

City of Sedona
City Council and Business Community Coffee Chat
Tlaquepaque Arts & Craft Village
336 South State Route 179, Sedona, AZ
February 7, 2013

Attendance: Mayor Adams, Vice Mayor DiNunzio, Councilor Litrell, Councilor Martinez, Councilor McIlroy, and Councilor Williamson.

Staff Present: Communications and Public Affairs Manager Ginger Graham and Deputy City Clerk Sherri O'Connor.

Community Present: There were 24 citizens in attendance.

Mayor Adams welcomed everyone and gave a brief presentation of what the City Council has completed within the last couple of years and what the City Council is currently working on for the Business Communities of Sedona. Some of the accomplishments include Park Rangers in Uptown, Public Works maintenance plan for Uptown, changed City Ordinance to allow outdoor dining, alcohol and late night music. The City also contributed \$3 million dollars to Uptown enhancements in 2006, \$3 million dollars for enhancement of Highway 179 construction in 2008 and the City was a participant in the State Route 89A improvement project that totaled \$4.3 million dollars.

The Business owners and the citizens present at the meeting brought up the following concerns:

- Addressing the tax issues – recommendations will be made to the City Council in the spring and options will be reviewed at that time.
- Improving walkability – create reasons to walk to destinations to help with parking issues.
- Broaden the tourists' areas – linking Hillside, Tlaquepaque, Uptown and West Sedona.
- Encourage locals to support local businesses (local discounts and shopping during the week) – This would be a Chamber issue.
- Unfair competition with the Art fairs and farmer's markets because they don't have the overhead and may not charge tax.
- Focus on Eco tourism – Discussions are ongoing on land development opportunities at the Wetlands and possibly a mountain bike park.
- Create reasons for tourists to stay longer – The Chamber of Commerce along with the Lodging Council is doing studies to look into this. The

Sedona Visioning Group is developing a plan to make Sedona a center of education for Arts & Culture.

- Parking congestion and coordination of traffic – Coordinate with police during heavy tourist times and traffic delays. A Citizens group was formed to look at parking issues and also land acquisition for parking.
- Business to business referrals – This would be a Chamber of Commerce issue.
- Increase events throughout the year – Hold two and three day events, family events, winter fest, harvest fest, outdoor venues, Convention center, light show on red rocks, AZ Hollywood museum, Geocaching, etc... Sedona Events Alliance is moving toward event creations as well as the Sedona Visioning Group is expanding existing events.

The Business Owners and citizens thanked the City Council for having this meeting this morning and would like to do more meetings as an open forum. The Business Community is going to get the word out to others about this meeting and encourage more attend. All agreed 8:30 a.m. was a good start time and meetings should be on a semi-annual basis.

The Chamber of Commerce advised they are hosting a meeting for West Sedona Business Owners on February 13 at 8:30 a.m. at the Sedona Public Library and encouraged all to attend.

Mayor Adams spoke about the Sedona Visioning Group (SVG) and their plans to develop the Greater Sedona area as an internationally recognized learning center for Arts & Culture. Mayor Adams advised members of the group include Community leaders that represent various Arts & Culture organizations, City officials, and Yavapai College representatives. The SVG has applied for a \$150,000 grant through the National Endowment of the Arts. This will go towards developing innovative programming in the City of Sedona that fosters interaction among community members, arts organizations, and artists. Mayor Adams advised this could revitalize economic development. It is groups like this and ideas like this that will bring tourism to Sedona for longer periods of time. They are looking at rolling this program out in the 2013-2014 time frame.

Mayor Adams took a moment to recognize Diamond Resorts for their sponsorship with last year's 4th of July festivities and advised they will be contributing again for the the 4th of July activities this year. Mayor Adams also recognized Sedona Pines for their sponsorship with the Wine Festival and thanked both companies for stepping up.

Coffee Chat was adjourned at 9:45 a.m.