

City of Sedona
City Council and Arts Community Outreach Meeting
Sedona Public Library
3250 White Bear Road, Sedona, AZ
July 18, 2013

Attendance: Mayor Rob Adams, Vice Mayor Mark DiNunzio, Councilor Barbara Litrell, Councilor John Martinez, Councilor Dan McIlroy, and Councilor Williamson. Councilor Mike Ward was absent and excused.

Staff Present: City Manager Tim Ernster, Assistant City Manager Karen Daines, Assistant to City Manager Nick Gioello, Communications and Public Affairs Manager Ginger Graham, Director of Community Development Kevin Snyder, Assistant Director of Community Development Audree Juhlin, Commander Marlayne Hatler and Administrative Assistant Dianne Springfield.

Community Present: There were approximately 125 citizens in attendance.

Mayor Adams welcomed everyone and advised that the focus tonight is on the Arts Community but if there are any issues that anyone wants to ask, it is welcomed. Mayor Adams advised the Council is there to listen but will answer questions as well and advised how the meeting will run and the hope of the Council is to have a positive outcome.

Mayor Adams introduced City Manager Tim Ernster who gave a presentation on the meeting that was held last night addressing the music and noise issues. Tim Ernster stated musicians, homeowners, City staff, bar and restaurant owners were in attendance. He thanked Community Development Director Kevin Snyder for conducting the meeting. Tim Ernster advised that the first part of the meeting was given to everyone in attendance to speak about the noise issues and complaints of music outside performance venues. The last part of the meeting was dedicated to identify specific issues that staff and attendees could work on to avoid situations like this in the future. Tim Ernster gave an overview of the Good Neighbor Agreement that was introduced and drafted by Kevin Snyder and was passed out at the meeting. Tim Ernster advised that they asked for volunteers from the attendees at the meeting to serve on a working group to work with staff over the next couple of months to come up with solutions on the noise complaints and then meet with everyone again to review solutions. Tim Ernster thanked everyone who attended last night and also for being there tonight.

Tim Ernster discussed areas of funding in this year's budget that are dedicated to Arts and Culture. First, the City Council will be asked at the next Council meeting to approve funding for the small grants program. The recommendation is to award \$153,700 in small grants to agencies in Sedona and throughout the Verde Valley. Of the \$153,700, \$100,675 is recommended for organizations that provide arts and culture activities. This is a significant increase from the 2011-12 fiscal year but about the same for 2012-13 fiscal year. He advised that there was a new organization in Sedona that was established in January 2013 called the Sedona Arts and Culture Collaborative (SACC). SACC approached City Council last month to ask for seed money to help them start working on establishing Sedona as a center for arts and

culture education. City Council did approve \$20,000 to the organization to use to start furthering that goal. Also the City Council approved a grant match of \$25,000 to the National Endowment of the Arts, but unfortunately the group did not receive the grant. This does show that the City Council is committed to the arts and culture community. In the area of public art, last year the City spent \$105,000 for the art in the round-a-bout at Brewer Road and the "Y". In the current fiscal year plans are moving forward for the acquisition of art for the Schnebly Road round-a-bout and right now the City has \$65,000 set aside for this purpose. Funds are still accumulating from contributions to the City's capital fund because the actual cost is about \$85,000. There are three pieces of art that are being reviewed by ADOT for the round-a-bout because of safety issues and the City will move forward once we have their approval.

Tim Ernster advised that if City Council approves, they will award \$12,750 for the cost of one of the bronze children which is the third and final phase of the Story Telling Cowboy art piece at Jordan Park. Last year the City Council approved \$12,000 for this project and this should be completed in the near future. The City is working with a representative from a local organization that is sponsoring another piece of artwork in the Sedona Military Service Park to honor women in the military. The money being raised for this project is in the private sector and the City is working with them to make that happen.

The budget that City Council approved for this fiscal year included a new Arts and Culture Coordinator position which is a 30 hour work week position with the sole purpose to work on arts and culture activities. This new position will report to Ginger Graham who has a long history of working with the Arts Community. This represents a significant increase to staffing for arts and culture activities. The City has also added a new City Engagement Coordinator position which is another 30 hour work week position to recruit a broader more diverse group of citizens in the community to get involved in the arts and the other areas of emphasis. This person will work closely with the Arts and Culture Coordinator.

Tim Ernster gave an update on Barbara's Park. He stated that City Council has had a couple of discussions about the next stage of Barbara's Park and they directed staff to go through a process to solicit proposals from local architects and designers for a new design for the performing arts venue at Posse Ground Park. The idea is to have a competition where the City would select three designers to come up with a design concept and have a public voting process similar to selecting the art for the round-a-bouts two years ago. The hope is that this will start in September and conclude the process in early spring of 2014. There is set criteria that must be followed including the specific features set by City Council and also the budget amount.

Tim Ernster spoke about the new Citizen Engagement Model. He stated that it was unfortunate that what he has read in the newspaper guest perspective articles has not been entirely accurate. He summarized that it is City Council and Staff's intent to work with the community to develop a better Citizen Engagement Model instead of what is currently being used. This would include more transparency, get more citizens involved, and have a process that is not constrained by a bureaucratic, formal structure that limits the flexibility and timely action. The proposed model would broaden participation since participation would be for shorter periods of time rather than the current two or three year commitment. The belief is that participation would

increase significantly, because citizens would be more willing to participate for a shorter period of time. Currently, there are only 120 citizens out of a town with a population of 10,000 that serve on the current boards and commissions for a three year period. The new model would increase the number of citizens involved and would involve new people that previously have not participated. The intent is to reach out to the “under forty” age group in addition to other age groups in the community and get them involved in the process. Tim Ernster expressed concern about the use of the term “staff driven” process to generate projects that only staff want to do. He stated that this is not correct and that he would like to use the term “staff facilitated”. In order to solicit ideas from citizens, a variety of methods were proposed, including bi-annual town halls, community forums, focus groups, round tables, community surveys, social media, partnerships with schools, media outlets, and City Council listening sessions. This will all be presented to City Council in detail on August 14. He stated that another comment made was that this was an easy economical way for staff to operate citizen engagement and that this is not in the best interest of the Community. He stated that this process will actually be more labor intensive, more meaningful and effective than the current Board and Commission process because a new Citizen’s Engagement process will be created from the bottom up and will take a lot of time and effort to make this successful. He stated that he also knows the time and effort will be worth it because we will get a better Citizen Engagement product out of it. One of the components of this new process is a volunteer registry. The purpose of the registry is to go out in the Community and recruit citizens to get involved in the process. The citizen would specify their area of emphasis they would like to get involved in and it could be more than one. The areas being worked with are Arts and Culture, Art in Public Places, Budget and Financial policies, Historic Preservation, Housing, Parks and Recreation, and Sustainability. There is enough flexibility in the process that if other areas of emphasis are expressed and are important to the citizens, they could be entered into this process. The first citizens that the City would like to involve in the new process would be the current Board Commissioners because the City realizes how much work they have done and the City would hope they would continue to be involved in this process.

Tim Ernster explained that the Board and Commission model currently used by Sedona is a traditional model used by almost every community in Arizona and across the United States. Sedona is a unique community and there is the opportunity to create something special with the new Citizen Engagement model and it could serve as a model for other cities. He expressed his disappointment in the editorials, letters to the editor, and guest perspectives that have only focused on the disbanding of the current Boards and Commissions and have said little about the new Citizen Engagement model. There have been 2 or 3 Council meetings where the staff has submitted reports that went to the public and City Council that describes the new Citizen Engagement program. For some reason these reports didn’t get read by the public or put in the newspaper. As a result, there is a lot of misinformation that is perceived by the public and the hope is to correct some of it tonight.

Tim Ernster advised that this is an opportunity to do something special and unique in Sedona and to try something new. He suggested that if this doesn’t work, we can go back to the traditional Board and Commissions model. He clarified information that was printed in the guest perspective section of the newspaper approximately two weeks ago about the Historic Preservation Commission and turned the meeting back over to Mayor Adams.

Mayor Adams opened the meeting to the public for comments.

- Steve Segner advised that he wrote the guest perspective that Tim Ernster was referring to and the reason why was because he couldn’t get a definite answer. He added that his

concern is that members of the Historic Preservation Commission have had training to look at a building and tell you when it has been built and how it was built. To ask Planning and Zoning to also be able to do that is unacceptable and what we have is a good system. He is not against change but would like to see the change happen a little bit at a time. Try it with a Commission and see how it works and work out the bugs first. He feels that doing the change all at once is not a good practice.

- Russel Fox, past President of Northern League of Arizona Opera, Board member of Chamber Music Sedona and now the Director of the recently established Conservatory, advised that the statements about Cultural Park are confusing and its potential future life. He wants everyone to know that this is private property and we don't have complete flexibility with it unless the owner is in agreement. Are there any future meetings that will take place with the owner scheduled and what is the possible development there if any? Has there been an exploration of public and private partnerships?
 - Mayor Adams advised that he would respond but wanted to give everyone a chance to speak with time allowed.
- Jerry Buley stated that he heard from a couple of Council members that the reason why Commissions were eliminated was because they were cumbersome and they weren't doing anything and he was bothered by this. When is it wrong for an organization to focus on something and tend to do it the best that they can? He feels democracy is missing. It is inefficient and expensive. What we have now is a group of people that were hired by the City Council to run the City efficiently and what we need are people that have agendas that are similar to the Community's.
- Winnie First, Sedona Chamber of Ballet, advised that the Performing Arts Center was designed as an entertainment venue and was aimed at making Sedona arts performance an international designation and local performers have no access due to cost. She would like to propose a venue that is available to the local community art organizations that has an affordable price and a place for all artists to come to together to generate performance based work and that is supportive and a nurturing environment. She would like to create a manifesto, an operational guideline, with the City to undertake something that would be an extensive consultation with local art groups to achieve these objectives and give the City a needed assessment of needs of our performing based arts community. The best way to do that right now is to reduce the cost of the Performing Arts Center for local performing artists. Provide space in the community for rehearsals and classrooms at no costs or fair costs to local artists.
 - Mayor Adams advised that the Performing Arts Center is controlled by the School District and suggested that they contact the School Board to resolve this issue.
- Maria Carr advised that she and her husband moved to Sedona for the beauty and where you see the beauty is reflected in the Arts. She stated she came here because her soul sought beauty, nature and a community that functioned from the heart, more than the pocketbook. She has come to realize this town favors tourism more but without the citizens who live here, we lost function to the Community Center, the pool and lost our investment in Sedona.
- Beverly Copen advised she is a photographer and would like to put forward is that an enormous amount of our talent lives in the Village and she would like cooperation with artists

that live in the Village so that we can present more of the arts and beauty not as one or the other but together.

- Baba Shibambo spoke about having a common goal, the goal being arts in music and community and diversity that represents everybody. Without music there is no life. Where I come from the music is the center of everyone. What happened to the Cultural Park? Community spirit has disappeared.
- Kate Hawkes advised that her primary focus in the arts is theatre and how it impacts healthcare for personal wellness and the wellness of society. What we need to address is how people can live here and raise a families and have their children grow up as empowered people. For her, the Arts are vital and we need to make this a place to raise our children, it is not the past it is the future.
- Linda Damita advised she is an actress in town and there are only so many things you can do in Sedona at this point. Going to the spa, going for a hike is a luxury. Entertainment is not a luxury, it is a necessity. We have a huge community who want to live, work and entertain here and make it a better place.
- Faye Richards stated when she first came to Sedona that there were incredible events and that the Community became one. We are fractured and we need something to bring us back together.
- Mike Upp advised he was a ceramic artist, also involved with Sedona Visual Artist Coalition who does a lot of marketing for the Sedona Arts festival. He stated that he did some research on major festivals around the country and one of the things you see is corporate sponsorship. He believes that the citizens and the City Council can work together to get corporate sponsorships because he feels there is not enough public and private support for the arts.
- Stands with Bear, a musician in Sedona, spoke about how he feels that there is no more revenue coming in to Sedona. He suggested that bringing in more famous musicians such as Garth Brooks, we would have the revenue we seek and musicians will have their voices heard. He stated he is not only supporting musicians, but also art, culture all which seek to be heard.
- Wendy Tanzier advised that she has appreciation for everyone with talent. One of the more difficult things for a creative person to do is stop the creative process and get involved in the political process. We all have that option of networking. If everyone in this room gets in touch with 10 people and urges the City Council to make a decision with regard to 'X' it can and will happen. You can make it happen.
- Shondra Epperson advised she would like to talk about the children of Sedona. She and Dev Ross created Sedona Youth Theatre to teach children the arts but it is very expensive and would like help with costs and places to perform.
- William Eaton spoke about what the Arts bring to the Community. Arts bring to the Community a lot of money because visitors spend money with other venues. We provide

economic development for the City. The critical part is who is involved on the Committees and the artists should get involved and work with the City.

- Lisa Hirsch advised that as a parent with two children involved in the Arts that they can't perform in Sedona because of not having revenue unless it is involved with the schools and audience turn out is small. As a parent the idea of the corporate sponsorship and public & private partnerships are very important. Schools are struggling too.
- Tom Fox advised he is a teaching artist and it is very exciting to see the enthusiasm. He stated his concern is that we are throwing the baby out with the bath water when we are getting rid of the Commissions as imperfect as they may have been. He feels tweaking the present system is much more desirable than bringing something that is untried. He would like Council to re-vote on whether the Commissions should be eliminated.
- Dee Durkee, founder of Fiber Arts Sedona and also a prior Housing Commissioner advised she understands the frustration and she will keep an open mind and would like to see what is coming along. She also stated that artists do make an economic impact and she will leave information on a study of Americans for the Arts. She would like to see a new permit that is available at a reasonable price for small groups so they are in compliance with the City to post signs for events. She stated there is not a permit for non-profits available when they do temporary events but there are permits available to put signs up on a property of organizations and businesses. She read an article from the Arizona Republic referencing Sedona as Myth Makers.
- Janeen Trevillyan advised she has served on a Commission for 9 years and has some ideas about what could be better for Commissions. The Commission is a place to share your ideas but you have seven people and maybe four people will agree to see the idea through but you were still able to share your ideas. How will you make sure the new organization brings about a safe place for ideas and doesn't get screened and denied by a single person? You may miss out on ideas if the replacement process doesn't have a public, open, safe place for the public to bring ideas.
- Nancy Robb Dunst advised she agrees that the Arts Commission has floundered due to resignations and lack of consistency but it has been effective in the past. She summarized accomplishments of the Arts and Culture Commission; created a pamphlet of all the artists in town and what their specialty is so locals and tourists can find them; developed a town hall on the Arts in 1990 with recommendations on what was needed; helped organize a Sedona Academy on the Arts which is a one week conference with a 50 page report for artists in Sedona; organized and presented a statewide 2-day Arts in Public Places workshop for artists with over 100 attendees from around the state; supported summer art camps for children who couldn't afford it; developed an art donation policy so there is a historic collection of 28 pieces of art; created an individual grants program for musicians, artists, performers and art organizations; created the competitions for the Uptown sculpture, the Free Sedona sign, Sedona Art Center and funded the Posse Ground Art Sidewalk project; worked with the Red Rock Arts Council on the Sedona/Schnebly sculpture creation and placement; partnered with the Sedona Art Gallery Association for art placement in City Hall and it is done with local artist and art organizations; created the Mayor's Arts awards; and began to develop the work plan for 2013. She stated that none of this could have happened without the Arts Commission. She asked the Council to re-vote before August 1st

and create a committee for 60 days with citizens, staff and Council to decide how to restore the Commission.

- Kathy Perry advised that she was one of the 'Artist in the Classrooms' and was hired, by the City of Sedona, through the Arts & Culture Commission and by teaching children to play notes, raises self-esteem and it is incredible on what these programs do. She asked that Council re-evaluate the Commissions and think thoroughly what Commissions may need to go. She feels that \$100,000 in the budget for Arts and Culture is not enough and we should make it 10 times that amount. We should help the Martini Bar and other venues to bring sales tax money in.
- Vanessa Rosa advised that she agrees with everything that has been said. Her 10 year old daughter is involved at the library with Dev and Shondra and has been singing for a year and her self-esteem and confidence has been growing by leaps and bounds. We need more than 2 times a year for our youth. We also need locations and a phone app that tells people what is going on in Sedona tonight. We need to get together as a group and make a change in the Community.
- Rusty Foley, Executive Director of Citizens for the Arts, advised that there purpose is to be an arts advocacy and awareness organization. She advised that tradition is not always bad and there may be a reason for Arts and Culture Commission format and Council has a number of issues to deal with. Citizen engagement is a priority for us but doesn't remove the need for discipline and fiduciary accountable of system managing.
- Paul Chevalier advised that from year 2000 to 2004 he was the Chairman for the Arts and Culture Commission. We have a Performing Art Center at Sedona High School that began with the Arts and Culture Commission. He listened to the idea's that will take place of the Commissions and basically they are two things. More listening sessions and more task forces but did not hear anything about strategic planning. We must keep the Commissions until you come with a viable plan. Work with the Commissions to be more efficient and effective.
 - Mayor Adams answered Russell Fox's question about the Cultural Park and where it is right now. He stated that he had a meeting with the owner, his attorney, the City Manager, and the President of Yavapai College. They discussed the challenges for Yavapai College and about the building not being adequate for what they are currently using it for like the Film Institute. He said the owner stated that he understands that "your success is going to contribute to my success in developing this property... what can we do to fix your problem?". This is a good movement forward for Yavapai College not only to thrive but also to expand. Yavapai College is talking about a Culinary Institute in addition to the Film Institute. We really don't know what is going to happen but understand that this is a private piece of land and what happens there isn't just what the Community wants but what works for the property owner as well. We are in the process of talking about what is going to happen with Cultural Park and moving forward.
- Kate Perlman advised she would like to echo what Kathy said about the kids being there to learn and they are learning but the trouble is there is no follow through. There is no continual consistent connection in the schools. She asked the Council if they feel they are in touch

with the state of the arts in our educational system. Are you prepared to view or change what is currently in the schools as far as the state of arts programs?

- Councilor Litrell answered that it was tax payer's dollars that built the Performing Arts Center and yet we can't use it and it troubles her that the cuts in the schools affected the Arts. She asked how many have gone to a School Board meeting to voice this concern. The School Board, Community and City needs to work together to resolve this. She advised that the City does not set the school budget for the Arts.
- Ann Cates advised she works for Chamber Music Sedona and they work directly with the School Districts, not the City Council. It has been a difficult effort to put programs in the schools but as a Community we have to work together with the District. Another issue is that you need a direct focus view to get programs together. The Commission idea is important and getting Committees together is very difficult to make decisions and stay focused. She would encourage the reinstatement of the Commissions and find ways to fix what wasn't working well but you do need to stay focused.
 - Mayor Adams advised that the School District and the City are two different districts and agrees with the idea that we need to work collaboratively with the School District to work on some of these issues. Mayor Adams also advised that the voters voted down the budget override and that money was the money that was taken out of the Arts program.
- A citizen spoke about urging the Council to reconsider their decision to end the Commissions.
- A citizen advised that one of the ways the School District and the Council can work together regarding the Performing Art Center is, at one point there was a request for \$50,000 to hire a director that would help promote and bring in performers. This would create revenue and bring down costs for the local artist if the facility is being used. That is where the City could come in to help.
- Scott Gisborne advised he is a professional dancer for 25 years and this town has launched his career. He stated he is willing to donate 20 hours of his time and that he would like to give back.
- Mike Reynolds stated that the City Council's actions seem to say that you don't want Arts and Culture in this town. You say that there is not any money but spent \$3 million dollars to put guardrails in Uptown and stoplights we don't need. We as a Community voted for Cultural Park as a community use area but he doesn't see Council backing that up to enforce community use. Trying to promote the Arts through advertisement and when you get a sign permit the Enforcement Officers pick up the signs. When there is a request to have the Police Department arrest musicians for disorderly conduct, what does that say to us? Thank you for taking the time to hear what we have to say.

Mayor Adams asked the gentleman who wrote a song about the meeting last night to please read so all could hear.

Mayor Adams in closing stated that it hurts his heart to hear some of the comments that were made tonight and for people to believe that the City Council and the City doesn't appreciate the Arts is erroneous and he believes that we do. He stated that the wonderful thing about this town

is that it is a small town and the Council is accessible to them and make your voices heard. He suggested to also make your voices heard with the School Board or the Fire Board and you can make a difference. We understand that we are responsible to you and the City Council understands that. We appreciate everyone attending tonight's meeting and it was done in a civil manner. We didn't solve or resolve everything tonight but we heard what citizens had to say but there will be Council votes and discussions about the Commissions and noise issues. Mayor Adams advised that with collaboration and development and land acquisition opportunities, he sees the Arts going to another level that is beginning right now.

Meeting adjourned at 8:10 p.m.