

City Council Pitch Deck

NICK SIVEK - CITY COUNCIL HOPEFUL

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AGENDA

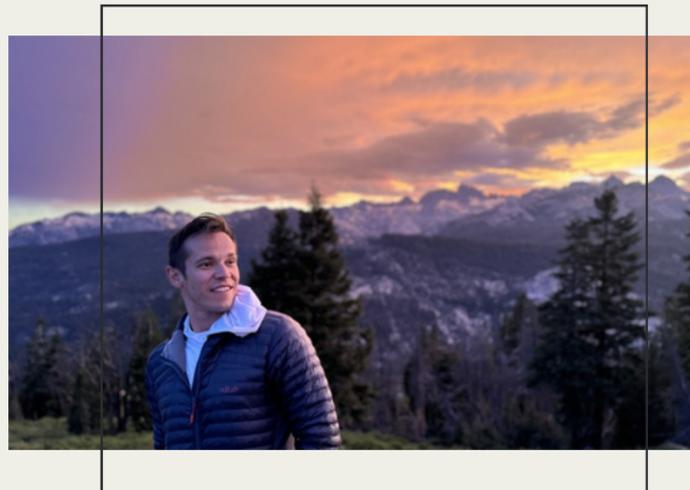
- Background
- Mission and Vision
- Goals, guiding values, and principles
- Community defined
- Home Rule
- Cultural Park
- Thanks.

MEET NICK



SEDONA STORY

- First became a resident in 2012, left in 2013 to pursue graduate studies
- Site unseen, never visited, arrived at night, fell in love in the morning
- Returned in 2016
- Spent 4 years acclimatizing to the trails, community, and the Sedona life



Brief CV

- BA in Psychology, specialization in Human Resource Management
- MS in Industrial Organizational Psychology
- Applied consulting experience at local consulting firm: conducting community needs analysis w United Way
- Teach psychology at Coconino Community College in Flagstaff since 2020
- Commercial Property Manager of The Collective Sedona, Hyatt Shoppes at Pinon Pointe
- Closed 50 leases among aforementioned properties, Sunset Plaza, Basha's Plaza, Hillside, Plaza West, Colombia Storage, Cortez Suites, Vista Village, Clark's Plaza, Arches.
- Former Humane Society Volunteer, Friends of the Forest/Stewards of Sedona, Sedona Westerners
- Former Hiking Guide at Trail Lovers

MISSION + VISION

Novel perspectives lead to better solutions
and leadership is a process, not a position.

If you desire to contribute to our community,
you deserve to be here and be heard.

GOALS, GUIDING VALUES, AND PRINCIPLES

- Continue to create trust of City Council by:
 - Act as bridge among all residents, City staff, and business community
 - Maintaining open door policy, my phone number is everywhere
 - Transparently spreading factual information
- We all love Sedona, came here to be here.
 - The glue that binds us; axiom that determines decision making
 - I have a unique perspective that guides decisions
- Community and Quality of Resident Life
 - Yes on Home Rule
 - Encourage public/private partnerships to reduce housing deficit
 - Address STR concerns by adding diverse housing, focusing on families
 - Support for Sedona in Motion as a means of reducing traffic, protecting our environment.

WHAT IS COMMUNITY?



Sustaining **Tourism**

- Tourism is our natural resource
- Sedona has not existed without it
- Support for Sedona in Motion
- Targeted advertising supporting resident and business needs
- “Great place to live is a great place to visit” - Pfaff?

Balancing **Short Term Rentals**

- Leverage city attorney for ideas
- No “white flag” mentality
- Grandfather use in
- 9-500.39.B.1
 - Septic and Occupancy
 - ADA, Health Dept, Insurance levels similar to hotels
- 9-500.39.B.2
 - Strike system, must appeal in person

Increasing **Housing**

- Encourage Private/Public partnerships
- Listen to resident opinion and weigh with community needs
- “If willing to do the work to live here and give back to the community, you should live here”

Reducing **Traffic**

- Continued support for Sedona In Motion

YES ON HOME RULE

We are so fortunate to live in a beautiful community.

- If NO, minimum 7 months of questionable services.
 - A NO vote ultimately hurts residents
- Extra cars on the roads or people on the trail is small price to pay for our quality of life
- Taxes will still be collected, garnering interest for some future Council
- PBA, though estimating a decade out seems intimidating due to seasonality, I argue we have the data to make a decision



Short list of amenities provided by home rule

- Posse Grounds Park
- Sunset Park
- Sedona Wetlands Preserve
- Jordan Historical Park
- Other neighborhood parks
- Community pool / aquatics facility
- Dog park
- Skateboard / BMX park
- Sports fields (soccer, baseball)
- Tennis / pickleball courts
- Basketball courts
- Splash pad / water play areas
- ST&PS/SUP
- Trailhead Shuttle/ Park n Ride Lots
- Sedona Shuttle Connect
- The HUB and Posse Events
- Sedona Public Library
- Humane Society
- Police department and community policing programs
- Municipal court services
- Public works infrastructure (roads, drainage, utilities)
- Planning and development services
- Emergency services coordination

CULTURAL PARK

- Support for CP2.0 or other private interests that include housing
- Council and Staff may need to reassess resources and pivot to other properties
- Will campaign against a petition to block residential development on property
- LOGIC:
 - “Housing” has been a hot topic since before 2007.
 - Denied or blocked at various sites
 - Site *was* perfect
 - Property was purchased for housing
 - 41 Acres is a lot of land to avoid a compromise



Q+A...

Thanks.

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