



# 2012 Annual Community REPORT

## Welcome to the City of Sedona's first Annual Community Report.

Its purpose is to highlight key accomplishments for Fiscal Year 2011-2012 (July 1, 2011 through June 30, 2012) and to provide major objectives for Fiscal Year 2012-2013. We hope you find it useful and insightful. If you have any questions or comments, please feel free to contact the City Manager's Office at (928) 204-7127. Or for more information and details about the City's budget, the City's website, [SedonaAZ.gov](http://SedonaAZ.gov), is a great resource.

## City Manager's Office

The City Manager's office is responsible for the implementation of City Council policy and work plans. This is accomplished through Council establishment of strategic goals and distribution of work toward these goals throughout the departments. The continuous improvement of services provided to external customers (citizens) and internal customers (employees) is a key focus of the office.

### Major Accomplishments:

- Refinanced a portion of the City's outstanding Excise Tax Obligations, that resulted in savings well in excess of the minimum savings level approved by City Council due to very favorable conditions in the bond market and strong demand for the City's debt obligations.
- Approved a Solar Service Agreement with SunEdison for construction and maintenance of Solar at the Wastewater Treatment Plant. This agreement will save the taxpayers on energy costs to operate the Plant.
- Approved an Intergovernmental Agreement with the City of Cottonwood for operation and management of the Verde Lynx Transit System.
- Launched the live broadcasting and streaming of City Council meetings on the City's cable channel and website.
- Implemented Facebook and approved a Social Media policy.
- Held a Council Candidate Information Session in January and New Council Member Orientation in April.
- Provided extensive public outreach and education on the Home Rule ballot issue.

## Sedona City Council

Sedona City Council regular meetings are held on the second and fourth Tuesday of each month at 4:30 p.m. in the Council Chambers at 102 Roadrunner Drive. The meetings are broadcast via live stream on our website and on local cable Channel 4. Work sessions and special meetings are held as needed. For meeting information, visit our website or call the City Clerk's Office at (928) 282-3113.



### Objectives for 2013

- Revise and streamline the budget process for Fiscal Year 2013-2014.
- Accelerate storm water management projects.
- Institute new Uptown control measures to mitigate traffic congestion.
- Review roles and responsibilities of boards and commissions.
- Implement Communications strategies including annual report, newsletter, Council coffee chats, and website enhancements.
- Update Wastewater Fee Study.
- Update Development Impact Fee Study.

Rob Adams, Mayor  
Mark DiNunzio, Vice Mayor  
Barbara Litrell, Councilor  
John Martinez, Councilor  
Dan McIlroy, Councilor  
Mike Ward, Councilor  
Jessica Williamson, Councilor

## Objectives for 2013

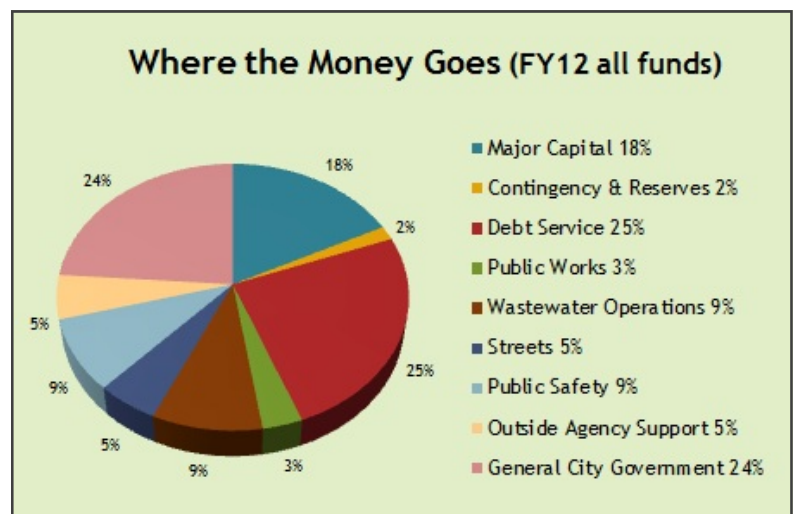
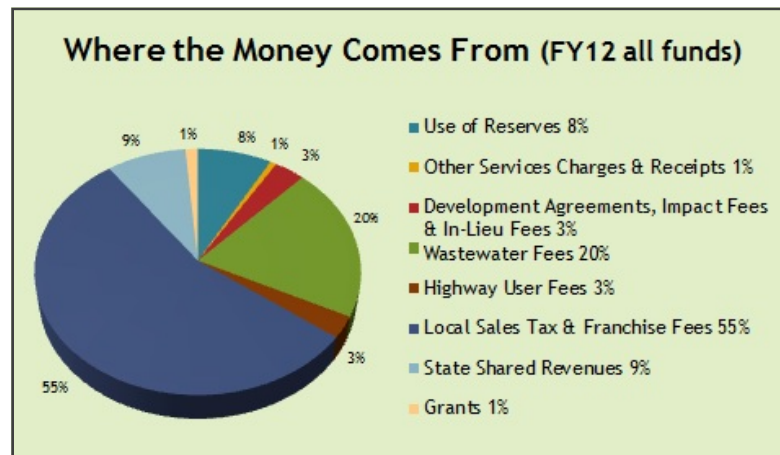
- Make financial information easily accessible for our citizens and maintain financial transparency.
- Evaluate quarterly and annual wastewater billing based on a survey completed by the citizens of Sedona.
- Create an accounting internship program with Yavapai College or Northern Arizona University.
- Update the City of Sedona Purchasing Manual.
- Further expand the City's Wastewater Subsidy Program to assist low-income customers struggling to make utility payments.
- Create and implement a Collections Department to pursue bad debts and increase collection efforts.
- Complete implementation and training of new software system to integrate sharing of City information. This will improve the overall customer/citizen experience.
- Outreach to the business community to open lines of communication and improve relations between the City and the business community.

## Finance Department

The Finance Department provides a variety of services to both external and internal customers. The Department is responsible for wastewater billing and collection services of external customers. For internal customers, the Department provides payroll, purchasing and payables services. The Department also provides investment, debt management, budget coordination and management services to the City Council, City Manager and citizens.

### Major Accomplishments:

- Successfully coordinated with reputable audit firm to complete approximately 20 sales tax audits.
- Created a Popular Annual Financial Report (PAFR) for the Fiscal Year 2010/2011 audit in December 2011. The PAFR is an easily understandable financial report produced for the general public.
- Implemented application requirements for new wastewater service accounts.
- Presented financial information for the annual City of Sedona Citizens Academy.
- Hosted the Arizona State Treasurer, Doug Ducey, to evaluate the City's investments with the Local Government Investment Pool (LGIP).
- Successfully completed the Fiscal Year 2010-2011 financial audit with a new auditing firm, Hinton Burdick PLLC.
- Evaluated and expanded the City's Wastewater Subsidy Program to assist low income sewer customers.
- Completed configuration and began implementation of new Enterprise Resource Planning (ERP) software system.



## Community Development Department

The Community Development department is comprised of five major divisions: Building Safety, Code Enforcement, Current Planning, Long Range Planning, and Development Services. The department also provides staff support to the City Council, Planning and Zoning Commission, Community Plan Update Steering Committee, Sustainability Commission, Historic Preservation Commission, Housing Commission and the Board of Adjustment.

### Major Accomplishments:

- Designated the Dorothy Philips House (1955) as a Local Historic Landmark.
- Successfully organized the Sedona Centennial Historic Homes and Sites Tour partnering with the Sedona Historical Society and the State Historic Preservation Office.
- Adopted new Political Sign Code requirements.
- Completed city-wide enforcement action regarding outside display and signage issues.
- Coordinated the annual Water Wise event for fourth grade students.
- Worked with the Sustainability Commission on a proposed trail system in the Soldier Wash area and also on a designated bike route north of SR 89A.
- Moved forward the City's \$300,000 Community Development Block Grant Program with funding for the Sedona Community Center and housing rehabilitation program. This project will carry over into Fiscal Year 2012-2013.
- In 2011, processed one development review application, six conditional use permits, one time extension, two appeals, five variances, two administrative waivers and 17 minor land division/combination permits.
- Led efforts on the Sedona Centennial planning/celebrations.
- Received National Historic Landmark status for the Chapel of the Holy Cross.



**The Sedona Community Plan** is the City's vision for the future and tells us where and how we should grow and not grow. A Citizen's Steering Committee has been appointed by the Sedona City Council to work with the Planning and Zoning Commission and the community to prepare a new Community Plan that involves our citizens to the greatest extent possible in

defining that vision. The Steering Committee has conducted numerous public involvement activities including community-wide meetings and workshops, meetings with community groups and organizations and provided more imaginative ways to gather ideas from the community, such as a Community Plan Party in a Box – a way for neighbors to conduct their own meetings and bring back the results.

### Objectives for 2013

- Research and evaluate a Green Building Code.
- Research and evaluate a "Recycle & Save" program.
- Develop a rainwater harvesting policy.
- Develop a grey water reuse policy.
- Continue proactive code enforcement of short-term vacation rentals as directed by City Council.
- Update the voluntary Housing policy and Accessory Dwelling Unit ordinance.
- Implement the outdoor lighting matching grant program to assist commercial property owners and businesses in upgrading old lighting fixtures that do not conform to current dark sky lighting codes.
- In early 2013, the Sedona Community Plan will be focused on the community's response to different planning scenarios, creating a common vision and ultimately a draft Community Plan. The new Plan, "Imagine Sedona - 2020 and Beyond", will cover the next ten years and be relevant beyond that as well. This planning process will be ongoing through 2013 and community participation is vitally important because Sedona's citizens will ultimately have the final say in approving the Plan by a public vote in 2014.



## Objectives for 2013

- Finalize and install roundabout art at Schnebly Hill.
- Work closely with Park Maintenance in order to maintain forty pieces of public art.
- Continue to create and host innovative Mayor's Art Awards ceremonies.
- Meet with the arts community for listening sessions on a bi-yearly basis.
- Continue to bring in past and new artists to display their artwork at City Hall.
- Maintain and increase art education funding with state grants and city funding.

## Arts and Culture Division

The mission of the Arts and Culture Division is to be the catalyst for creating excellence in the arts, thus contributing to a vital economy and the highest quality of life for all. The Arts and Culture Division manages the City's arts and culture programs including Arts Education, Mayor's Arts Awards, Art in Public Places, and Art in Private Development.

### Major Accomplishments:

- Conducted a listening session for the arts community in response to Sedona's Community Plan.
- Installation of the Centennial Above and Beyond roundabout art sculptures.
- Continued partnerships with local artists to display artwork at City Hall on a quarterly basis.
- Implemented next public art project for Schnebly Hill Roundabout.
- Coordination of the annual Mayor's Art Awards to honor art community individuals and organizations.
- Increased funding to the Artists in the Classroom Program by an additional \$4,000 in order to reach more students.
- Installation of The Storyteller Cowboy statue at Jordan Park.



## Legal Department

The Legal Department prosecutes all misdemeanor offenses, provides legal services and advice to City departments and the City Council, defends claims and suits brought against the City, drafts and/or reviews and approves all contracts entered into by the City, drafts all resolutions and ordinances submitted for City Council approval, and interfaces with and manages the activities of outside counsel.

### Major Accomplishments:

- Monitored bankruptcy petitions of local businesses for payment of sewer fees.
- Resolved several condemnation cases to allow drainage projects to proceed.
- Reviewed existing cooperative purchasing agreements for Information Technology services.
- Drafted ordinances/resolutions for location of medical marijuana facilities.
- Drafted access internet use agreement for new public WiFi.
- Set up training for departments on SB 1598 for permits/inspections.
- Drafted an ordinance to facilitate collection of fees due to the City.
- Negotiated an agreement with SunEdison for installation of solar facilities at the Wastewater Treatment Plant.
- Prepared resolution/format for uniform fee schedule.
- Negotiated an Intergovernmental Agreement (IGA) with school district for School Resource Officer.
- Assisted in negotiation of an IGA with Cottonwood for Transit Services.
- Provided legal oversight for the November 2011 referendum and Spring 2012 council elections.
- Set up training for police department for investigations of domestic violence.
- Continued with efforts to prosecute and discourage short-term vacation rentals. While the City's Short-Term Rentals Enforcement ordinance continues to be challenged in the Courts, such rentals are still illegal and enforcement efforts continue. A majority of rental advertisers online have now changed their ads to only list rates for monthly rentals, a good first step to at least eliminate illegal advertisements of short-term vacation rentals.
- Prosecuted a total of 308 criminal misdemeanors, 29 of which were DUIs that resulted in 28 convictions.



## Parks and Recreation Department

The Sedona Parks and Recreation Department provides diverse year-round leisure opportunities through the preservation of open space, park settings, recreational facilities and recreation programs/events for citizens, visitors and future generations of Sedona. The Department's areas of responsibilities include recreation for youth, teens, adults and seniors; programming and staffing the community pool; running the adult softball league; and providing special events throughout the year.



### Objectives for 2013

- Grand Opening of the Sedona Wetlands Preserve.
- Design of a Splash Park amenity to be constructed at Sunset Park.
- Installation of a water slide at the community pool.
- Implementation of the City's Ten Year Master Plan.

### Major Accomplishments:

- Hosted two new successful events, the Red Mud Run and A Dog's Day Out in the Park.
- Provided a Fourth of July Laser Show to an audience of 3,000 through a successful partnership with Diamond Resorts.
- Received a \$35,000 grant from Yavapai County to be used on the recreation components of the new Sedona Wetlands Preserve.
- Completed the City's first Parks and Recreation Master Plan in conjunction with city staff and Olssen Associates .
- Completed retrofit to Jack Malmgren Memorial Skate Park to allow for BMX bikes and skateboards.
- Recognized by Arizona Parks and Recreation Association for Volunteer of the Year and Best Aquatic Event of the Year for Pumpkin Splash.



## Public Works Department

The Public Works department consists of four operating divisions: Administration, Facilities Maintenance, Engineering and Inspection, and Wastewater.



### Major Accomplishments:

- Repaved about 3 miles of roadway.
- Upgraded the wastewater treatment process to produce A+ water.
- Completed the construction of pilot wetlands.
- Installed a major storm drainage line across SR 89A.
- Began pre-monsoon storm drainage maintenance program.
- Completed marking of a bike way in West Sedona along Thunder Mountain/Sanborn and adjacent roadways.
- Constructed new air drying beds at the Wastewater Plant.
- Installed a transit shelter along SR 179.
- Swept curbed neighborhood streets as well as SR 89A and SR 179 four separate times as part of the City's street sweeping program to help keep the storm drains free of debris and neighborhoods attractive.
- Issued 411 engineering permits (247 residential; 164 Commercial) and 213 streets permits (63 addressing; 15 banners; 135 right of way).
- Vigorously pursued efforts to enhance the quality of stormwater runoff from construction sites, commercial, and industrial areas throughout the city.

### Objectives for 2013

- Continue construction of storm drainage improvements in the Harmony-Windsong area.
- Continue the pre-monsoon storm drainage maintenance program.
- Install recreational user improvements at the Sedona Wetlands Preserve.
- Make improvements at the Posse Grounds picnic area and multi-use field.
- Pave approximately 3 miles of roadway.
- Install additional dog waste stations to encourage pet owners to pick up waste from their pet which enhances the quality of storm drain runoff to Oak Creek.
- Design a storm drainage outfall in the AAA Industrial area that will improve the automated communication systems for the wastewater pump stations located within the city.

# Police Department

The Sedona Police Department is the primary public safety agency within city government and is responsible for providing professional law enforcement services throughout the community.



Department personnel are on-duty twenty-four hours a day, seven days a week in our communications center and in the field responding to emergency calls and conducting proactive patrol operations. Administrative, investigative and other support personnel work various shifts during week to further our public safety mission. The Department deploys specialty units such as Canine Officer (K-9), School Resource Officer (SRO), Animal Control, Motorcycle Traffic Enforcement, Community Service Aides, and Bicycle Patrol to address unique and specialized service needs. We also participate on regional

law enforcement task forces and teams such as Partners Against Narcotics Trafficking and the Verde Valley Special Weapons & Tactics Team (SWAT) to ensure that the department can readily provide professional mission specific operations in a responsible and cost effective manner. The department is also supported by the dedicated volunteers of our Community Police Alliance program and the youth of our Sedona Police Explorers program.

## Major Accomplishments:

- The department's Bicycle Patrol Program was formalized and has officers that are trained and certified in police bicycle patrol operations.
- The Arizona Governor's Office of Highway Safety awarded a \$29,500 grant to the department for the purchase of a speed/variable message board trailer and funding for DUI enforcement.
- New overtime tracking and monitoring processes were developed with the Finance Department to enhance the management of overtime expenditures.
- The department implemented technology improvements for patrol scheduling and the property/evidence room.
- Traffic collision investigation services have been enhanced through the training of an officer in Traffic Collision Reconstruction and Pedestrian/Bicycle Collision Investigation.

## Objectives for 2013

- Create partnership with Sedona-Oak Creek School District to develop a shared cost School Resource Officer Program.
- Successfully conduct police officer recruitment process to reach full authorized staffing levels.
- Actively seek out grant opportunities to supplement proactive public safety activities.
- Develop quarterly and annual reports on police department activities, crime statistics, public safety trends and other performance related data.
- Work with neighboring law enforcement agencies to develop short-term special assignments for patrol and investigative personnel to enhance and maintain their skills, knowledge and abilities.



102 Roadrunner Drive  
Sedona, Arizona 86336

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## Council Coffee Chats

Please join the City Council for coffee, cookies, and conversation at the Sedona Teen Center. This is an opportunity to talk about issues you think are important for the Council to consider.

Mark your calendars  
from 9 a.m. to 10:30 a.m. for:

Thursday, April 18  
Thursday, July 18  
Thursday, October 17



The Sedona Teen Center is located at  
525-B Posse Ground Road.

**POSTAL PATRON**



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