conscious and people should buy local and recycle, including Styrofoam now. People need to be more conscious of that or the world will die if we don't.

Barbara Litrell asked about Posse Grounds -- the biggest park in Sedona, and Peter indicated that it is great, but he doesn't go there. He loves the basketball courts and the sports fields; the skate park is great, but he isn't a skateboarder. If the Teen Center was turned into a rec. center . . . Nolan interjected that it is now essentially daycare under the Boys & Girls Club; they took the teen stuff out and it is far up the hill.

Jim Eaton asked Nolan what would keep students here in Sedona after graduating from school and Nolan indicated some cars; there isn't much to do here when you are out of high school. Taylor explained that her dad drives five hours to work and her mom is in Cottonwood but drives to Phoenix three or four times a week.

Chairman Thompson then explained that the Planning Teams will be looking at the comments and see if some of their ideas can be included, and the students will have a chance to see if it reflects what they had in mind.

2. Announcements from staff and committee.

Mike Raber announced that a meeting was held with a faith-based group consisting of six pastors from different churches and that feedback will be provided to the Committee, which included a feeling that Sedona isn't family-friendly and there is a lack of a sense of community. Additionally, more affordable housing is needed, instead of having people commute here to work, and that would enhance a sense of community. There should also be a balance between tourism and a sense of community.

Mike Raber then indicated that a joint meeting when we have the plan alternatives was discussed with the City Council, and they were advised that we are a few months behind schedule. The goal of having the draft Community Plan by the end of the year is doable; however, there are a couple of statutory delays required, so we may be looking at the November election next year, rather than March, and the Citizens Steering Committee will probably have a different role then, although those months in-between will go fast.

Mike also announced that the Arts & Culture Workshop is next week and the Outreach Team is working on those questions. The Team is also looking at different venues to present the outreach on the plan alternatives in different neighborhoods; however, they hope to have the open houses here, and April 20th and 21st are the dates planned for the Community Room Open Houses on the comments.

Mike Raber indicated that the Planning Teams are meeting on Wednesdays and Thursdays, and Vice Chairman Robson asked if the city tour to see the different areas and talk to people has been addressed and Mike indicated not with the Planning Teams.

Mike then reminded the Committee that the Webinar on "*Form-Based Codes for Small Towns*" is on Monday the 26th at 5:00 p.m. and Roger Eastman from Flagstaff will be participating.

Additionally, Mike Raber advised the Committee that the Sustainability Commission wants to be more involved and play a more prominent role, because sustainability permeates all areas, so he was thinking they may be the first reviewer, and he may attend their next meeting to talk with them. Jim Eaton asked if the Commission wants it in a section or feel that it should permeate . . . Marty Losoff interjected that it is too early to be concerned and all Commissions should be told that, plus not all Sustainability Commissioners are in agreement. Chairman Thompson then pointed out that the Committee has collected a lot of ideas, plus we have the faith-based group and will have Arts & Culture, and while it is open-ended, we need to put things into action and turn off the faucet, it is time to make ice cubes.

Mike Bower announced that John Neville was interested in setting up a meeting with the Committee, because a woman in Flagstaff has analyzed global warming, etc., and she defined the potential impacts for Flagstaff; however, Mike advised John that it really should be a public meeting. Mike Raber added that it may be something that the Sustainability Commission would be interested in hosting too.

Marty Losoff circulated a copy of the article in the Arizona Republic announcing that Scottsdale didn't approve their Community Plan by a 50.8% to 49.2% vote and noted that nothing should be taken for granted.

3. Adoption of minutes. Tuesday, March 6, 2012

Chairman Thompson indicated that he would entertain a motion to approve the minutes of the March 6th meeting.

MOTION: Jim Eaton so moved. Barbara Litrell seconded the motion. VOTE: Motion carried eight (8) for and zero (0) opposed. (Committee Members LeFevre, Mayer and Reddington were excused.)

4. Public forum for items not listed on the agenda – limit of three minutes per person. (Note that the Citizens Steering Committee may not discuss or make decisions on any matter brought forward by a member of the public). (10 minutes for items 1-3)

Chairman Thompson opened the public forum and having no requests to speak, closed the public forum.

6. Discussion/possible action on the planning process and plan alternative concepts. (1 hour and 45 minutes 3:40 – 5:25 p.m.)

Jim Eaton indicated that he sorted the comments and staff transcribed them. The Chairman then referenced the names of three plan alternatives as discussed in the last meeting -- Community, Environment and Tourism or possibly Commerce/Economic Prosperity.

Marty Losoff indicated that this meeting was to be a brainstorming session on the three plan alternatives and John Sather questioned when Tourism was changed to Commerce. Chairman Thompson explained that was based on a comment at the end of the last meeting; there were some things that are important that wouldn't fit into Tourism, but would fit under Commerce. John Sather indicated that we have a tourism-based economy and his concern is that regarding Community, tourism takes over too much. We have jobs listed in the newspaper, but they are crummy and there are so few properties left that could balance it out, he wanted to test if we focus on tourism or turn to more of a balance.

Chairman Thompson indicated that he understood, but comments about other businesses wouldn't make the charts. Jim Eaton noted that Business & Economy has 12 things and Tourism has four.

Mike Bower expressed support for John Sather's critique. Community First can include economic diversity and it is critical to keep Tourism. Marty Losoff stated that he thought they were Tourism, Community and Environment and we agreed on three. For Business & Economy, pick one or two, not 12 and create an overall view without a lot of bullets.

Barbara Litrell suggested thinking in terms of what the people will think when they hear it. People will react to Tourism, not Economy. Mike Bower then suggested focusing on three plan alternatives and trying to assign each comment to one of the three alternatives. Chairman Thompson noted that when they are transcribed, we will write a vision for each.

Jim Eaton indicated that there are two kinds of ideas, those that the City can do something about and those that would be addressed by faith-based groups, etc. John Sather then explained that the Plan can be inclusive of City, churches and schools, etc., and if the ideas get to implementation, they are doled out.

The Committee then reviewed each of the following comments and identified which of the three plan alternatives applied; "T" represents Tourism, "E" represents Environment, and "C" represents Community.

Pedestrian Circulation

- TEC - Make west 89A corridor more pedestrian-friendly with safety islands.
- E - Human-scale versus car-scale planning.
- TC - People can walk to a public square or plaza.
- TEC - Pedestrian trails system for recreation and connections between homes, shopping and public spaces; alternatives to paving for low impact
- TC - Pathways to creek-side parks and quiet nature areas.
- T - Pedestrian underpass between Hillside and Tlaquepaque.
- TC - Sidewalks and pedestrian bridges
- TC - Hiking trails accessible to seniors and handicapped.
- T - Walkways between Hillside and Tlaquepaque, Uptown and Creekside.
- TC - Promote and protect the National Forest Trails system with trailhead parking.

Vehicular Circulation

- C - Better off-highway connections between neighborhoods south of W. 89A.
- TC - Medians, roundabouts, other access-control measures and parking inter-connections.
- TC - Eliminate suicide lanes on 89A.
- TC - Business parking lots interconnected in west 89A corridor.
- C - Road extensions to connect residential areas.
- - Road and bridge through Red Rock Crossing
- - Road crossing at Chavez to Poco Diablo
- TEC - Reduce traffic backups in the Canyon, Uptown and Hwy. 179.
- - Pave Schnebly Hill Road between Sedona and I-17
- (Dup) - More parking at trailheads and in the Canyon.
- T - Parking at key transit plazas.
- TE - Multi-use parking at gateways for cars and tour buses; transit into town
- TE - Parking garages
- TEC - Seniors, youth and visitors served by transit, with regional links
- E - Electric vehicles within the City.
- C - Safe, separated bike lanes on 89A.
- C - Bike routes to connect neighborhoods to avoid 89A.
- C - Bike routes to pedestrian-oriented nodes.
- TE - Biking trails more accessible to all levels of cyclists

Education

- C - Higher education opportunities -- community college expansion or satellite campus.
- C - Inter-generational activities – seniors mentoring, youth visiting seniors, etc.
- TEC - Learning center for arts, green technology, agriculture, sustainability.
- C - Opportunity for students to work in neighborhoods
- C - Expand idea of Citizens Academy to the general public.
- C - Senior studies, counseling, psychology, physical therapy and English language.

Environmental Sustainability

- TEC - Green technology, agricultural and environmental education
- E - City codes and incentives promote green building practices.
- TEC - Sedona as a learning center for sustainability, attracting young professionals.
- E - Conservation, re-use and reducing consumption.
- E - Alternative energy.
- E - Sustainable practices in hospitality, retail services, and special events.
- E - Rainwater harvesting; recycled wastewater; storm-water infiltration, xeriscaping.

- EC - Local food production (Verde-Valley wide); local farms
- EC - Community gardens in schools and neighborhoods
- EC - Irrigated lands near wastewater plant for agricultural practices.
- E - Require commercial uses to recycle.
- E - Neighborhood recycling
- E - Citywide composting.
- E - More energy-efficient housing.

Business & Economy

- TC - Economy diversified for stability; more eco- , arts and medical tourism.
- C - Attract and retain young professionals and families.
- C - A retirement community.
- TE - Preserve and promote scenic values as economic engine.
- C - Mutual dependencies between Verde Valley communities.
- TC - Film industry and conference center.
- T - Spiritual destination for health and wellness.
- TE - Center for stewardship of public lands.
- C - Central office facility with conference room and services for home businesses.
- C - Solar and other types of green energy jobs.
- C - Local neighborhood markets.
- TC - Re-vision future lifestyle based on more expensive travel and delivery costs.

Health, Safety & Welfare

- C - Expand medical care facilities.
- C - Senior health services and mobility.
- C - Mandate codes for accessibility.
- TC - Alternative healing arts facility
- C - Shelter for the homeless and traveler aid.
- C - Affordable daycare.
- EC - Flood hazard mitigation; multi-use detention upstream of subdivisions
- C - Acquire the best emergency preparedness tools.
- C - Teach emergency procedures, including help for elderly or home-bound.
- C - Improve street and culvert maintenance.

Housing

- C - Affordable housing choices through zoning and incentives.
- C - Multi-generational and co-op housing.
- C - Preserve affordable existing housing in areas that can re-develop with mixed use.
- C - Senior housing, independent living, assisted living, Alzheimer's daycare.
- C - Improve the mobile home park on 89A.
- C - More mixed occupancy types.
- TC - Plan to have 2 out of 3 workers in Sedona living here by 2020.
- C - Work with Habitat to build affordable housing.
- C - Rebuild and revitalize housing in older areas.
- C - Mixed-use neighborhoods – homes, apartments, stores, parks, public spaces.

Tourism

- TE - Promote authentic eco-tourism.
- T - Gateway visitors' centers.
- T - Convention center.
- T - Hostel for back packers and younger tourists.

Culture & Arts

- TC - Art museum.
- TC - Performing arts.
- TC - Appreciation of history.
- TC - Events of cultural diversity, and Native American crafts and arts.
- T - Film museum.
- C - Restore artists/writers homes.
- TC - Jordan Road walking route with galleries & cafes
- TC - Sedona as an arts community.
- TC - Revive the Cultural Park.
- TC - Make Uptown an Arts triangle.

Beauty Preservation & Community Character

- TE - Natural beauty should be enhanced, protected and left untouched.
- E - Keep buildings low to preserve views of the red rocks.
- C - Keep small town, rural feel.
- E - Ensure USFS continues policy of no land trades in Sedona area.
- E - Signs, especially on 89A, detract from beauty; replace with a distinctive design.
- EC - More trees and shade
- TEC - Bury power lines.
- TC - Artistic benches, water fountains, low shade trees along walkways and 89A.
- TC - Retain small business atmosphere and unique independent shops.
- TC - Vibrant street community
- C - Integrate tourists and residents or Focus more on residents, less on tourists.
- C - Neighborhood events like block parties and festivals; neighborhood associations.
- C - Neighborhood pocket parks with benches, fountains, walking trails.
- C - Neighborhood community gardens and services.
- C - Preserve old neighborhoods; clean and spruce up.
- EC - Dark sky policing, especially along 89A
- EC - Neighborhoods to ensure that outside lights are shaded.
- EC - No more grandfathering of colors and lights on houses
- C - Some wish for ball-field and other park lighting; more soccer and ball-field space.
- TC - Creek walk and park as a focal point for community activities.
- C - Multi-generational recreation center.
- TC - Multigenerational community events
- C - Ongoing public forums on community topics.
- C - Volunteerism to meet community needs.
- TC - Need a town center; a downtown or Multiple town centers (as opposed to one central plaza).
- C - More gathering places and plazas or One main community recreation center for all ages.
- TC - Central meeting place for concerts, special events, community gatherings.
- TC - Events should be in the core of the community, not on the fringe.
- TC - Cultural Park or other place for festivals, events and entertainments or Community spaces closer to the community core

Three flipcharts were created as the Committee Members identified the applicable plan alternatives shown above:

TOURISM

Pedestrian Circulation:

- Make west 89A corridor more pedestrian-friendly with safety islands.
- People can walk to a public square or plaza.

- Pedestrian trails system for recreation and connections between homes, shopping and public spaces; alternatives to paving for low impact.
- Pathways to creek-side parks and quiet nature areas.
- Pedestrian underpass between Hillside and Tlaquepaque, (and Uptown and Creekside)
- Sidewalks and pedestrian bridges.
- Hiking trails accessible to seniors and handicapped.
- Promote and protect the National Forest Trails system with trailhead parking.

Vehicular Circulation:

- Medians, roundabouts, other access-control measures and parking inter-connections.
- Eliminate suicide lanes on 89A.
- Reduce traffic backups in the Canyon, Uptown and Hwy. 179.
- Parking at key transit plazas.
- Multi-use parking at gateways for cars and tour buses; transit into town.
- Parking garages.
- Seniors, youth and visitors served by transit, with regional links.
- Biking trails more accessible to all levels of cyclists.

Education:

- Learning center for arts, green technology, agriculture, sustainability.

Environmental Sustainability:

- Green technology, agricultural and environmental education.
- Sedona as a learning center for sustainability, attracting young professionals.

Business & Economy:

- Economy diversified for stability; more eco- , arts and medical tourism.
- Preserve and promote scenic values as economic engine.
- Film industry and conference center.
- Spiritual destination for health and wellness.
- Center for stewardship of public lands.
- Re-vision future lifestyle based on more expensive travel and delivery costs.

Health, Safety & Welfare:

- Alternative healing arts facility.

Housing:

- Plan to have 2 out of 3 workers in Sedona living here by 2020.

Tourism:

- Gateway visitors' centers.
- Hostel for back packers and younger tourists.

Culture & Arts:

- Art museum.
- Performing arts.
- Appreciation of history.
- Events of cultural diversity, and Native American crafts and arts.
- Film museum.
- Jordan Road walking route with galleries & cafes.
- Sedona as an arts community.
- Revive the Cultural Park.
- Make Uptown an Arts triangle.

Beauty Preservation & Community Character:

- Natural beauty should be enhanced, protected and left untouched.
- Bury power lines.
- Artistic benches, water fountains, low shade trees along walkways and 89A.
- Retain small business atmosphere and unique independent shops.
- Vibrant street community.
- Creek walk and park as a focal point for community activities.
- Multigenerational community events.
- Need a town center; a downtown or Multiple town centers (as opposed to one central plaza).
- Central meeting place for concerts, special events, community gatherings.
- Events should be in the core of the community, not on the fringe.
- Cultural Park or other place for festivals, events and entertainments or Community spaces closer to the community core.

ENVIRONMENT**Pedestrian Circulation:**

- Make west 89A corridor more pedestrian-friendly with safety islands.
- Human-scale versus car-scale planning.
- Pedestrian trails system for recreation and connections between homes, shopping and public spaces; alternatives to paving for low impact.

Vehicular Circulation:

- Reduce traffic backups in the Canyon, Uptown and Hwy. 179.
- Multi-use parking at gateways for cars and tour buses; transit into town.
- Parking garages.
- Seniors, youth and visitors served by transit, with regional links.
- Electric vehicles within the City.
- Biking trails more accessible to all levels of cyclists.

Education:

- Learning center for arts, green technology, agriculture, sustainability.

Environmental Sustainability:

- Green technology, agricultural and environmental education.
- City codes and incentives promote green building practices.
- Sedona as a learning center for sustainability, attracting young professionals.
- Conservation, re-use and reducing consumption.
- Alternative energy.
- Sustainable practices in hospitality, retail services, and special events.
- Rainwater harvesting; recycled wastewater; storm-water infiltration, xeriscaping.
- Local food production (Verde-Valley wide); local farms.
- Community gardens in schools and neighborhoods
- Irrigated lands near wastewater plant for agricultural practices.
- Require commercial uses to recycle.
- Neighborhood recycling
- Citywide composting.
- More energy-efficient housing.

Business & Economy:

- Preserve and promote scenic values as economic engine.
- Center for stewardship of public lands.

Health, Safety & Welfare:

- Flood hazard mitigation; multi-use detention upstream of subdivisions.

Tourism:

- Promote authentic eco-tourism.

Beauty Preservation & Community Character:

- Natural beauty should be enhanced, protected and left untouched.
- Keep buildings low to preserve views of the red rocks.
- Ensure USFS continues policy of no land trades in Sedona area.
- Signs, especially on 89A, detract from beauty; replace with a distinctive design.
- More trees and shade.
- Bury power lines.
- Dark sky policing, especially along 89A.
- Neighborhoods to ensure that outside lights are shaded.
- No more grandfathering of colors and lights on houses.

COMMUNITY**Pedestrian Circulation:**

- Make west 89A corridor more pedestrian-friendly with safety islands.
- People can walk to a public square or plaza.
- Pedestrian trails system for recreation and connections between homes, shopping and public spaces; alternatives to paving for low impact.
- Pathways to creek-side parks and quiet nature areas.
- Sidewalks and pedestrian bridges.
- Hiking trails accessible to seniors and handicapped.
- Promote and protect the National Forest Trails system with trailhead parking.

Vehicular Circulation:

- Better off-highway connections between neighborhoods south of W. 89A.
- Medians, roundabouts, other access-control measures and parking inter-connections.
- Eliminate suicide lanes on 89A.
- Business parking lots interconnected in west 89A corridor.
- Road extensions to connect residential areas.
- Reduce traffic backups in the Canyon, Uptown and Hwy. 179.
- Seniors, youth and visitors served by transit, with regional links.
- Safe, separated bike lanes on 89A.
- Bike routes to connect neighborhoods to avoid 89A.
- Bike routes to pedestrian-oriented nodes.

Education:

- Higher education opportunities -- community college expansion or satellite campus.
- Inter-generational activities – seniors mentoring, youth visiting seniors, etc.
- Learning center for arts, green technology, agriculture, sustainability.
- Opportunity for students to work in neighborhoods.
- Expand idea of Citizens Academy to the general public.
- Senior studies, counseling, psychology, physical therapy and English language.

Environmental Sustainability:

- Green technology, agricultural and environmental education.
- Sedona as a learning center for sustainability, attracting young professionals.
- Local food production (Verde-Valley wide); local farms.
- Community gardens in schools and neighborhoods.

- Irrigated lands near wastewater plant for agricultural practices.

Business & Economy:

- Economy diversified for stability; more eco- , arts and medical tourism.
- Attract and retain young professionals and families.
- A retirement community.
- Mutual dependencies between Verde Valley communities.
- Film industry and conference center.
- Central office facility with conference room and services for home businesses.
- Solar and other types of green energy jobs.
- Local neighborhood markets.
- Re-vision future lifestyle based on more expensive travel and delivery costs.

Health, Safety & Welfare:

- Expand medical care facilities.
- Senior health services and mobility.
- Mandate codes for accessibility.
- Alternative healing arts facility.
- Shelter for the homeless and traveler aid.
- Affordable daycare.
- Flood hazard mitigation; multi-use detention upstream of subdivisions.
- Acquire the best emergency preparedness tools.
- Teach emergency procedures, including help for elderly or home-bound.
- Improve street and culvert maintenance.

Housing:

- Affordable housing choices through zoning and incentives.
- Multi-generational and co-op housing.
- Preserve affordable existing housing in areas that can re-develop with mixed use.
- Senior housing, independent living, assisted living, Alzheimer's daycare.
- Improve the mobile home park on 89A.
- More mixed occupancy types.
- Plan to have 2 out of 3 workers in Sedona living here by 2020.
- Work with Habitat to build affordable housing.
- Rebuild and revitalize housing in older areas.
- Mixed-use neighborhoods – homes, apartments, stores, parks, public spaces.

Culture & Arts:

- Art museum.
- Performing arts.
- Appreciation of history.
- Events of cultural diversity, and Native American crafts and arts.
- Restore artists/writers homes.
- Jordan Road walking route with galleries & cafes.
- Sedona as an arts community.
- Revive the Cultural Park.
- Make Uptown an Arts triangle.

Beauty Preservation & Community Character:

- Keep small town, rural feel.
- More trees and shade.
- Bury power lines.
- Artistic benches, water fountains, low shade trees along walkways and 89A.

- Retain small business atmosphere and unique independent shops.
- Vibrant street community.
- Integrate tourists and residents or Focus more on residents, less on tourists.
- Neighborhood events like block parties and festivals; neighborhood associations.
- Neighborhood pocket parks with benches, fountains, walking trails.
- Neighborhood community gardens and services.
- Preserve old neighborhoods; clean and spruce up.
- Dark sky policing, especially along 89A.
- Neighborhoods to ensure that outside lights are shaded.
- No more grandfathering of colors and lights on houses.
- Some wish for ball-field and other park lighting; more soccer and ball-field space.
- Creek walk and park as a focal point for community activities.
- Multi-generational recreation center.
- Ongoing public forums on community topics.
- Volunteerism to meet community needs.
- Need a town center; a downtown or Multiple town centers (as opposed to one central plaza).
- More gathering places and plazas or One main community recreation center for all ages.
- Central meeting place for concerts, special events, community gatherings.
- Events should be in the core of the community, not on the fringe.
- Cultural Park or other place for festivals, events and entertainments or Community spaces closer to the community core.

Note: Vice Chairman Robson left the meeting at 5:15 p.m.

John Sather asked where the ideas not in the list are added and Chairman Thompson referenced the three flipcharts created and indicated that individual Committee Members will take one or up to three of the plan alternatives and write a one or two page vision statement, or we can analyze what was sorted today and add what is missing, and then brainstorm at the next meeting. Additionally, the Format Committee will create a format or template for the three vision statements, so their format will look the same.

Mike Bower agreed that they should have the same texture and all have a description, etc., and noted that John Sather had circulated a template, so to alleviate us addressing some things, we could assign the alternatives to Committee Members, but for example, John Sather could get Community, when he is salient on Tourism, etc.

Marty Losoff expressed concern that there will be 11 visions to debate, and then we will ping-pong back and forth. A vision to him is one or two sentences, so with one or two pages, what are we looking for? Chairman Thompson explained that a Committee Member could write 25 words or less and others could write two pages. We can discuss them and the Format Committee can take that as input; you can also work with others. Marty then added that he wants a vision, not 25 bullet points, and the Chairman explained that the Committee sorted comments today and that wasn't brainstorming, which is when we will get what is not on the list.

Mike Bower indicated that he thinks Committee Members are debating over semantics of "vision statement", when conceptually it is how they differ. For example, will Tourism have arts and culture? Give reference to each of these points, because they make up the Plan. Mike then expressed concern that we are moving forward with what we were told and not brainstorming what is missing.

Chairman Thompson then asked if writing the statements should be delayed for two weeks and John Sather explained that to him the Environment vision is a strict interpretation of Environment. You could create a tax system for open space, take land out of inventory, and not have many new buildings, etc. These words haven't crystallized where the buckets should go.

Chairman Thompson then explained that the sorting was in preparation for their individual brainstorming to write their own visions for a group discussion. What Mike Bower said may lead to another session like today, but individual writings may help that. Mike Bower noted that the fastest route may be the more circuitous route sometimes.

Elemer Magaziner agreed that the Committee should take this and do something with it. Visioning is writing a visionary philosophy statement of where we're going without the details. Barbara Litrell added that the Committee shouldn't just get locked into putting what the community said, because we need to raise it to another level like with John Sather's and Mike Bower's thoughts. People see pictures and say that is what they want, so it needs to be raised up to another visionary level.

Chairman Thompson suggested that the Committee Members put down ideas for brainstorming what to add to the three plan alternatives listed, and Jim Eaton noted that some people work better by writing alone while others are stimulated by interacting with others, so whatever works.

Mike Bower agreed - either get your thoughts together or write. John Sather wrote three things, but in "a day in the life of" type of vision, show how it goes past philosophy and say how we preserve and protect it.

7. **Discussion regarding future meeting dates and future agenda items. (5 minutes 5:25 – 5:30 p.m.)**
Tuesday, April 3, 2012 – 3:00 p.m.
Tuesday, April 17, 2012 – 3:00 p.m.
At the “Community Plan Room”

Chairman Thompson indicated that the Committee will brainstorm in two weeks and Marty Losoff asked about the possible need to accelerate the Committee's meeting times or frequency of meetings. The Chairman indicated that can be discussed in the next meeting; however, Marty noted that the next meeting is only for brainstorming. Mike Raber then indicated that in the packet for the next meeting, staff can put where the Committee is on the timeline.

8. Adjournment.

The Chairman adjourned the meeting at 5:33 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 March 20, 2012.

Donna A. S. Puckett, *Recording Secretary*

Date