

Bill Chisholm, Sedona City Council wchisholm@sedonaaz.gov

Any opinions contained herein are my own, and do not necessarily reflect the views of the City of Sedona or the Sedona City Council. My highlights are not intended to be all inclusive - the public record is the final authority.

Good afternoon everyone! I hope your year has gotten off to a great start. In this iteration of my newsletter I created a 'quick summary' section. This section is intended to give you the very short version of the major City Council related actions that have occurred since my last newsletter. I hope you find this useful. As always if you have any questions, comments, or concerns please reach out to me at wchisholm@sedonaaz.gov. I appreciate all of your feedback – please keep it up.

Quick Summary of Activities since the January 2019 Newsletter

- We approved the Bristlecone Pines 30-home subdivision. This land use was allowed by the zoning established for the property.
- We discussed, tweaked, and supported the objectives and tactics associated with the new Sustainable Tourism plan. The plan supports four key pillars impacting our community; the Environment, Resident Quality of Life, the Quality of the Economy, and the Visitor Experience. You can get an overview this Wednesday Feb 20 from 1p-2p at the OLLI lunch (bring your own) and learn session. SCC&TB CEO Jennifer Wesselhoff will speak about the Sustainable Tourism plan. Location - Yavapai College Sedona Rm 34.
- Work continues regarding the potential implementation of a Sedona based shuttle system. On Tuesday Feb 26th @ 4pm at the Sedona Public Library a public meeting will be held to present the refined options related to the 'transit study' a.k.a. shuttle service ideas.
- A two-day retreat was held in early January with the intent of discussing council priorities, procedures, and to discuss FY20 (July 1, 2019 - June30, 2020) tourism related goals. Our high priority goals are to address/continue to address; traffic congestion, workforce housing shortage, environmental stewardship/sustainability, communication with the community, PBA (permanent base adjustment) analysis in time for the 2020 election, and the Sustainable Tourism Plan. We also agreed our visitor target should be to 'maintain' current levels to the extent we have that control.
- We selected the Church of the Red Rocks "family's w/children" temporary homeless shelter project as the target project for the ~\$330,000 CDBG (Community Development Block Grant) grant. This grant is given to a Sedona selected organization once every 4 years.
- The City Council unanimously supported the actions of the Sedona Planning and Zoning Commission when they approved, with conditions, a conditional use permit for the Arizona Water Company Water Tank Facility to be located at 55 Bell Rock Trail.
- We reviewed a 3rd party independent audit report regarding a 'clean' audit of Sedona's FY18 (July 1, 2017 – June 30, 2018) financials.
- The city council unanimously agreed to support 'concept 1' for the uptown median whose construction is expected to start in conjunction with ADOT work in the canyon this year.
- The Council reviewed the Sunset Live/Work CFA (community focus area) plan. Most of the council supported, and we authorized city staff to allow up to 4 story buildings (45' tall) to be built in this specific CFA assuming certain criteria were met. The intent is to not only create an economic development area where people can live and work but to make workforce housing projects more realistic for developers to propose.

Did you know? I want to remind residents that we have a 'low-flow' monthly sewer rate which is \$47.52 vs. \$61.11 (22% discount). In order to qualify all toilets in the home must not exceed 1.6 gallons per flush. We also have a low income wastewater subsidy rate of \$32.17 which is a 47% discount off the regular rate. Go to the city website and search "low income" for eligibility details.

Upcoming Events

1. Wednesday (this Wednesday) Feb 20 1p-2p OLLI lunch (bring your own) and learn – SCCTB CEO Jennifer Wesselhoff will speak to the Sustainable Tourism plan. Yavapai College Sedona Rm 34.
2. Tuesday Feb 26th @ 4pm @ the Sedona Public Library - a public meeting will be held to present the refined options related to the 'transit study' a.k.a. shuttle service ideas.
3. Moonshot April 11-13 April 11-13 is the date the Verde Valley Regional Economic Organization proudly presents an exciting NEW two and a-half day event -- the Moonshot AZ Pioneer Pitch. This Shark Tank-inspired entrepreneurial business pitch contest is open to anyone who's doing or wanting to do business in Sedona and/or the Verde Valley. At this event entrepreneurs will have

the opportunity to get instruction and advice from industry experts on how to start or accelerate their business ideas and compete for cash and prizes. Registration and tickets are available now on the VVREO website. Visit <http://www.vvreo.com/>

You want to read more? Following is a little more detail on highlights since the January 2019 Newsletter

Go to city website links below for even greater detail and supporting documentation;

- <http://www.sedonaaz.gov/your-government/council-commissions-committees-boards/meetings-video-audio>

- <http://www.sedonaaz.gov/your-government/council-commissions-committees-boards/meetings-documents>

20190108 City Council Regular Session: (1) Reviewed and approved the Preliminary Plat for a 30-home subdivision on Bristlecone Pines Rd. This is step 3 of a 5-step process and there are a handful of items that must be addressed before Final approval is granted. (2) Discussed changes to the Posse Grounds Park Operations plan specifically targeting the use of the Pavilion (a.k.a. Barbara Allison Park). Several items were discussed however the most significant involved (a) council agreeing to extend the hours of availability to 10pm to match other venues in that area, (b) council agreed to increase the max number of people allowed to coincide with fire marshal maximums, and (c) council communicating our intent that we ensure traffic/parking and noise levels at events are managed to minimize impact to surrounding residences. The topic of allowing alcohol to be served outdoors came up and it was determined that this subject was not within the scope of the noticed/agendized item and so this discussion was deferred.

20190109 City Council Work Session: We discussed the “Sustainable Tourism” Plan, it’s 4 pillars, objectives, and tactics. There was extensive time and effort over several months put into this analysis and plan development. The following is a very high-level view of the plan.

- Mission “To lead the Sedona Tourism Industry in embracing sustainability practices that enable the long-term health of Sedona – its environment, an excellent quality of life, long-term economic strength and a positive visitor experience.” To help achieve this mission, four strategic pillars that serve to organize the objectives, strategies and tactics are recommended in the plan. The four pillars include Environment, Resident Quality of Life, Quality of the Economy and Visitor Experience.
 - ENVIRONMENT - Lead the tourism industry in implementing sustainability principals, positioning Sedona as a national and international leader in destination stewardship.
 - RESIDENT QUALITY OF LIFE - Maintain and enhance the elements that make Sedona a truly special place to reside.
 - QUALITY OF THE ECONOMY - Shape and expand the Sedona economy in ways that ensure its long-term sustainability and vibrancy.
 - VISITOR EXPERIENCE - Continue to provide an excellent visitor experience that highlights Sedona’s sustainability values and keeps visitors coming back.
- Each pillar presents key objectives and associated tactics to move the objective forward.
 - Environment
 - Objective 1 Implement new waste prevention, reduction and diversion strategies, focused on visitors and their impacts in the Sedona region
 - Objective 2 Expand programs that encourage minimal water usage and protect water quality
 - Objective 3 Create new programs to help businesses and visitor’s moderate energy use and utilize alternative forms of energy
 - Objective 4 Launch initiatives that lessen impacts to lands (including noise, air and light pollution) and better ensure long term sustainability
 - Objective 5 Take leadership role in educating and engaging visitors on sustainability initiatives and encouraging them to be a sensitive guest while in the destination
 - Quality of Life Pillar
 - Objective 1 Expand use of shuttle systems to reduce vehicular traffic and enhance access to trails and other key destinations
 - Objective 2 Implement new infrastructure and multi-modal solutions to facilitate visitor traffic flows
 - Objective 3 Expand use of technology to help solve transportation challenges
 - Objective 4 Deepen engagement with Sedona residents, expanding their knowledge of tourism and efforts to manage it to an effective balance
 - Objective 5 Develop new sustainability-focused experiences that resonate with both Sedona residents and visitors
 - Objective 6 Manage current and future accommodations in ways that ensure they are in balance with long term sustainability of destination
 - Quality of Economy
 - Objective 1 Sustain adequate levels of economic activity in need periods and disperse visitation to moderate congestion

- Objective 2 Expand interagency collaboration to maximize capabilities among diverse Sedona organizations
- Objective 3 Adjust tourism marketing to achieve a balance between quality of life and a healthy economy
- Objective 4 Pursue innovative approaches to employee housing and training
- Visitor Experience
 - Objective 1 Deepen understanding of existing experiences, how best to access them, and how to apply sustainable practices while visiting
 - Objective 2 Work to disperse visitors across the broader Verde Valley region to help moderate congestion at key Sedona experiences

For each tactic the following detail is also provided:

- Timeframe: Short (12-18 months) Mid (2-3 years) Long (4-5 years)
- Impacted Pillars: The pillars impacted by the tactic are depicted by icons, with the pillar most impacted represented by the large icon and the smaller icons representing additional pillars impacted.
- Lead Partner: The entity (or entities) taking prime responsibility for moving the tactic forward.
- Support Partners: Additional partners that will be integral to successful implementation of the tactic.
- Metrics: Examples of the types of metrics that will be utilized to help evaluate the effectiveness of tactical efforts, these metrics and specific targets (if appropriate) will be developed by the mix of lead and support partners to ensure collaborative agreement among the entities.
- Description: An explanation of the tactic is outlined, providing additional insight to key elements of the tactic.

20190110 Open to the Public Shuttle Workshop: The study authors articulated that hop on/off and free service would incent the most ridership. Ridership is important because that not only helps our work regarding the environment but impacts traffic congestion by reducing the demand component of our roadways. It is anticipated that the shuttle service while only getting a small percentage of total cars off the road that this reduction will help our roadways from reaching critical 'knee of the curve' volumes during all but our most high-volume days. The 2017 citizen livability survey indicates wide support for public transportation and that theme was echoed in the most recent sustainable tourism planning. Public transportation will not pay for itself in hard dollars. Soft benefits e.g. positive environmental impact, role in demand management on the roadways, enabling connectivity for some, providing more choices cor others are the soft benefits expected with a shuttle system. Next Tuesday Feb 26th @ 4pm at the Sedona Public Library - a public meeting will be held to present the refined options related to the 'transit study' a.k.a. shuttle service ideas. If you decide to attend, please let me know your thoughts. I will not be there myself as this event coincides with our regularly scheduled city council meeting.

20190115-16 City Council Retreat

1. FY20 Priorities – City council and city staff discussed priorities for the upcoming fiscal year. The high (H) and medium (M) priority items were as follows (please note that all these items will be getting attention);
 - a. (H) Traffic Congestion – Sedona In Motion program
 - b. (H) Workforce Housing; regional, local, multi-family rental
 - c. (H) Environmental stewardship/sustainability
 - d. (H) Communication with the community
 - e. (H) PBA (Permanent Base Adjustment) analysis in support of 2020 ballot.
 - f. (H) Sustainable Tourism Plan
 - g. (M) Emergency Preparedness
 - h. (M) Economic Diversity
 - i. (M) STR (Short Term Rentals) - local actions (enforcement of current rules, local rule changes as applicable) in addition to supporting Arizona sb1350 tweaks.
2. City Council Policy and Procedure – current city council rules of conduct and procedures were discussed. The topic of moving the city council meeting start time to something later than 430p was brought up however the typical duration of our meetings would cause sessions to go later into the evening which council believes will cause challenges for our citizens driving home, those staying up to watch, as well as staff following day arrival time expectations impact. As such no change in start time was agreed to. No other procedure or policy changes were recommended.
3. City Council, SCCTB board members, and city staff discussed expectations for the FY20 year. The joint team agreed that for FY20 (July 1, 2019 through June 30, 2020) that;
 - a. Advertising will continue to occur in support of drawing visitors here during the slow months of the year. Surveys tell us that 40% of our tourists are return visitors. As such we need to find the remaining 60% new visitors each year.

- b. City staff and SCCTB representatives will collaborate now through June 2019 to create the FY20 workplan for review by council. This effort is done in parallel with the FY20 budget process. Ultimately the FY20 work performed by the SCCTB using public funds must be approved by the City Council.
- c. By Sedona ordinance 2013-07 55% of collected bed tax “shall be devoted to the promotion of tourism and allocated to a contracted destination marketing organization“. The joint team discussed the potential to eliminate the ‘variable’ (i.e. 55% of estimated amount) model and establish a ‘fixed’ amount methodology. No final decision was made and this topic is still open.

20190122 City Council Executive Session – City Council met to consider the City's position and instruct the City Attorney regarding litigation in the matter of Son Silver West vs. City of Sedona, Case No. CV 2016-00306. This matter was brought in executive session pursuant to A.R.S. 38-431.03(A)(4).

20190122 City Council Regular Session - Selected primary and secondary projects for the Federally funded CDBG (Community Development Block Grant) funds of ~\$330,000. By majority vote the Church of the Red Rocks request was selected to receive the funds. The Church of the Red Rocks project is “to provide overnight housing in Sedona for homeless families with children and, if space is available, it will also serve single, homeless, elderly women.”

20190123 City Council Executive Session - Discussion/consultation with the City Attorney for legal advice regarding the appeal in Planning and Zoning Case No. PZ17-00001 (CUP, DEV). This matter is brought in executive session pursuant to A.R.S. § 38-431.03(A)(3). [This case had to do with the AWC Water Tank facility.]

20190123 City Council Work Session – Council met regarding an appeal of the Planning and Zoning Commission's October 16, 2018 approval, with conditions, of a conditional use permit for the Arizona Water Company Water Tank Facility located at 55 Bell Rock Trail. The water tank is minimally needed to enhance our systems fault tolerance and minimize risk to our fire suppression capability. City Council unanimously voted in support of the P&Z Commission’s decision on this matter.

20190212 City Council Regular Session: Council reviewed the DIF (Development Impact Fee) calculation model which included agreeing to estimates for resident growth, housing/business growth, and selected infrastructure improvements over the next 10 years. This is a process we are required (by state statute) to review every 5 years. Council also reviewed the FY18 CAFR (comprehensive annual financial report) audit results. The city continues to receive a ‘clean’ independent audit regarding our financial reporting. Finally, council reviewed three options related to the uptown median and unanimously selected concept # 1. The uptown median is needed to reduce/eliminate jay-walking and left turning movements which are causes of ‘friction’ which during peak times trigger significant traffic congestion bottlenecks.

20190213 City Council Work Session: Council discussed the Sunset Live/Work CFA (community focus area) vision. The area defined by this CFA is the upper section of the Sunset/Shelby loop. The CFA Vision is “This is an industrious, creative, and active district where people live and work, bordered by a city park and National Forest with an abundance of trails and scenic views.”. By majority vote council agreed to allow staff approval of up to 4 stories (45’ height) for buildings in this specific CFA for those projects that meet certain criteria. Additionally, dark colors (more restrictive than currently allowed colors) would be required to better facilitate blending in with the natural surroundings. Council also agreed that the city taking over maintenance of the private roads in this CFA as well as enabling enhanced sewer accessibility was in the best interests of the community at large. This conclusion was supported by the many citizens that use the private road, trail access, and/or support the non-profits in the area e.g. Humane Society of Sedona, Sedona Recycles, and the Community Food Bank.

- CFA Objectives:
 - Affordable housing equal to 12% of the square footage of commercial buildings or 12% of residential units. See the City of Sedona "Development Incentives and Guidelines for Affordable Housing".
 - Development projects with a mix of uses - A mix that includes at least 25% residential
 - Public lands access (such as trail easements)
 - Trailhead parking (minimum of 10 parking spaces)
- Flexibility of Development Standards: - Projects that provide for at least two of the CFA objectives listed above may be permitted deviations from Land Development Code requirements, such as the following development standards: Density, Setbacks, Lot Coverage, Parking, Landscaping, Height not to exceed 45' subject to the following: Painted in a color with a light

reflective value (LRV) of 20 or less. Unrelieved building planes cannot exceed 400 square feet. Note: Council discussed ensuring that housing remained a key factor in the establishment of the entrance criteria to flexible development standards.

Have a great rest of the month. Reach out with any questions, comments, or concerns at wchisholm@sedonaaz.gov

Bill