



Department of Community Development

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Memorandum

TO: Citizens Steering Committee

FROM: Michael Raber, Senior Planner
Department of Community Development

MEETING DATE: August 6, 2013

SUBJECT: Program for August public meetings and Community Plan
Schedule

The agenda for the August 6 meeting is attached along with a proposed program outline for the public meetings August 22 and 24. This proposed outline was presented by the Programs Working Team to the Planning and Zoning Commission on August 1 and is on the Steering Committee's August 6 agenda. A City-wide mailer will go out on August 9 announcing these events.

The following are key 2013 dates for the new Community Plan (updated as of August 2).

Fri., Jul 12: Steering Committee's recommended draft Sedona Community Plan is distributed to the Planning and Zoning Commission, City Council and agencies for the State-mandated 60-day review period beginning July 15:

Thurs, Aug 1: Planning and Zoning Work Session (3:30 p.m.)

Thurs, Aug. 15: Planning and Zoning Work session (3:30 p.m.)

Tues. Aug 20: Planning and Zoning Commission Work Session (5:30 p.m.)

Thurs, Aug. 22: Public presentation and feedback on the draft Plan (6:00 – 8:00 p.m. at Creative Life Center)

- Sat, Aug 24: Public presentation and feedback on the draft Plan (10:00 a.m. – 12:00 p.m. at Creative Life Center)
- Tues, Sept 3: Planning and Zoning Commission Work session (5:30 p.m.)
- Thurs., Sept. 12: 60-day review period ends.
Public open house on the draft Plan (6:00 p.m. – 8:00 p.m. at Jewish Community Center of Sedona and the Verde Valley).
- Fri., Sept. 13: Public Notice for Planning and Zoning Commission public hearings.
Public Open House on draft Plan (9:00 a.m. – 12:00 p.m. at the Sedona Public Library).
- Sat., Sept 14: Public Open House on draft Plan (9:00 a.m. – 1:00 p.m. at St Andrews Episcopal Church).
- Tues., Sept. 17: Planning and Zoning Commission Work session (5:30 p.m.)
- Wed., Sept. 25: City Council Introductory Work session (3:00 p.m.)
- Tues, Oct 1: Planning and Zoning Commission Public Hearing (5:30 p.m.)**
- Wed, Oct 2: Planning and Zoning Commission Public Hearing (5:30 p.m.)**
- Thurs, Oct 3: Planning and Zoning Commission Public Hearing (3:30 p.m.)**
- Wed, Oct. 9: City Council Work session (3:00 p.m.)
- Wed, Oct 23: City Council Work session (3:00 p.m.)
- Tues, Oct 29: City Council Public Hearing (4:30 p.m.) (tentative)**
- Wed, Oct 30: City Council Public Hearing (3:00 p.m.) (tentative)**
- Wed, Nov 6: City Council Public Hearing (4:30 p.m.) (tentative)**
- Thurs, Nov 7: City Council Public Hearing (3:00 p.m.) (tentative)**

AGENDA

CITY OF SEDONA CITIZENS STEERING COMMITTEE FOR SEDONA COMMUNITY PLAN UPDATE

Notice is hereby given that the **City of Sedona Citizens Steering Committee for the Sedona Community Plan Update** will meet on **Tuesday, August 6, 2013 at 3:00 p.m.** at the **Community Plan Room** (“Imagine Sedona – 2020 and Beyond”) located at 1725 W. Hwy. 89A, Suite D (at Northview Road), Sedona, Arizona.

The Order of Business shall be as follows:

1. Verification of Notice, Call to Order, and Roll Call. Members of the Citizens Steering Committee will attend either in person, phone or internet conferencing.
2. Announcements from staff and committee.
3. 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.)
4. Discussion/possible action regarding a Community Plan summary insert to the draft Community Plan.
5. Discussion/possible action regarding the Community Plan schedule and the program for the public meetings of August 22 and 24, 2013.
6. Discussion regarding future meeting dates and agenda items.
7. Adjournment

Please note that the purpose of the Citizens Steering Committee is to work collaboratively with the community, Planning and Zoning Commission, City Council, staff and others to oversee the formulation of the updated Draft Sedona Community Plan. The Draft Plan will ultimately be considered by the Planning and Zoning Commission and City Council and voted on by Sedona’s citizens.

Kevin Snyder, Director
Department of Community Development

Posted Date: _____ Time: _____ By: _____

NOTE: This is to notify the public that members of the City Council and other City Commissions and Committees may attend the Citizens Steering Committee meeting. While this is not an official City Council or commission meeting, because of the potential that a quorum of members may be present at one time, public notice is therefore given for this meeting and/or event.

Public meetings to present Community Plan, Aug. 22 & 24, 2013**Purpose:** To report to the public on content of the new Community Plan.**Program plan (5th rev. 8-1-13)**

<u>Unit</u>	<u>Date, time</u>	<u>Item; responsibility</u>
x-1	July 25	√ Raber confirmed dates, place & times.
x-2	July 25	√Confirmed 4 members of Program Working Team (PWT) – Eaton, Magaziner, Losoff and John Currivan.
x-3	July 26	√ PWT reviewed “save the date” first news release & revised.
x-4	July 29	√ “Save the date” news release sent to Raber for Ginger to release immediately to all print & broadcast media for July 31 issue of RRN, and first available Sedona Eye and Sedona Biz.
x-5	July 29	Staff sends out their “save the date” postcard mailer.
x-6	July 29-Aug. 16	Spoken announcements at regular meetings of local orgs, HOAs et al. (above news release emailed to the orgs by Staff?)
x-7	July 30	√ Eaton & Magaziner visited Creative Life Ctr. (CLC) to study layout, determine seating, lighting, mikes, AV etc.
x-8	July 31	PWT confirms program schedule and assignments.
x-9	July 31	PWT confirms schedule & physical needs to Staff.
x-10	Aug. 1	PWT presents this schedule to P&Z.
x-11	Aug. 1-5	PWT drafts scripts of program, videos, Prezi or PowerPoint.
x-12	Aug. 6	CSC meets, reviews and approves all above.
x-13	Aug 7	All presenters & CSC informal run-thru of program at CPR. Elemer trains other presenters in use of Prezi (if CSC chooses Prezi over PowerPoint). Staff confirms physical needs (incl. rentals) to CLC.
x-14	Aug. 16	August 21 RRN column sent by Eaton & Litrell.
x-15	Aug. 20	CSC suggests last <u>minor</u> tweaks of program. Selects volunteers to help with setup et al. Decides on future public open-house dates & formats.

- x-16 Aug. 21 Dress rehearsal of entire program at CPR: **all presenters.**
- 1 Aug. 20-21 **PWT and helpers** set up venue at CLC.
- 2 H Hour -1 Registration desk opens at CLC; distribute literature; manned by ___ from CSC.
Exhibits in lobby?, provided by **staff?**
- 3 HHour-15 min. Theater doors open; walk-in music; “Imagine” logo and scenic slides on screen. *Sedona Serenade*. As people walk in each is handed a survey sheet and a comment/question card.
Sandy Moriarty will control sound & lights.
- 4 5 min. dur’n Room lights down. Spotlight on podium at side of stage. Welcome by **Mayor**; his title slide on screen, no music. He *briefly* thanks staff & SteerCom members for their work; for participation. (Steering Cmte & Staff pix & names on screen as he does this; they don’t stand up or appear onstage.) He also credits Commissions & Council & whoever, & public in general. When talk finished he turns, gestures to screen and walks off.
5. 3 min. dur’n Spotlight down. Updater DVD on plan process to date. **Jim**
6. 4 min. dur’n Spotlight on podium at side of stage. Brief statement of what happens today by **Marty as MC**. He explains survey sheets and comment/question cards. He intros Raber.
7. 4 min. dur’n Spotlight on podium at side of stage. **Raber** tells what any Community Plan can and can’t do. (with Prezi?)
(Elapsed time to here 16 min.)
8. 1:24. dur’n Spotlight on podium at side of stage. Reading light on podium. **CSC members listed below** take turns with scripted live VO of chapters using Prezi program made by Magaziner. Each member has title slide on screen.
Thompson: “Here’s what we’ve heard from you.”
CSC will identify volunteers based on availability and willingness and make decisions as to who presents which chapter]
Magaziner? Vision & Chap 8, Community.
Sather &/or Bower? Chap 3, Land Use & Chap 4, Circulation & Chap 5, Environment.
Reddington &/or LeFevre? Chap 6, Parks & Rec & Chap 7, Econ Devel’t & Ch. 9, Implementation.
(Elapsed time to here 1 hour 40 min.)

9. 3 min. dur'n Side spotlight down. Spotlight up center stage. **Director of Comm. Devel't Snyder** explains what happens next. **CSC members** collect question/comment cards.
10. 14 min. dur'n Room lights up. **PWT** selects a few question/comment cards and **CSC member** reads them. **Staff or CSC** responses (no roving mike). **Marty** announces that **CSC & Staff** members at designated tables here and in lobby will handle other Q's etc., and that all Qs & Cs will be reviewed.
11. 3 min. dur'n **Marty** explains use of lobby tables and future open houses. Thanks audience & g'bye. Exit music; selected slides onscreen. **CSC members** hastily rearrange chairs & tables for Unit 12.
(Elapsed time to here 2 hours.)
12. After program **CSC members & Staff** man designated tables in mtg. room and lobby, to answer Qs and take comments on specific chapters.
CSC volunteers based on availability and willingness and makes decision on who mans which tables; P&Z members will also participate there.]
Possible assignments:
Table 1: Visions & Ch. 7, Community.
Table 2: Chap 3, Land Use.
Table 3: Chap 4, Circulation & Chap 5, Environment.
Table 4: Chap 6, Parks & Rec & Chap 7, Econ Devel't.
Table 5: Ch. 9, Implementation.
13. TBD **PWT & staff** have drinks. **Director** buys.

Needs at CLC Sherie Kennedy 282-9300 events@sedonacreativelife.com

<u>Item#</u>	<u>Need</u>	<u>Responsible party</u>
1.	Two 6-ft tables in lobby (1 registr'n)	CSC member staff registr'n:___
2.	Lobby exhibits for walk-in?	Staff
3.	Handouts on registration table?	Staff
4.	Lights and sound control.	Sandy Moriarty in control room
5.	Background music CDs (Unit 3)	Eaton (Sandy runs CD)
6.	DVD for Unit 5	Eaton
7.	Maximum audience seating: 150.	CLC
8.	Card & survey handout at walk-in	Staff prints; CSC member(s):___
9.	One podium with reading light & mike.	CLC
10.	Video projector, DVD player & stand	Rental from CLC
11.	Laptop for Prezi	Magaziner
12.	Separate projector for Prezi?	Rental from CLC
13.	Laser pointer.	Staff to provide?
14.	Prezi program for Units 4 thru 9?	Magaziner; CLC projector rental
15.	Lobby & side tables for "booths"	CLC has six 6-ft & two 4-ft
16.	Signage for side tables	CSC &/or Staff
17.	Refreshments? (None inside CLC!)	CLC sells bottled water --