



102 Roadrunner Drive  
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## 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, June 21, 2011 at 3:00 p.m. in the Vultee Conference Room** located at Sedona City Hall, 106 Roadrunner Drive, Sedona, Arizona. **NOTE: Times noted on the agenda are approximations only and may vary.**

The Order of Business shall be as follows:

1. Verification of Notice, Call to Order, and Roll Call.
2. Announcements from staff and committee.
3. Public comment regarding the update of the Sedona Community Plan – limit of three minutes per person. **(10 minutes for items 1-3)**
4. Appointment of Steering Committee members to the Community Outreach and Program Information Sub-committees. **(5 minutes – 3:10 – 3:15 p.m.)**
5. Discussion/possible action regarding community planning process and future public outreach events. **(1 hour and 40 minutes – 3:15 – 4:55 p.m.)**
6. Discussion regarding future meeting dates and future agenda items. **(5 minutes 4:55 – 5:00 p.m.)**

Tuesday, July 5, 2011 – 3:00 p.m.

Tuesday, July 19, 2011 – 3:00 p.m.

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.*

Kathy Lennon for:  
John O'Brien, Director  
Department of Community Development

Posted Date: \_\_\_\_\_ Time: \_\_\_\_\_ By: \_\_\_\_\_

NOTE: The Vultee Conference Room is accessible to people with disabilities, in compliance with the Federal "504" and "ADA" laws. Those with needs for special typeface print, may request these at the Clerk's Office. All requests should be made twenty-four hours prior to the meeting.

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 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.



**Department of Community  
Development  
Long Range Planning**

102 Roadrunner Drive  
Sedona, AZ 86336  
(928) 282-1154

**Memorandum**

**TO:** Citizens Steering Committee for Community Plan update

**FROM:** Michael Raber, Senior Planner  
Department of Community Development *MR*

**MEETING DATE:** June 21, 2011

**SUBJECT:** June 21, 2011 Steering Committee Agenda

Attached is the agenda for our meeting on June 21, 2011 at 3:00 p.m. in the Vultee Conference Room. This memo also covers the following:

- June 30 Event Outline
- Questions for June 30 event participants (**Attached**)
- Coordination with other City commissions

**June 30 Draft Program Outline**

The following is a general outline of the June 30 event as discussed by the Program Information Subcommittee.

**Pre-event:**

Slides of "word clouds" and "mind map" and photos from May meetings. Also exhibits of comments – as people arrive.

Audience is seated at tables to start and can sit anywhere they like. Tables will probably be arranged in a large circle around a large "Idea Matrix" on the floor in the center. The speakers (Mike B, John S and Elemer M) will probably also be in the center.

**"High-Energy" Introduction/Warm-up (Mike and John):**

Re-cap of the May meetings. What did we hear? What did that stimulate? In the last meeting you saw....(show some slides of the before/after images?)...why did you like this one better than this one, etc...? Emphasize future vision. This is

food for thought as we talk about how we will organize what we hear so we don't miss anything (Elemer). Elemer will give an overview on understanding ideas in terms of viewpoint and theme.

#### Idea Matrix Exercise:

Elemer will introduce. Each table will get a first example question to answer (emphasizing future vision), but they must answer it from the viewpoint that has been assigned to each table (eg. seniors, youth, business, etc). This is a 4-5 min effort. Each table will have a record keeper/scribe (a Steering Committee member). The scribe will:

- Remind the table they are answering from a "youth", etc. viewpoint.
- Indicate they can summarize an idea if they feel the discussion is ignoring that idea.

Then, each table enters the conversation using a list of questions as the catalyst (25-30 min). All comments will be written on large cards. The scribe:

- Works to clarify the point of view when an idea is presented ("from what point of view are you making that comment?")
- Works to identify the theme that the idea may relate to.
- Write down ideas that may only be verbally expressed.
- Shows the interrelationship of multiple themes when an idea can cross over or probe for more ideas within a single theme.
- Reminds the table they can write on the card during the "conversation". Participants should be encouraged to write one idea per card and use as many cards as they need.
- Will always remind the table to think 10-20 years out when answering the questions.

Elemer will find three great ideas with viewpoints. He will present and place these into the matrix on screen to demonstrate how we will organize and record the comments.

#### Conclusion (Angela? Marty?):

Will explain where we are in the process, What is next. What we will do with the ideas we get. Also let us know if you have ideas about future involvement/outreach. Then as a concluding exercise, Elemer will explain how the cards with the ideas will be placed in the appropriate spot on the matrix (on the floor) according to theme and viewpoint. Let's do it!

#### Post-Event:

Committee members chat with citizens.

**Questions for the June 30 Matrix Exercise**

Please review the attached list of questions and provide any comments to staff by June 21. Staff will finalize the list for the June 30 meeting.

**Coordination with other City commissions**

In the June 7 Steering Committee packet, staff noted that we would invite other commission members to our agenda team and outreach subcommittee meetings. Since then, members of the Housing and Sustainability Commissions have met with our agenda team and members of our Outreach Subcommittee to discuss coordination opportunities with the Steering Committee during this Plan update. We will also continue to provide regular updates with the Planning and Zoning Commission. The following are the coordination opportunities that we will be implementing (so far):

- 1. On-going updates on other Commission agendas. Barbara Litrell is Council liaison to the Housing Commission and Gerhard Mayer is on the Parks and Recreation Commission. We will provide a list of all commission meetings over the next few months. In addition to Barbara and Gerhard, please let staff know if any of you would like to attend one of these meetings and possibly provide an update or participate in discussions regarding commission coordination (as applicable on their agendas). The following are dates and times we have so far:

Sustainability	- June 22 (9:00 a.m. in Vultee)
Parks and Recreation	- June 27 (tentative)
Housing	- July 5 (5:00 p.m. in Vultee)

- 2. Regular updates from other commission members to our agenda team (Jim E, Barb L, Marty L, Jon T) or our Outreach Subcommittee.
- 3. On-going updates, as needed, on the Steering Committee’s regular agenda.
- 4. Special Steering Committee meetings (Starting in July). Although this idea has not been specifically discussed with other commission members, the idea is to invite other commissions to special steering committee meetings to provide the Steering Committee with a good overall perspective of what the other commissions are doing and their role in the Plan update process. Specifically:

- Their mission
- Their accomplishments
- Items they are currently dealing with
- Their vision for the future

Staff will distribute copies of other commission work programs to the Steering Committee.

5. Topical Planning Workshops (August-September). A series of planning workshops would be conducted on several topics. These would be both informational and provide for public dialogue. Some of these topics are linked directly to other commissions (ie. Arts and Culture, Historic Preservation, Housing, Parks and Recreation, Sustainability). For these subjects, other commission members can help provide information in their areas of expertise and possibly lead some of these presentations/discussions. (These workshops had been tentatively slated for the month of July).



## Questions for June 30, 2011 Workshop

Reminder: "Imagine Sedona 2020 & Beyond" when you respond

### Big Picture Questions

After the Community Plan is completed, you return to Sedona in 2020. What would you look for to see if your values and goals had been met?

What areas need work to balance the community as it matures?

List 3 ideas to accomplish in the next 10 years.

When Sedona is at its best, what stands out and why?

Sedona would be a better community if (fill in the blank)\_\_\_\_\_

What makes Sedona a unique community and what should we be certain not to lose or erode?

What big issues could the Community Plan process discuss and find solutions/strategies for?

What little things could the Community Plan focus on for quick/easy progress?

### Economy

What will tourism in Sedona look like in 2020?

What are your thoughts about helping to diversify the economy?

### Former Planning Efforts

Which ideas from prior plans should be revived? (e.g. Heart of Sedona Plan, West Sedona Commercial Corridor Study)

### More Specific Topics

What changes would you make in west Sedona and along the 89A corridor and what would you like to see developed there in the next 10 years?

How would you promote local food production and sustainability?

What do you feel about community festivals?

