

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, February 19, 2013 – 3:00 p.m.

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

Chairman Thompson called the meeting to order at 3:02 p.m. and roll call was taken.

Committee Members: Chairman Jon Thompson, Vice Chairman Rio Robson (excused) and Committee Members Mike Bower, Jim Eaton, Angela LeFevre (excused), Barbara Litrell (joined at 3:41 pm), Marty Losoff, Elemer Magaziner, Gerhard Mayer, Judy Reddington (excused) and John Sather

Staff: Cynthia Lovely and Mike Raber

2. Announcements from staff and committee.

Chairman Thompson stated that Craig VanSlyke offered to follow-up on any questions that the Committee might have following the retreat this past Saturday. Please direct your questions directly to Mr. VanSlyke.

Mike Raber commented that Staff will meet with Jennifer Wesselhoff on March 14 at 11:00 a.m. in her office prior to the work session with the Council. She is the liaison for that group. If interested, there is room for a couple of Committee members to attend this meeting.

Mike also stated that there will be a City Talk article in the Red Rock News regarding the Plan update. This article is due at the end of the month. Mike would prefer to submit an article for the April edition because at that time there will be more information on which to update the public. If he is unable to get the deadline changed, he would like some assistance with this article. Marty Losoff commented that perhaps a summary of the ETC meetings would be appropriate; however, Chairman Thompson indicated that at this time that is not preferable.

Marty went on to state that in the February 19 edition of the Arizona Republic there was a timely article regarding Phoenix being a walkable city; this article contains some stimulating ideas for the future.

Mike Bower stated that KSB had an awards luncheon this past weekend with the focus being sustainability. The Sedona Recycles representative spoke about his belief that Sedona could become a zero waste community. Mike stated that the Committee tends to be gun-shy about taking a strong stance on this issue. This speech indicated that the thought is out there.

3. Adoption of minutes:

- a. **November 20, 2012**
- b. **November 27, 2012**
- c. **January 8, 2013**
- d. **January 29, 2013**
- e. **February 5, 2013**

MOTION: Jim Eaton moved to adopt the minutes of the aforementioned meetings. Gerhard Mayer seconded the motion. VOTE: Motion carried seven (7) for and zero (0) opposed. (Vice Chairman Robson and Committee Members LeFevre, Litrell and Reddington were excused)

4. Public forum for items not listed on the agenda.

Chairman Thompson opened the public forum.

Max Licher, Sedona: Mr. Licher distributed a letter to the Committee titled "Planning for the Future of Sedona"; and proceeded to summarize the letter. Mr. Licher stated that he enjoyed participating in the ETC process. He is a strong advocate that the Plan should be a vision document; this is best facilitated by use of tangible, conceptual plans. He would like to see a plan that features conceptual site plans, with visuals rather than a plan that is only words and few general applications; he would like to see land use vignettes. He stated that a changed land use map would send a message about alternative scenarios. He also stated that he heard some negative comments regarding how to pay for the plan ideas and feels this will be taken care of by the private sector; this is not what the Committee should be working on or concerned about.

Having no additional requests to speak, the Chairman closed the public forum.

5. Discussion/possible action regarding the planning process

a. What are the attributes of a good plan?

Mike Raber began by stating that they are looking for some higher level ideas for plan attributes. Chairman Thompson explained that there will be no discussion now, just brainstorming.

John Sather commented that the E-T-C is a fairly good tool to have in the Plan and can be a test and a decision-making tool for the leaders of the community. He indicated that the public would like to see a balance of the three elements, and he feels that if the public is swayed one way or the other, it would be toward the environment and the community. The other big concept that he would like to see in the plan is the idea of diversity of the economy through economic development; this would manifest itself in land use, for example. Additionally, he would like to see the concept of a central gathering place and agrees with Max Licher about having optional vignettes.

Elemer Magaziner stated that regarding attributes of the plan, he believes an important goal is usability. Usability means that the plan easily answers questions that most people ask. He would like to think through what questions people would have about the plan.

Marty Losoff commented that the plan should be futuristic, meaning that it should look out 10 to 20 years. The plan has to be bold and exciting. Specifically, he would like to see the plan incorporating the string of pearls and see the plan ending up with a challenge to the Planning & Zoning Commission to change existing land codes and regulations.

Chairman Thompson stated that timeliness is critical; the plan needs to get out in a reasonable timeframe. He feels the ultimate goal will be to have the plan ready for a March 2014 vote.

Gerhard Mayer stated the plan should contain short-term and long-term goals. In the long-term he doesn't want to put too much emphasis on balance, because this might restrict future thinking. He agrees that the plan should have a bolder approach.

Jim Eaton indicated that to achieve any results that the people want, there will need to be changes in state laws; he would like to keep in mind how to make those changes.

Elemer suggested scenario planning. He would like the plan to take into account various scenarios, such as water demand exceeding supply or tourism tripling or a natural disaster. He does not want the Committee to consider the plan in light of a steady state world.

Marty stated that a good plan would be motivating; it would encourage the citizens and city leaders to get behind the initiatives.

Gerhard indicated that he would like to see the plan implemented by the City itself for buildings, projects or energy conservation. The City should set the example.

Chairman Thompson then opened up discussion on the brainstorming.

John Sather stated that some of the comments thus far are regarding format and some are regarding content. He would like to see less debate on what we know is going to happen (like a better organized document). He would like to discuss the bold aspects to the plans, as well as which plans should fall by the wayside and which should be implemented. Along the lines of Elemer's scenario planning, he inquired if there is a cap to the community. If this community doesn't want taller buildings or affordable housing or a higher density, then there is a cap to the building.

Marty Losoff stated that he hoped this would be a good discussion, but instead the Committee is getting into process. He feels the Committee is avoiding the things we are talking about to get to the Plan. He asked if Sedona wants a community center or the Cultural Park to be purchased and turned into something. He stated that the Committee is moving in a good direction but feels the Committee needs to move forward and start thinking about writing the Plan. He gave the example of circulation – should the Plan state that 10-15 years from now there are no cars in the City and we have gateways. He commented that the Committee needs to think about these things today and then implement in 10-15 years. The Steering Committee needs to steer and educate.

Chairman Thompson stated that as a matter of process, the Committee is restrained in what they do to change the agenda. He commented that Marty's ideas would be an appropriate discussion for future meetings. There is a discussion on idea constellations coming up that will address some of this.

Jim Eaton commented that the Committee needs to start writing now and keep rechecking the comments from the public; he does not want to talk about process.

Mike Bower stated that one of the key concepts that should be addressed is on the circulation level. If the Committee is on the same page, this will guide the writing. If not, the plan will not be tied together in a cohesive way. He would like the Committee Members to share their thoughts on circulation. He stated that the town is pretty long, which inhibits biking or walking the length. He believes that flexibility is a key attribute. Cars might technologically change, but they will be there. He believes there needs to be public transit, parking and flexibility. If the plan weaves it together properly, there is a synergy to be had.

Gerhard Mayer stated that he would like to see the bold ideas out there, and then trickle down to the short-term goals. Setting short-term goals outside the picture of the bold, future ideas will miss the mark.

b. Presentation on “Idea Constellations”

Mike Bower stated that the Committee needs to write with a common voice in a short amount of time. To accomplish this task, he is proposing Idea Constellations. He stated that many ideas were generated at the meetings and in the E-T-C process. The question is what we do with all of this. Sedona is a city with an environmental context, and the challenge is to define the extent of this context and what aspects of tourism and community best compliment that environmental definition. Mike showed a revised Venn diagram with the T and C circles inside the larger E circle, and it was noted that the C could be larger than the T. This seems to be the outcome of the ETC comments. Interrelated ideas will be called Idea Constellations. He gave

an example of a central gathering place and showed via diagram a string of pearls, with a mixed-use walkable district, public transportation, and pedestrian paths; these are ideas that can be grouped together. The planning elements (open space, economy and land use) are interrelated; we will write a better plan if we focus on these relationships. Another approach resembles a wheel with spokes (Elemer's diagram); he showed age-in-place housing in the center, with transportation, arts and culture, open space, land use, economics related to that issue. His last example was the idea constellation, which grounds ideas in physical space. He showed a map of SR 89A and SR 179, with the idea of a string of pearls linked by public transit and connected by pathways. Another idea constellation could address gateways and circulation. He stated that when you think in constellations, you discover the synergy that good planning strives to achieve. He believes the E-T-C diagram should be referenced when writing the Plan and the idea constellations could guide the writing.

Barbara Litrell stated that diagrams in the plan will help people visualize things. Gerhard agreed with the idea of diagrams; it is easy to explain and expand on this, rather than to just talk. Marty stated that this is one of the best things the Committee has discussed so far. This thought process can be a good, creative way to start. Mike Raber stated that it might be worth reviewing the E-T-C comments before we get too deep into this process. Marty replied that he would like to skip this review. From some of the comments, he believes there may have been an obvious attempt to influence changes at the airport. Because of this, some of the comments have lost credibility for him. He believes the Committee has enough information and believes that the comment summary that was distributed is good.

Mike Bower stated that he would like to go over the comment summary and then discuss if the diagrams he presented will work for the group. He stated that there is probably a definition of the environmental focus that all can agree on. He wants to know if he is right or wrong in his personal assessment that environment should be overall.

Chairman Thompson stated that unless the Committee reviews and discusses the summary, we won't know some essential facts.

6. Discussion/possible action regarding a summary of E-T-C public comments.

Barbara Litrell briefly discussed the comment summary that was distributed. She stated an encouraging number of people understood the process in terms of the future of Sedona. Many, however, expressed concern about who would pay for this, and that the City should focus on more practical items.

Barbara noted that common ground on a visionary level includes agreement that the physical beauty of Sedona is a top priority. Quality versus quantity regarding tourism was a common theme, as was small town character and wanting to expand economically. There is a concern in the community about the airport. Congestion in terms of traffic, buildings, noise and light is a problem. Barbara stated that she was surprised that many were opposed to public transportation. Most do not want entertainment venues, which is counter to the Parks and Rec. Plan. Not many people wrote about the arts. People here do not want to pay for anything through taxes, and there is a concern about who will pay for things.

Elemer commented that on the Word Clouds he distributed to the Committee, the biggest words were Tourist, Parking, Residents and Creek when the public was asked about what they liked and didn't like. Words that showed up when asked what the public wants to see in the Plan were natural, beauty and airport. He did a constellation for things that people agreed on and for things that were controversial. Agree comments included restoring and preserving what people like about Sedona, like the tranquility. Additionally, whatever is changed, don't "put Sedona on steroids". Another item that was of consensus was things that broaden Sedona's economy.

John Sather stated that one of the Word Clouds wasn't entirely helpful. He stated that in the spirit of healthy discussions, he lives next to the airport, and it's quieter now than it was before. Jets are actually quieter than small prop planes. He remarked that the Committee needs to dig in and talk about some of these bigger topics like the airport. He agrees that Mike's string of pearls could be a conclusion and needs some healthy debate. He also believes that Barbara's analysis is on the mark.

Elemer stated that the point of the Word Cloud diagram is that it is an index of topics. Airport is a big word in the cloud, meaning that a lot of people referenced the airport.

Jim Eaton stated that the Committee needs to know if some of the issues were presented by a minority, or if it represents a prevalent thought. When he read the airport comments, he thought that was from a minority, but he doesn't know that for sure. He also inquired on the meaning of the term "pearl" as used in Mike Bower's context.

Marty Losoff commented that the summaries will be helpful for the big picture discussion, and he would like the Committee to keep in mind that this represents just a small sample of people. He would like to start discussing the string of pearls. He would like to follow Barbara's outline, come up with some diagrams and then take this to the public for more input.

Mike Bower remarked that at the KSB luncheon a past mayor addressed the issue of how to pay for some of the proposed ideas. Mike stated that he also remembers challenging the Committee to answer this question. The answer to how to pay for the items is to attract good developers to town by giving them good ideas. He commented that none of the E-T-C visions or scenarios are City projects; rather, they are all just potential scenarios to focus our thinking. The idea of a good plan is that when it goes out to the public, the public is inspired by it.

Jim Eaton stated that in drafting the plan, the idea of how things will be paid for is out of the Committee's purview. The Council and Planning & Zoning can worry about that. Marty Losoff agreed that the Committee should not talk about money.

John Sather stated that the community values the environment, but that exists more in desire than in reality. With respect to tourism, Barbara's summary comments regarding quality vs. quantity is what people want it to be, but that is not what it actually is. He looks at tourism as a quiet cancer eating up the town; there have been a number of retail spaces converted to a tourism use as opposed to a community use. Scottsdale, for example, just went through a tourism strategy plan, looking at ecotourism and medical tourism. He stated the Committee wouldn't be wrong in heading in that direction.

Chairman Thompson asked if anyone disagrees with the environment being an overall emphasis, and

Marty stated that for the sake of discussion, this is fine. In his discussions with people, he would say that tourism is an overall emphasis.

John Sather stated that this focus might shift as the Committee debates these items. Barbara indicated that the concept of having community and tourism inside the concept of the environment is acceptable. If you don't preserve the environment, there is nothing left to Sedona. Elemer stated that regarding Mike Bower's diagram, the arrow is an important aspect; overall he doesn't see any problem with this. Jim stated that there is a problem with balance. Sedona doesn't want more tourists; they want better tourists, other kinds of tourism. This means that the number of "schlocky" tourists should be reduced; how do we accomplish this?

Mike Bower stated he likes the debate about these details. He agrees that we have a cerebral tourism goal, rather than a committed, realistic goal and actions. The challenge is to define what ideas make sense. To reduce the "schlocky" tourism, we need to have a positive vision. Hoteliers

may need to step up and promote hiking and a peaceful environment. If we can get on the same page conceptually, then we can write. We have to debate and discuss these ideas.

Marty stated that the process of coming up with the ideas and constellations will be an interesting and exciting process.

John Sather stated that the community piece could grow because of the economic discussion and what to do with the Cultural Park. Tourism is dominant in the community. We are surrounded by a great environment, which means we have a good lifestyle here. However, no one is trying to advance other opportunities for economic growth. He would like to search for this. He proposes the next action be a debate about a town center and circulation.

Mike Raber stated that the Committee should put whatever we need to put in the diagrams without worrying if they will be an element in the plan.

Chairman Thompson asked the Committee if the results of the meetings were that there is more of a preference for the environment, with tourism and community being reliant on that. Jim Eaton replied that we need to relate each aspect or element of the plan to other plan elements. Chairman Thompson stated that we promised the public that we would get back to them with the results. He would like to know what he is entitled to say on behalf of the Committee.

Mike Bower stated his agreement with this. With regard to Jim Eaton's comment, Mike stated that he is proposing using the E-T-C as a test when writing the plan.

7. Discussion/possible action regarding the planning process (continued)

c. Formation of working teams.

Mike Raber stated that the Committee may be supporting putting off the topical teams. He inquired if the Committee needs some sort of small team that would assemble the visions, goals and policies. This group would come back to the Committee with their ideas by next month. He would like the Committee to keep in mind the timeframe.

Mike Bower stated that he would prefer a process that would enable the group to think together and create idea constellations. He believes that if the Committee is not all on the same page, there will not be an easy meeting when that group comes back. He suggested working teams of two that would do some brainstorming about some of the key things. Mike Raber stated that is kind of what he is talking about also. Marty stated that going forward he would like the Committee to focus on the constellation concept and come back each meeting and start putting things in there following Barbara's outline. He believes that what Mike Raber is looking for will come out of this process.

Mike Raber clarified that he likes what Mike Bower suggested and asked if there may be some problems if all the small groups came back together. Mike Bower stated there would be efficiencies if the groups came to the table well-prepared and did some thinking. Chairman Thompson inquired if Mike Bower was stating that the small groups should do some homework. Mike Bower responded the groups should try to define aspects of economy, community and things that work within a focus. He also suggested that groups take an idea or element and do some diagramming and put together items that connect. Chairman Thompson asked if these topics would be assigned or if they would take items randomly.

Barbara stated that the Committee has come up with 3 big topics. The next step is for the Committee to talk about what the ingredients are or the 10 great ideas that come out of this Plan. She would like the Committee to come up with the specific things we need to talk about with regards to each E-T-C element. Chairman Thompson inquired about other items that were not specifically related to E-T-C, like transportation or the arts.

Mike Raber stated that looking at Barbara's E-T-C comments and comparing that with some of the common elements from the panels would be a good place to start, in terms of what the community is saying. Marty Losoff responded that he thought the Committee was going to start with the constellation ideas. He suggested that Mike Bower lead the Committee through the process, one topic at a time.

Jim Eaton stated that he would prefer to start doing something, get something down on paper and discuss. He referenced the ideas posted on the walls and suggested that they start discussing this.

John Sather suggested that everyone start on the idea constellations, alone or in a small group. He would like to start with the string of pearls. He proposed an open agenda item for the next meeting so the Committee can start talking about plans and visions. With regards to transportation, he would like this to be a discussion point. He believes that public transportation can be a reality.

d. Proposed plan outline.
Discussion postponed

8. Discussion regarding future meeting dates and future agenda items.
Tuesday, March 5 and March 19, 2013

Chairman Thompson stated that there should be discussion on the string of pearls constellation idea, which is just one proposed idea constellation. He inquired if there should be an assignment for the Committee to propose other constellations or to draft one of Elemer's diagrams. John Sather replied that the idea constellations are not separate entities; rather, they build on one another. There could be a constellation on arts and culture; this would relate to other topics as well. Is there one on arts and culture? Yes, but that also relates to other topics.

Chairman Thompson stated that we should start with this one but there are other ideas and elements. He urged the Committee Members to talk with staff about their ideas in order to start moving forward.

Marty suggested that we use Elemer's diagram in conjunction with Barbara's main points from her summary. For example, they could put the Cultural Park in the middle and then talk about the spokes. Then, the next diagram could have transportation in the center or perhaps the string of pearls.

Chairman Thompson stated that the group agreed today to spend more time together figuring out the big picture. Mike Bower recommended that Elemer's diagram works better for an overall idea rather than a specific location. The diagrams help keep in mind that many elements are interrelated.

Jim Eaton stated that someone needs to start collecting all of the information that relates to the topics and get it all in one place. We can't all do it for all chapters. There needs to be some focus and input pulled from many sources. After that, the next job is to show how they interrelate. He did not intend to just have two people start writing a chapter.

Chairman Thompson affirmed that there should be some other gathering of information. He asked about bringing back the proposed plan outline for the next meeting; without the outline you don't know what buckets to start to collect for. Jim Eaton stated that would be meaningful.

Mike Bower stated that we are talking about figuring out how to get into the writing that is inclusive of everyone and focused on creating a meaningful plan. He feels it would be fine to talk about the outline and he has some ideas about that.

Chairman Thompson stated that they should include 20-30 minutes for the plan outline on the next agenda.

Marty asked if they could put off formatting for later. He would like to discuss the string of pearls and other elements. Chairman Thompson responded by stating that the Committee is in a transition period regarding how to structure the meetings; this results in difficulty with structuring the agenda. Marty replied by stating that the formatting ideas will take us away from the idea constellations. He would like to structure the discussion so it is meaningful. John Sather stated that Barbara's outline is a good beginning, and the idea constellations can be the subject. Jim Eaton stated that form follows function. John Sather countered that form and function are one. Mike Raber suggested that both of these are good for the next meeting, and problems stem when one follows the other. These ideas can be interwoven.

9. Adjournment

Chairman Thompson called for adjournment at 5:12 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 February 19, 2013.

Johannah M. Rutschow

Date