AGENDA

City of Sedona
Tourism Advisory Board (TAB) Meeting

City Council Chambers - 102 Roadrunner Drive, Sedona AZ

Wednesday, December 3, 2025 — 3:00 p.m.

NOTICE:

Pursuant to A.R.S. 38-431.02 notice is hereby given to the members of the Tourism Advisory Board and the general public that the Tourism Advisory Board will hold a public meeting in the Council Chambers at City Hall at 3:00 p.m. on Wednesday, December 3, 2025.

NOTES:

- The meeting room is wheelchair accessible. American Disabilities Act (ADA) accommodations are available upon request. Please call (928) 282-3113 at least 48 hours in advance.
- Tourism Advisory Board agenda packets are available at the City's website: SedonaAZ.gov/TAB.

GUIDELINES FOR PUBLIC COMMENT:

PURPOSE:

- To allow the public to provide input to the Tourism Advisory Board on a particular subject scheduled on the agenda.
- Please note that this is not a question/answer session.

PROCEDURES:

- Fill out a "Comment Card" at the chamber entrance and deliver to the Recording Secretary.
- State your name and city of residence when you are called on at the lectern.
- Limit comments to three minutes.
- Submit written comments to the Recording Secretary.

1. CALL TO ORDER, PLEDGE OF ALLEGIANCE, ROLL CALL

2. ANNOUNCEMENTS AND SUMMARY OF CURRENT EVENTS BY BOARD MEMBERS AND STAFF

3. CONSENT ITEMS

a. Minutes from Wednesday, October 1, 2025 meeting

4. PUBLIC FORUM: *This is the time for the public to comment on matters not listed on the agenda. The Tourism Advisory Board may not discuss items that are not specifically identified on the agenda. Therefore, pursuant to A.R.S. 38-431.01 (H), action taken as a result of public comment will be limited to advising staff to study the matter, responding to any criticism, or scheduling the matter for further consideration and decision at a later date.*

5. REGULAR BUSINESS

a. Winter 2025/2026 destination marketing campaign update

b. Sedona Tourism Plan 2024-2025 update

c. FY27 Tourism Program budget planning

d. Group discussion: Tourism Town Halls

e. State of Sedona Tourism Research

6. FUTURE MEETING DATE

Wednesday, February 4, 2026—3:00 p.m.

a. Winter 2025/2026 destination marketing campaign launch

b. Tourism Town Halls update

c. State of Sedona Tourism Research

7. EXECUTIVE SESSION

a. Upon a public majority vote of the members constituting a quorum, the Board may hold an Executive Session that is not open to the public for the following purposes:

i. To consult with legal counsel for advice on matters listed on the agenda per A.R.S. 38-431.03 (A)(3).

ii. Return to open session. Discussion/possible action on executive session items.

8. ADJOURNMENT

Physical posting by: Thursday, November 27, 2025 By: DJ

Tourism Advisory Board Meeting Agenda Packets are available on the City's website at SedonaAZ.gov/TAB or in the City Manager's Office, 102 Roadrunner Drive approximately one week in advance of the meeting. Note that members of the City Council and other City Commissions and Committees may attend the Tourism Advisory Board meeting. While this is not an official City Council meeting, because of the potential that four or more Council members may be present at one time, public notice is therefore given for this meeting and/or event.

The mission of the City of Sedona government is to provide exemplary municipal services that are consistent with our values, history, culture and unique beauty.