



# Community Connection

*News and events for citizens of Sedona*

June 2015

SedonaAZ.gov

## *An Update from Mayor Sandy Moriarty*

Welcome to summer in Sedona! We're starting off with a few nice summer rains to get those spring and summer wildflowers blooming, and they're looking beautiful. Inside this newsletter, you'll find updates on what we've been up to over the winter and spring months, and some upcoming summer events. Our top notch Parks and Recreation Department has some great activities planned for you, so be sure to check them out. They put on a dynamite Celebration of Spring in April, which was enjoyed by about 1,500 kids of all ages, so come join in the summer event fun coming up.



A few of the items already in process are the enhancement of the City's website, which will roll out this summer, Uptown crosswalk and safety improvements, finalizing a street performers' ordinance, continuing work on an economic development program, and looking for funding sources for our Capital Improvement Program. We will continue to work on specific area plans for the Community Focus Areas identified in the Community Plan. To see how you can get involved, look for "Citizen Engagement" on the homepage of our City website, [www.SedonaAZ.gov](http://www.SedonaAZ.gov). You can register there to participate in any of the various committees formed to accomplish specific tasks.

We are excited to welcome our new City Manager, Justin Clifton, and his wife Shelley to our community. They come to us from Delta, Colorado, and they love to hike and are also runners, so look for them on our many trails, as well as around town. They are expecting their first child in July, so Sedona's population, recently increased by two, will be increasing again before long, at least by one.

Our City's financial health remains strong as the economy recovers, with both sales and bed tax collections exceeding budget by 14% through the end of March, nine months into our fiscal year, while expenditures remain on budget. State-shared revenues are also up compared to the previous year. Overall revenues in the Wastewater Fund continue to trend just above budget.

One of the new City Council's first tasks was to develop our priority list for the coming year, and beyond. Some items are shorter term and easier to accomplish than others, and some are major financial commitments. Some items were already in process when we took office, while others are new to the list. They derive from a variety of sources, including the Community Plan and the Citizen Engagement Program.

The two major big ticket items we will be undertaking soon are a citywide multimodal transportation and traffic study and the review and update of our Land Development Code. Storm water management is ongoing, after the acceleration in the last couple of years of spending to address drainage issues which have a major impact on the safety of our neighborhoods and roads. We also hope to develop a plan to franchise garbage and recycling services in our community. This will lessen excessive wear and tear on our streets from the multiple trash trucks which travel them daily.

We are proud to announce that the new viewing deck at the Wetlands Preserve is now open, complete with a roof to provide shade in the summer months coming up. If you haven't had a chance to visit the Wetlands Preserve, take the short drive west toward Cottonwood to get a closer look at the ponds and enjoy the peaceful environment. Walk north toward the back of the area to access the viewing deck over the large pond, which attracts a variety of birds and waterfowl. Enjoy a picnic under the ramada near the parking lot, or walk your dog along the paths that circle the ponds.

Whatever you do, have a safe and enjoyable summer.

*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.*

## Arts & Culture

We are fortunate to not only live in one of the most beautiful places in America, whose southwest landscape is a work of art in itself, but to also have an abundance of artists residing here. Whether their creative expression is visual, performing, music, literary, film, dance, or culinary, each one shapes and enriches our community in their own unique style. The City of Sedona supports and honors our local artists and their work in many ways. In fact, we have recently introduced an Arts & Culture Initiatives Work Group specifically designed to identify ways the City can help facilitate and promote art in our community. We are always looking for passionate people to join our creative work groups, so feel free to reach out and become engaged.

We are anticipating the completion of the Schnebly Hill Art in the Roundabout. Sculptor Reagan Word is in the process of producing his majestic bronze, "The Open Gate." This beautiful work of art depicts a gate motif guarded by a blue heron, which is at the base of a spherical and open apple tree, which grows from the life giving waters of Oak Creek. This visionary installation promises to bring creative life to this heavily trafficked area.

City Council recently approved instituting a Moment of Art once a month before the regularly scheduled council meetings. Our first moment was brought to us by Steinway pianist Louis Landon, performing his new song "Sedona on My Mind." We were also fortunate to have him sign up for our valuable Artist in the Classroom program. This year was extremely productive with many new, prominent local artists signing on to work with



students in our local schools. Chris Spheeris, a talented award-winning musician, kicked off the year composing a song for high school students to perform during their holiday concert and ended the year with his inspirational workshops, which included poetry and music. Writer Anne Crosman brought her creative writing talents to reach middle school students. Multi-talented artist Jason Voss taught students the art of papermaking and Mary Kuder helped students create panels for a large indoor multi-cultural

mural. Tara Blackstone worked on a colorful wall mural based on art and geometry, while Solomon and Theresa Morris brought their musical talents to the schools covering Black History Month and poetry.

Art is an integral and thought provoking part of our lives that is something we share and brings our community together. What better way to come together than to honor those that have made a creative and significant contribution to Sedona? We look forward to offering the Sixth Annual Mayor's Arts Awards. If you know someone or an organization who has contributed to the advancement or preservation of the arts in Sedona, there are several categories to consider nominating them for: Individual, Organization/Business, Lifetime Achievement and Education.

Every 3 months local artists are invited to display their work throughout City Hall. For current artists featured in the Art Rotation program, please visit [www.SedonaAZ.gov/arts](http://www.SedonaAZ.gov/arts).

If you are interested in any of these programs, please contact Nancy Lattanzi, Arts & Culture Coordinator, at [NLattanzi@SedonaAZ.gov](mailto:NLattanzi@SedonaAZ.gov), or call 928-203-5078.

## Sedona Citizens Connect

Just over a year ago, the City of Sedona launched a smartphone application called Sedona Citizens Connect. It allows Sedona residents to help improve their neighborhoods and the City by reporting non-emergency civic issues, such as potholes, flooding, abandoned vehicles, and loose animals. The mobile app is free for iPhone, Android, and Windows smartphone devices. To download the App, search for "Sedona Citizens Connect."

Sedona Citizens Connect allows a user to capture an issue with a photo, video, or audio. The user then uploads the media, along with GPS location information pulled from the device, and submits a report directly to the City. The report is routed by the City Clerk's Office to the

appropriate City staff for follow up. Feedback is available to the user based on the action taken by the department handling the report.

In addition, if you do not have a smartphone, you can report an issue via the City's website at [www.SedonaAZ.gov](http://www.SedonaAZ.gov). On the homepage, click on the "Report It!" button or go to the "I Want To" tab, "Report," and then "Citizens Connect - Service Request." Service requests may also be tracked on the website.

Using Sedona Citizens Connect helps the City use technology to save both time and money while improving accountability and responsiveness.

# Economic Development in Sedona

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As residents, business owners and property owners, we all recognize that Sedona is a special and unique place that is considered by some to be equal or superior to many National Parks. The City of Sedona, encompassing slightly more than 19 square miles, is completely surrounded by the Coconino National Forest and half the land within the City limits is National Forest. It is our collective responsibility to protect this natural asset while also balancing the needs of residents, business owners and visitors alike.

Because the essence of the Sedona experience for residents and visitors arises from our extraordinary landscape, Sedona's economy has been largely shaped and defined by the tourism industry and it is likely that it will continue to be a visitor-driven economy. Such dependency might be acceptable if the tourism industry remained vibrant throughout the years; however, as experienced with the recent recession, that may not always be the case.

Based on City Council direction, the City is currently in the process of creating a strategic plan, that when implemented, is intended to help stabilize and vitalize the economy with greater diversity, businesses and jobs, while enhancing the quality of life enjoyed by residents and visitors. The combination of strengthening our primary tourism industry and diversifying into other suitable industries holds the promise of improving Sedona's economic prosperity and sustainability.

One of the keys to Sedona's long-term sustainability is understanding our challenges. The Sedona Community Plan identifies three key issues related to economic development:

- heavy reliance on tourist-based economy for jobs, income and taxes
- a lack of economic diversity
- limited dedication of City resources to economic development

Additionally, the Sedona Community Plan offers economic development goals to provide for a more diverse and

prosperous economy, which include:

- supporting locally owned businesses
- recruiting new businesses and organizations representing different business and institutional sectors that diversify Sedona's economic base
- incorporating an asset-based framework into economic development efforts
- improving the City's transportation, information and communication infrastructure

As such, diversification through recruitment of other strategic business sectors is one approach that could contribute to a healthier, more diverse and robust economy that is not as dependent upon tourism. Providing assistance to existing businesses, through business retention and expansion efforts, is another approach. Small businesses and entrepreneurs are often the drivers of job creation and innovation in most economies, including Sedona. It is important to understand the needs of our business community and implement policies and leverage strategic partnerships to assist locals businesses.

A "Business Checklist" was created and is available on the Community Development Department web page at [www.SedonaAZ.gov](http://www.SedonaAZ.gov). This checklist will help with business licenses, permits, and inspections needed to get businesses open and keep them on schedule with expansion and improvement plans. Our goal is to work with businesses to navigate the various codes and requirements that help keep Sedona one of the most special places on earth while also helping to build and maintain a thriving economy.

The Community Development Department encourages residents, business owners and property owners to meet with staff and share ideas, comments and concerns. Working together we can balance the various and vast needs of our community, while also being a "city that is constantly vigilant over the preservation of our natural beauty, scenic vistas, pristine environment and cultural heritage."

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## Sandbag Locations

The City of Sedona has a limited amount of filled sandbags available for residents to pick up during flooding emergencies at the following locations:

- City Maintenance Yard, 2070 Contractors Road
- Sedona Red Rock High School, 995 Upper Red Rock Loop Road
- Uptown Public Parking Lot, 260 Schnebly Road

The following locations are currently maintained year round with bags and sand that residents may fill themselves. It is suggested that residents bring their own

shovel for filling the sandbags.

- Sedona United Methodist Church, 110 Indian Cliffs Road (SR 179)
- Sedona Red Rock High School, 995 Upper Red Rock Loop Road
- Uptown Public Parking Lot, 260 Schnebly Road

To view a map of these locations, go to the Community Development Department web page at [www.SedonaAZ.gov](http://www.SedonaAZ.gov) or for more information, please call Engineering Services at 928-204-7111.

## Citizen Engagement Program

The Citizen Engagement Program, an innovative way for residents to be involved in the City's decision-making process, has been in existence for approximately one and a half years. Key to this program is citizen participation in groups that work with staff to resolve an issue. Since the program's inception, over 200 people have registered for the program with seventy percent of these registrants participating in a volunteer opportunity. In addition, over 25 work groups have been created.

Work groups are broad-ranging and examples include:

- Dells Land Use Work Group is considering utilization of the 200 acres near the Wastewater Treatment Plant in a way that benefits the community.
- Citizen Budget Work Group members attend budget meetings and provide feedback on what City funds are spent where.
- Arts and Culture Initiatives Work Group helped brainstorm arts initiatives the City could pursue, including a celebration of the arts at City Hall.

While the work groups above are already operational and are not actively seeking members, there are future opportunities including the Brewer Road and Schneble Hill land use work groups. If you are interested in joining a work group, sign up online via the Citizen Engagement icon at [www.SedonaAZ.gov](http://www.SedonaAZ.gov). Under "Sign Up Now," click



on the Volunteer Questionnaire link. Be sure to include your interests to help us match you with a pertinent work group.

Please follow the Citizen Engagement Program through our Facebook, Twitter and Instagram accounts. Access these by the icons on the bottom right of the Citizen Engagement web page. For more information, contact Lauren Browne, Citizen Engagement Coordinator, at [LBrowne@SedonaAZ.gov](mailto:LBrowne@SedonaAZ.gov), call 928-203-5068, or text 928-821-6958.

## Police

### National Night Out

Sedona residents and visitors are invited to join thousands of other communities nationwide in celebrating the 32<sup>nd</sup> Annual National Night Out with safety presentations and a free community picnic on Tuesday, August 4 from 5 to 7 p.m. at the Posse Grounds Park, Posse Ground Road.



National Night Out is designed to: (1) heighten crime and drug prevention awareness, (2) generate support for and participation in local anticrime efforts, (3) strengthen neighborhood spirit and police-community partnerships, (4) introduce other services available in the community,

and (5) send a message to criminals letting them know neighborhoods are organized and fighting back.

Those attending can have children fingerprinted for free and see the latest in law enforcement, firefighting, safety and rescue equipment. Learn ways to make your homes and streets safer, as well as meet community public safety officials.

### Vacation House Watch Program

The Vacation House Watch Program is a free service handled by the Police Volunteers, under the direction of the Sedona Police Department. The Volunteers conduct periodic checks of your house and property for the period of time shown on your request. The minimum watch period is five days, with a maximum period of thirty days within a six-month period.

The Vacation House Watch form can be found on the Police Department web page at [www.SedonaAZ.gov](http://www.SedonaAZ.gov). Fill out the form and submit electronically or print and fill out the form and return it directly to the Sedona Police Department. For more information, please contact the Sedona Police Department at 928-282-3100.

## Parks & Recreation

There is no need to leave the comfort and beauty of your hometown this summer when there is so much to take part in and enjoy right here in Sedona! Let your local Parks and Recreation Department provide you with some of those great options.

Great option number one is to celebrate the Fourth of July with a free patriotic indoor laser show and live outdoor concert and water games at the Sedona Red Rock High School. The event will be held from 10 a.m. to 2 p.m. on the baseball field of the high school. Bring a blanket to spread on the cool green grass and enjoy a picnic and music while the kids play on the water slides in the KidsLIFE Wet-n-Wild play area. Leave the grass field only long enough to enjoy the indoor patriotic laser show held in the Sedona Performing Arts Center at 11 a.m., 12 p.m. and 1 p.m. Food vendors will be on site selling yummy treats, so plan on arriving early and spending your Fourth of July "day" with us. No alcohol or dogs are allowed into the event. Many thanks to Diamond Resorts International for sponsoring this event.



July is warm, but this department is hotter! We just keep cranking out the fun. Every Wednesday in July is a wet one when you participate in our free, two-hour water in the park event appropriately named Wet Wednesdays. From 11 a.m. to 1 p.m. on the grass field of Sunset Park, participants can enjoy taking their turn on the duel lane 30 foot long inflatable slip and slide or playing in the Splash Park. Enjoy the sunshine, playground, and lounging around with your neighbors at this relaxing community event.

If that isn't enough water to satisfy you, take a trip to the Sedona Community Pool, open six days a week until the kids are back in school. The Sedona Community Pool has a variety of programming and family friendly special events to keep almost everyone satisfied. Swim laps,

participate in an aerobics class, learn how to swim or just goof around during Open Swim, it's your choice. Heated to a comfortable 83 degrees, the pool offers eight lap lanes, both deep and shallow water for play, lounge chairs on deck, and locker room facilities with showers and lockers. This summer our water slide opens! Enjoy the ride during Open Swim times. On Saturday, July 25, the pool will host Suddenlink's Flick & Float, a dive-in movie experience. Bring the family and enjoy *Jumanji* while floating in the cool of the pool. Admission is \$2 and

is limited to the first 300 tickets sold. Snacks will also be available for purchase.

Starting this summer, we are offering a trial run event known as Yappy Hour. On Thursdays, July 23 through October 29 from 8 to 9 a.m., dogs will be allowed to play off leash on the beautiful green grass of the multi-use field. Under normal circumstances, City Code and park rules require all dogs to be on a leash and to remain off the athletic fields at the park, but during our new event we get to bend those rules! Please remember to "pick up after your pet" and during non-event times to keep dogs on leashes. Help us to make this a fun gathering for your dog!



Summer is here and we hope you join us for our diverse recreational offerings in Sedona. In addition, look to us all year long for creative, outdoor activities. For details and pictures of all of these events and more, we invite you to check out the Parks and Recreation Photo/Video Galleries and event pages at [www.SedonaAZ.gov/Parks](http://www.SedonaAZ.gov/Parks). See you in the park!



# Sedona City Council

Sedona City Council holds their regular meetings 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 live on the City's website at [www.SedonaAZ.gov](http://www.SedonaAZ.gov) and on Suddenlink cable Channel 4. In addition, the City Council holds numerous work sessions and special meetings. For more information on meeting dates and times, please refer to the City's website.

## Your City Council wants to hear from you.

They can be contacted by mail at Sedona City Hall,  
102 Roadrunner Drive, Sedona, AZ 86336 or by email at:

|                              |  |
|------------------------------|--|
| Mayor Sandy Moriarty         | <a href="mailto:SMoriarty@SedonaAZ.gov">SMoriarty@SedonaAZ.gov</a>     |
| Vice Mayor Mark DiNunzio     | <a href="mailto:MDiNunzio@SedonaAZ.gov">MDiNunzio@SedonaAZ.gov</a>     |
| Councilor Scott Jablow       | <a href="mailto:Sjablow@SedonaAZ.gov">Sjablow@SedonaAZ.gov</a>         |
| Councilor Angela LeFevre     | <a href="mailto:ALeFevre@SedonaAZ.gov">ALeFevre@SedonaAZ.gov</a>       |
| Councilor John Martinez      | <a href="mailto:JMartinez@SedonaAZ.gov">JMartinez@SedonaAZ.gov</a>     |
| Councilor Jon Thompson       | <a href="mailto:JThompson@SedonaAZ.gov">JThompson@SedonaAZ.gov</a>     |
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