

# AGENDA

# 4:30 P.M.

CITY OF SEDONA, CITY COUNCIL MEETING

TUESDAY, OCTOBER 10, 2017

## NOTES:

- Public Forum:  
Comments are generally limited to **3 minutes**.
- Consent Items:  
Items listed under Consent Items have been distributed to Council Members in advance for study and will be enacted by one motion. Any member of the Council, staff or the public may remove an item from the Consent Items for discussion. Items removed from the Consent Items may be acted upon before proceeding to the next agenda item.
- Meeting room is wheelchair accessible. American Disabilities Act (ADA) accommodations are available upon request. Please phone 928-282-3113 at least two (2) business days in advance.
- City Council Meeting Agenda Packets are available on the City's website at:

[www.SedonaAZ.gov](http://www.SedonaAZ.gov)

## GUIDELINES FOR PUBLIC COMMENT

### PURPOSE:

- To allow the public to provide input to the City Council on a particular subject scheduled on the agenda.
- This is not a question/answer session.

### PROCEDURES:


- Fill out a "Comment Card" and deliver it to the City Clerk.
- When recognized, use the podium/microphone.
- State your:
  1. Name and
  2. City of Residence
- Limit comments to **3 MINUTES**.
- Submit written comments to the City Clerk.

## 1. CALL TO ORDER/PLEDGE OF ALLEGIANCE/MOMENT OF SILENCE/ROLL CALL

## 2. CITY'S VISION/MOMENT OF ART

## 3. CONSENT ITEMS - APPROVE

LINK TO DOCUMENT = 

- a. Minutes - September 26, 2017 City Council Regular Meeting. 
- b. Minutes - September 27, 2017 City Council Special Meeting. 
- c. Approval of Proclamation, Mitzvah Day, November 5, 2017. 
- d. Approval of Proclamation, Sedona Kindness Day, November 13, 2017. 
- e. AB 2277 Approval of an Extension of Premises/Patio Permit for Barking Frog Grille located at 2620 W. Hwy 89-A, Sedona, AZ (License #12133380). 
- f. AB 2278 Approval of a Special Event Liquor License for Red Earth Theatre for a concert scheduled for Saturday, October 21, 2017 located at The Hub, 525 B Posse Grounds Rd, Sedona, AZ. 
- g. AB 2279 Approval of a recommendation regarding a Liquor License Agent Change/Acquisition of Control application for the Series 7 Beer and Wine Bar Liquor License for Oak Creek Brewing Company, 2050 Yavapai Drive, Sedona, AZ (License #07130042). 
- h. AB 2280 Approval of a recommendation regarding a Liquor License Agent Change/Acquisition of Control application for the Series 3 In-state Microbrewery Liquor License for Oak Creek Brewing Company, 2050 Yavapai Drive, Sedona, AZ (License #03131001). 
- i. AB 2290 Approval of a Special Event Liquor License for Rotary Club of Sedona Red Rocks for a Halloween event scheduled for Tuesday, October 31, 2017, from 3:00 to 10:00 p.m. located at Forest Plaza, 361 Forest Road, Sedona, AZ. 
- j. AB 2291 Approval of a recommendation regarding a Liquor License Agent Change/Acquisition of Control application for the Series 10 Beer & Wine Store Liquor License for Giant Store #003, 2960 W. SR 89A, Sedona, AZ (License #10133286). 

## 4. APPOINTMENTS - None.

## 5. SUMMARY OF CURRENT EVENTS BY MAYOR/COUNCILORS/CITY MANAGER

## 6. PUBLIC FORUM

(This is the time for the public to comment on matters not listed on the agenda. The City Council 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 directing staff to study the matter, responding to any criticism, or scheduling the matter for further consideration and decision at a later date.)

## 7. PROCLAMATIONS, RECOGNITIONS & AWARDS




- a. Presentation of Proclamation, Mitzvah Day, November 5, 2017.
- b. Presentation of Proclamation, Sedona Kindness Day, November 13, 2017.

CITY COUNCIL CHAMBERS  
102 ROADRUNNER DRIVE, SEDONA, AZ

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.

## Page 2, City Council Meeting Agenda Continued

### 8. REGULAR BUSINESS

- a. AB 2300 **Presentation/discussion** with representatives from the Coconino National Forest on the Land and Resource Management Plan. 
- b. AB 2289 **Presentation/discussion** regarding the Nixle public safety and community notification system. 
- c. AB 2305 **Discussion/possible action** to authorize staff to: a) prepare a notice of intent to increase sales taxes to fund transportation related projects, services, and administration; b) comply with the public posting requirements for a tax increase and modification to the model city tax code; and c) schedule public hearings for consideration of the sales tax increase and model city tax code modification. 
- d. **Reports/discussion** on Council assignments.
- e. **Discussion/possible action** on future meeting/agenda items.

### 9. EXECUTIVE SESSION

If an Executive Session is necessary, it will be held in the Vultee Conference Room at 106 Roadrunner Drive. Upon a public majority vote of the members constituting a quorum, the Council may hold an Executive Session that is not open to the public for the following purposes:

- a. To consult with legal counsel for advice on matters listed on this agenda per A.R.S. § 38-431.03(A)(3).
- b. Return to open session. Discussion/possible action on executive session items.

### 10. ADJOURNMENT

Posted: \_\_\_\_\_

By: \_\_\_\_\_

Susan L. Irvine, CMC  
City Clerk

Note: Pursuant to A.R.S. § 38-431.02(B) notice is hereby given to the members of the City Council and to the general public that the Council will hold the above open meeting. Members of the City Council will attend either in person or by telephone, video, or internet communications. The Council may vote to go into executive session on any agenda item, pursuant to A.R.S. § 38-431.03(A)(3) and (4) for discussion and consultation for legal advice with the City Attorney. Because various other commissions, committees and/or boards may speak at Council meetings, notice is also given that four or more members of these other City commissions, boards, or committees may be in attendance.

A copy of the packet with material relating to the agenda items is typically available for review by the public in the Clerk's office after 1:00 p.m. the Thursday prior to the Council meeting and on the City's website at [www.SedonaAZ.gov](http://www.SedonaAZ.gov). The Council Chambers 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 **forty-eight hours** prior to the meeting.

CITY COUNCIL CHAMBERS  
102 ROADRUNNER DRIVE, SEDONA, AZ

**Action Minutes**  
**Regular City Council Meeting**  
**City Council Chambers, Sedona City Hall,**  
**102 Roadrunner Drive, Sedona, Arizona**  
**Tuesday, September 26, 2017, 4:30 p.m.**

**1. Call to Order/Pledge of Allegiance/Moment of Silence/Roll Call**

Mayor Moriarty called the meeting to order at 4:30 p.m.

**Roll Call:** Mayor Sandy Moriarty, Vice Mayor John Martinez, Councilor John Currivan, Councilor Scott Jablow, Councilor Tom Lamkin, Councilor Jon Thompson, and Councilor Joe Vernier.

**Staff Present:** City Manager Justin Clifton, Assistant City Manager Karen Osburn, City Attorney Robert Pickels, Jr., Law Clerk Robert Pollock, Director of Community Development Audree Juhlin, Assistant Director of Community Development Warren Campbell, Senior Planner Cari Meyer, Wastewater Manager Roxanne Holland, Economic Development Director Molly Spangler, Police Chief David McGill, Police Dispatcher Claire Crayton, Court Administrator Sheryl Houston, Court Clerk Nancy Gentile, Wastewater Lab Technician Amy Collins, Wastewater Administrative Assistant Roxanne Wessel, City Manager's Administrative Assistant Megan McRae, City Clerk Susan Irvine.

**2. City's Vision/Moment of Art**

A video of the City's Vision was played.

**3. Consent Items**

- a. **Minutes - September 12, 2017 City Council Regular Meeting.**
- b. **Minutes - September 13, 2017 City Council Special Meeting.**
- c. **AB 2275 Approval of a Special Event Liquor License for Rotary Club of Sedona Red Rocks for an Oktoberfest event scheduled for Saturday, October 21, 2017, from 12:00 to 10:00 p.m. located at Posse Grounds Park, 525 Posse Grounds Road, Sedona, AZ.**
- d. **AB 2276 Approval of a recommendation regarding a new Series 01 In-State Producer Liquor License application for Sedona Orchard, LLC located at 145 Copper Cliffs Ln., Sedona, AZ (License #01033006).**
- e. **AB 2282 Approval of award of a Construction Contract for the WWRP Bar Screen and Headworks Replacement Project to Fann Environmental, LLC in the approximate amount of \$617,905.**
- f. **AB 2284 Approval of a five-year USDA Forest Service "Emergency Facilities and Land Use" agreement for the use of wastewater effluent for fire suppression.**
- g. **AB 2286 Approval of a resolution authorizing an Intergovernmental Agreement between the City of Sedona and the Sedona-Oak Creek Unified School District for utilization of a School Resource Officer.**

**Motion: Councilor Thompson moved to approve consent items 3a, 3b, 3c, 3d, 3e, 3f, and 3g. Seconded by Councilor Jablow. Vote: Motion carried unanimously with seven (7) in favor and zero (0) opposed.**

#### **4. Appointments**

- a. AB 2283 Discussion/possible action regarding the appointment of commissioners to the Planning and Zoning Commission.**

Presentation by Mayor Moriarty. Mayor Moriarty recognized Larry Klein and Kathy Kinsella and thanked them for their willingness to serve.

**Motion: Councilor Thompson moved to reappoint Larry Klein and appoint Kathy Kinsella to seats on the Planning and Zoning Commission, each for a three-year term beginning November 1, 2017 through October 31, 2020, or until a successor is appointed. Seconded by Councilor Jablow. Vote: Motion carried unanimously with seven (7) in favor and zero (0) opposed.**

#### **5. Summary of Current Events by Mayor/Councilors/City Manager**

Councilor Thompson advised that the ruling on smart meters states, if you are currently opted out, you will be charged \$5 per month, and the \$50 installation fee only applies to those who currently have a smart meter and wish to opt out in the future. Mechanical meters will not be replaced with non-transmitting digital meters at this time according to APS, and APS also does not have plans in the near future to install smart meters for solar customers. Vice Mayor Martinez stated that last weekend's Winefest was fabulous, very well attended, and the car show was a great addition to the event. Yappy Hour continues on Thursdays and will also take place on Sundays while the dog park is under construction. Mayor Moriarty stated that the National Night Out will take place on October 7<sup>th</sup> from 3:00 to 5:00 p.m. at Posse Grounds Park. Justin Clifton introduced and welcomed the following new City employees: Court Clerk Nancy Gentile, Wastewater Administrative Assistant Roxanne Wessel, Police Dispatcher Claire Crayton, Wastewater Lab Technician Amy Collins, Law Clerk Rob Pollock, City Manager's Administrative Assistant Megan McRae, and Court Administrator Sheryl Houston.

#### **6. Public Forum – None.**

#### **7. Proclamations, Recognitions, and Awards – None.**

#### **8. Regular Business**

- a. AB 2229 Public hearing/discussion/possible action regarding the Draft Revised Sign Code (DRSC), an update of Sedona Land Development Code Article 11, Sign Regulations.**

Presentation by Audree Juhlin and Cari Meyer

Questions from Council.

Opened the public hearing at 5:14 p.m.

The following spoke on this item: Ron Volkman, Sedona, Lisa Frost, Sedona, and Tod Christensen, Sedona.

Closed the public hearing and brought back to Council at 5:22 p.m.

Further questions and comments from Council.

**Motion: Councilor Thompson moved to approve Resolution No. 2017-20 creating a public record entitled “2017 Amendments to Sedona Land Development Code (Sedona Sign Ordinance), PZ17-00003”. Seconded by Vice Mayor Martinez. Vote:**

**Motion carried with six (6) in favor and one (1) opposed. Councilor Lamkin opposed.**

**Motion: After 1<sup>st</sup> reading, approve Ordinance No. 2017-06 regarding case number PZ17-00003 (LDC), amending the Sedona Land Development Code, Article 11 (Sedona Sign Ordinance); providing for a savings clause; and providing for repeal of any ordinance or parts of ordinances or code provisions in conflict herewith (graphic illustrations to be inserted subsequently). Seconded by Vice Mayor Martinez. Vote: Motion carried with six (6) in favor and one (1) opposed. Councilor Lamkin opposed.**

**Break at 5:59 pm. Reconvened at 6:15 p.m.**

**b. AB 2281 Presentation from Molly Spangler regarding the Economic Development Program.**

Presentation by Molly Spangler and Justin Clifton.

Questions from Council.

Opened to the public at 7:10 p.m.

The following spoke on this item: Jennifer Wesselhoff, Sedona.

Brought back to Council at 7:13 p.m.

**Presentation and discussion only. No action taken.**

**c. AB 2285 Discussion/possible direction regarding ideas and concepts for environmental sustainability.**

Presentation by Justin Clifton.

Questions from Council.

Opened to the public at 8:00 p.m.

The following spoke on this item: Steve Schliebs, Sedona, Darcy Hitchcock, Village of Oak Creek, Peggy Chaikin, Sedona, Rachael Foe, Flagstaff, and Jo Kontzer, Sedona.

Brought back to Council at 8:16 p.m.

Further comments and questions from Council.

**By majority consensus, Council concurred with the steps that the City Manager identified and encouraged him to continue to pursue them.**

**d. Reports/discussion on Council assignments**

Councilor Jablow thanked Councilor Lamkin and Councilor Thompson for attending the Traffic Matters meeting last week. They are moving forward and making headway on projects in Oak Creek Canyon and at Slide Rock. Vice Mayor Martinez stated that this Friday most members of the Coconino Plateau Water Advisory Council are visiting a number of cities in the area including our wastewater plant to see the injection wells and invited other Councilors to attend.

**e. Discussion/possible action on future meeting/agenda items – None.**

**9. Executive Session**

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

- a. To consult with legal counsel for advice on matters listed on this agenda per A.R.S. § 38-431.03(A)(3).
- b. Return to open session. Discussion/possible action on executive session items.

No Executive Session was held.

**10. Adjournment**

Mayor Moriarty adjourned the meeting at 8:34 p.m. without objection.

**I certify that the above are the true and correct actions of the Regular City Council Meeting held on September 26, 2017.**

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Susan L. Irvine, CMC, City Clerk

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Date

**Action Minutes  
Special City Council Meeting  
City Council Chambers, Sedona City Hall,  
102 Roadrunner Drive, Sedona, Arizona  
Wednesday, September 27, 2017, 3:00 p.m.**

**1. Call to Order/Pledge of Allegiance/Moment of Silence**

Mayor Moriarty called the meeting to order at 3:00 p.m.

**2. Roll Call**

**Roll Call:** Mayor Sandy Moriarty, Vice Mayor John Martinez, Councilor John Currivan, Councilor Scott Jablow, Councilor Tom Lamkin, Councilor Jon Thompson, Councilor Joe Vernier.

**Staff Present:** City Manager Justin Clifton, Assistant City Manager Karen Osburn, City Attorney Robert Pickels, Jr., Citizens Engagement Coordinator Lauren Browne, Director of Public Works & City Engineer Andy Dickey, Engineering Supervisor Stephen Craver, Citizen Engagement Coordinator Lauren Browne, City Clerk Susan Irvine, Deputy City Clerk JoAnne Cook.

**3. Special Business**

**a. AB 2273 Discussion/possible direction regarding strategies for transportation projects and long-term fiscal sustainability.**

Presentation by Justin Clifton, Stephen Craver, Andy Dickey, and Karen Osburn. Sedona Fire District Chief Kris Kazian was available to answer questions.

Questions and comments from Council.

**Break at 5:28 p.m. Reconvened at 5:47 p.m.**

Further questions and comments from Council.

**By majority consensus, Council directed staff to move forward with the following:**

- **Major Neighborhood Connections projects #1, #2, and #3 as alternatives to widening 179, and were no objections to the City's authority to use the process of eminent domain (as last resort), as a means for the acquisition of property for #3) Extension of Forest Road to Southbound SR 89 A project.**
- **Neighborhood Vehicular Connections, however, no consensus was reached regarding the value or sequence of the seven connections proposed.**
- **Enhanced Transit Service-Commuter/Resident Focused and for staff explore options to share costs with Yavapai & Coconino Counties and ADOT.**
- **Enhanced Transit Service-Tourism Focused and to stay engaged with the Forest Service's efforts on this project and continue to explore options to share costs.**
- **SR 89 A/West Sedona Access Improvements, taking an incremental approach.**

- **Bicycle and Pedestrian Improvements, taking an incremental approach with preference given to the most sensible projects.**
- **Traveler Information Signs and for staff to provide clarification regarding the 1.2M projected cost, and to confirm \$100K is the projected design and construction costs for each electronic message sign proposed.**

**No direction given on the following projects:**

- **Neighborhood Vehicles-Tourism Focused**
- **Other Jurisdiction Project - Red Rock Crossing**

**By majority consensus, Council agreed on a minimum .5% sales tax, with a \$35M ceiling, including 30% of the general fund reserve balance. This item will be brought back to Council for further direction/possible action at a future meeting.**

**b. Discussion/possible action on future meeting/agenda items - None.**

**4. Executive Session**

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

- a. To consult with legal counsel for advice on matters listed on this agenda per A.R.S. § 38-431.03(A)(3).**
- b. Return to open session. Discussion/possible action on executive session items.**

No Executive Session was held.

**5. Adjournment**

Mayor Moriarty adjourned the meeting at 7:58 p.m. without objection.

**I certify that the above are the true and correct actions of the Special City Council Meeting held on September 27, 2017.**

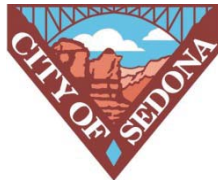
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JoAnne Cook, Deputy City Clerk

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Date





## City of Sedona Proclamation Request Form

<b>Full Name of Contact Person</b>	Barbara Litrell
<b>Contact Phone Number</b>	649-0135
<b>Contact Mailing Address</b>	75 Lolomi Drive, Sedona, AZ 86336
<b>Contact Email Address</b>	blitrell@aol.com
<b>Group, Organization, Activity or Event Being Recognized</b> (Please make sure you provide complete and current information about the group or event)	Mitzvah Day 2017
<b>Website Address</b> (if applicable)	<a href="http://www.mitzvahdaysedona2017.com">www.mitzvahdaysedona2017.com</a>
<b>Name of the sponsor(s) of the Proclamation</b> (2 Council members or the City Manager)	Mayor Moriarty vice Mayor Martinez
<b>What is the proclaimed day, days, week or month?</b> (e.g. 10/11/12, October 11-17, 2012, October 2012)	Sunday, November 5, 2017
<b>Would you like to attend a Council meeting for formal presentation of the Proclamation or would you like to pick it up?</b>	<input checked="" type="checkbox"/> Presentation at Meeting <input type="checkbox"/> Pick up Proclamation
<b>If you would like the Proclamation presented at a Council meeting, please provide the full name and contact information (phone number and email address) of the party who will accept it on behalf of the group.</b>	Barbara Litrell

**Provide information about the organization/event including a mission statement, founding date, location and achievements.**

Mitzvah Day is celebrating its 11th year as a day of community service to organizations and individuals in Sedona and the Verde Valley. The goal is 350 volunteers completing 50 projects.

**Please explain why this Proclamation and any events accompanying it are important to the Community and are consistent with the City's vision statement and Community Plan goals. What is the clear reason for the Proclamation and why are you requesting this honor? What activities/events are planned around this Proclamation and how do you plan to promote this to the community?**

Builds community  
Encourages volunteerism  
Small town character  
Caring community

***Please include a draft of the proposed Proclamation with this request, preferably a Word file in electronic format.***

Office of the Mayor  
City of Sedona, Arizona



Proclamation  
Mitzvah (Good Deed) Day  
November 5, 2017

WHEREAS, individuals and non-profit organizations in Sedona need help beyond what their means and current structures provide; and

WHEREAS, volunteerism is the willingness of people to serve others without being motivated by their own financial gain; and

WHEREAS, "Mitzvah," the Hebrew word for "Commandment," has come to express acts of human kindness; and

WHEREAS, since Mitzvah Day began in 2007, over 425 projects have been completed and an average of 250 volunteers per year have contributed over 12,500 hours of community service; and

WHEREAS, Mitzvah Day helps organizations attract new volunteers for work during the year; and

WHEREAS, this day of service represents a significant value to the individuals and organizations of Sedona; and

WHEREAS, 2017 is the 11th Anniversary of Mitzvah Day in our community.

**NOW, THEREFORE, I, SANDY MORIARTY, MAYOR OF THE CITY OF SEDONA, ARIZONA, ON BEHALF OF THE SEDONA CITY COUNCIL, in recognition of the important role of service in the community do hereby proclaim **Sunday, November 5, 2017, as Mitzvah (Good Deed) Day – a spirit led day of community service to individuals and organizations in Sedona and the Verde Valley** and urge all citizens to recognize the outstanding work of volunteers and to support these efforts by volunteering for one of the many projects designed to care for one another, the community, and the planet.**

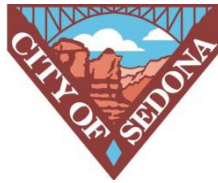
Issued this 10<sup>th</sup> day of October, 2017.

\_\_\_\_\_  
Sandra J. Moriarty, Mayor

ATTEST:

\_\_\_\_\_  
Susan L. Irvine, CMC, City Clerk

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## City of Sedona Proclamation Request Form

<b>Full Name of Contact Person</b>	Katie Hamilton
<b>Contact Phone Number</b>	928 203 4854
<b>Contact Mailing Address</b>	55 Garnet Hill Dr., Sedona, AZ 86336
<b>Contact Email Address</b>	KatieHamilton@commspeed.net
<b>Group, Organization, Activity or Event Being Recognized</b> (Please make sure you provide complete and current information about the group or event)	Sedona Kindness Day
<b>Website Address</b> (if applicable)	SedonaKind.org
<b>Name of the sponsor(s) of the Proclamation</b> (2 Council members or the City Manager)	Sandy Moriarty, Jon Thompson
<b>What is the proclaimed day, days, week or month?</b> (e.g. 10/11/12, October 11-17, 2012, October 2012)	November 13, 2017
<b>Would you like to attend a Council meeting for formal presentation of the Proclamation or would you like to pick it up?</b>	<input type="checkbox"/> Presentation at Meeting <input checked="" type="checkbox"/> Pick up Proclamation
<b>If you would like the Proclamation presented at a Council meeting, please provide the full name and contact information (phone number and email address) of the party who will accept it on behalf of the group.</b>	Jawn McKinley 928-300-2437 jawn@jsedona.net  Lorie Dawe

**Provide information about the organization/event including a mission statement, founding date, location and achievements.**

The mission of Cornucopia Community Advocates is to improve community spirit and effectiveness by sharing resources. It is involved in direct service programs and in community resource development, such as the Sedona Kindness Project. The mission of Sedona Kind is to encourage acts of kindness large and small locally and around the world.

Sedona Kind, a project of Cornucopia Community Advocates, began in November 2015 in Sedona. Accomplishments: Continue to create and distribute the more than 5000 Kindness Charms to all 50 states and most continents of the world; crafted and delivered 200 Boxes of Love to unsung heroes of Sedona; Provided most of the food, Is working with the Yavapai Food Council's School Backpack Program, Meals-on-Wheels, and the Homeless Alliance to provide hand-knitted hats, socks and scarves; Is collaborating with West Sedona School to devise and implement a Kids Kindness Program to begin the the Fall; and is partnering with Mitzvah Day and other community organization on Sedona Kindness Day and more than a week of community events.

**Please explain why this Proclamation and any events accompanying it are important to the Community and are consistent with the City's vision statement and Community Plan goals. What is the clear reason for the Proclamation and why are you requesting this honor? What activities/events are planned around this Proclamation and how do you plan to promote this to the community?**

As James M. Barrie wrote: "Those who bring sunshine to others cannot keep it from themselves." Sedona residents have a history of involvement with contentious local issues, often dividing the community. Add to this the divisive climate of national and state 2016 elections, and Sedona Kindness Day, in conjunction with World Kindness Day, will make residents aware of the enormous benefits of even the smallest acts of kindness. They can then participate in a variety of kindness-motivated activities. This, as Barrie put it, will bring "sunshine" to those who receive and those who give. The process will bring the community together with a common purpose for good...and help them feel good about themselves and Sedona.

Sedona Kindness Day will be coordinated with World Kindness Day, November 13, 2017, and with Sedona Mitzvah Day. The project will consist of an event that will include two showings of a kindness theme film benefitting veterans and PTSD programs, the erecting of "Gratitude Trees" at six or more locations, a series of activities in Sedona schools, and public forums hosted with several other nonprofits, community organizations and service groups. The special week of kindness will be publicized in all of the local media and through email broadcasts with our partner organizations.

***Please include a draft of the proposed Proclamation with this request, preferably a Word file in electronic format.***

**Office of the Mayor  
City of Sedona, Arizona**



**Proclamation  
Sedona Kindness Day  
November 13, 2017**

WHEREAS, "Kindness gives birth to kindness"- Sophocles; and

WHEREAS, "Kindness is the language the deaf can hear and the blind can see"- Mark Twain; and

WHEREAS, "Deeds of kindness are equal in weight to all the commandments"- The Talmud; and

WHEREAS, kindness is a fundamental part of the human condition which bridges the divides of race, religion, politics, and gender; and

WHEREAS, in 1998, World Kindness Day was introduced by the World Kindness Movement, to highlight good deeds in all communities, focusing on the positive power and the common thread of kindness that binds us; and

WHEREAS, a group of Sedona citizens formed SedonaKind to help spread kindness and encourage acts of kindness locally and around the world, and to urge all citizens to create their own acts of kindness, to pay it forward, and to match the magic and transformative powers of our Red Rocks with the kindness of all the citizens who live here.

NOW, THEREFORE, I, SANDY MORIARTY, MAYOR OF THE CITY OF SEDONA, ARIZONA, ON BEHALF OF THE SEDONA CITY COUNCIL, in recognition of the historical value and the international commitment to observing a day to celebrate kindness, do hereby proclaim Sunday, November 13, 2017 as Sedona Kindness Day and encourage all citizens of Sedona to acknowledge and take to heart the statement by Seneca "Wherever there is a human being, there is an opportunity to be kind".

Issued this 10<sup>th</sup> day of October, 2017.

\_\_\_\_\_  
Sandra J. Moriarty, Mayor

ATTEST:

\_\_\_\_\_  
Susan L. Irvine, CMC, City Clerk

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**CITY COUNCIL  
AGENDA BILL**

**AB 2277  
October 10, 2017  
Consent Items**

**Agenda Item:** 3e  
**Proposed Action & Subject:** Approval of an Extension of Premises/Patio Permit for Barking Frog Grille located at 2620 W. Hwy 89-A, Sedona, AZ (License #12133380).

<b>Department</b>	City Clerk
<b>Time to Present</b>	N/A
<b>Total Time for Item</b>	
<b>Other Council Meetings</b>	N/A
<b>Exhibits</b>	Permit Application is available for review in the City Clerk's office.

City Attorney Approval	Reviewed 10/3/17 RLP	<b>Expenditure Required</b>
		\$ 0
City Manager's Recommendation	Approve an Extension of Premises/Patio Permit for Barking Frog Grille.	<b>Amount Budgeted</b>
		\$ 0
		Account No. N/A (Description)
		Finance Approval <input checked="" type="checkbox"/>

**SUMMARY STATEMENT**

**Background:** State liquor laws require Sedona's City Council to forward a recommendation for approval or denial of applications for liquor licenses.

Barking Frog Grille has submitted an application for an Extension of Premises/Patio permit to include a patio area on the exterior of their licensed premises applicable to their Series 12 Restaurant Liquor License (License #12133380). The Barking Frog Grille is located at 2620 West Hwy 89-A, Sedona, AZ. Barking Frog Grille would like to expand their seating to a new patio and to allow for consumption of alcohol on the patio. In order for this additional space to be included in the approved Series 12 Liquor License, Barking Frog Grille is required to submit and receive a recommendation for an Extension of Premises/Patio permit from the local authority. City Council is being asked to forward a recommendation for approval or denial for this application.

A Series 12 Liquor License (Restaurant) is a non-transferable, on-sale retail privileges liquor license allows the holder of a restaurant license to sell and serve all types of spirituous liquor solely for consumption on the premises of an establishment which derives at least forty

percent (40%) of its gross revenue from the sale of food. Failure to meet the 40% food requirement may result in revocation of the license.

Community Development, Finance, the Sedona Police Department (SPD), and Sedona Fire District (SFD) have conducted a review of the application and no objections were noted.

**Community Plan Consistent:**  Yes -  No -  Not Applicable

**Board/Commission Recommendation:**  Applicable -  Not Applicable

**Alternative(s):** Do not recommend approval of an Extension of Premises/Patio Permit for Barking Frog Grille located at 2620 W. Hwy 89-A, Sedona, AZ (License #12133380).

**MOTION**

**I move to:** recommend approval of an Extension of Premises/Patio Permit for Barking Frog Grille located at 2620 W. Hwy 89-A, Sedona, AZ (License #12133380).



**CITY COUNCIL  
AGENDA BILL**

**AB 2278  
October 10, 2017  
Consent Items**

**Agenda Item:** 3f  
**Proposed Action & Subject:** Approval of a Special Event Liquor License for Red Earth Theatre for a concert scheduled for Saturday, October 21, 2017 located at The Hub, 525 B Posse Grounds Rd, Sedona, AZ.

<b>Department</b>	City Clerk
<b>Time to Present</b>	N/A
<b>Total Time for Item</b>	
<b>Other Council Meetings</b>	N/A
<b>Exhibits</b>	Special Event Liquor License Application is available for review in the City Clerk's office.

City Attorney Approval	Reviewed 10/3/17 RLP	<b>Expenditure Required</b>
		\$ 0
City Manager's Recommendation	Approve a Special Event Liquor License for Red Earth Theatre.	<b>Amount Budgeted</b>
		\$ 0
		Account No. N/A (Description)
		Finance Approval <input checked="" type="checkbox"/>

**SUMMARY STATEMENT**

**Background:** State liquor laws require the City of Sedona's governing body to approve or disapprove applications for a Special Event Liquor License [A.R.S. § 4-203.02.A].

Red Earth Theatre has submitted an application for a Special Event Liquor License for Red Earth Theatre for a concert scheduled for Saturday, October 21, 2017 located at The Hub, 525 B Posse Grounds Rd, Sedona, AZ.

A Special Event Liquor License is a temporary, non-transferable, liquor license with retail privileges that allows a political or non-profit entity to sell and serve spirituous liquor for consumption on the premises where the spirituous liquor is sold, and only for the period authorized on the license. Off-sale privileges apply only to special events holding auctions/wine or distilled spirit pull. The applicant for a special event license must fill out a special event application and file the application with the local governing body where the special event is to take place, for approval or disapproval. If held at a licensed premises, no local governing body approval is required. If the application is approved by the local governing body, and the event meets the requirements for granting the license, the director

may issue a special event license to the qualifying organization. Qualifying organizations will be granted a special event license for no more than ten (10) days in a calendar year. Events must be held on consecutive days and at the same location or additional licenses will be required. The license is automatically terminated upon closing of the last day of the event or the expiration of the license, whichever occurs first. The qualified organization must receive at least twenty-five percent (25%) of the gross revenues of the special events.

Community Development, Finance, Parks and Recreation, the Sedona Police Department (SPD), and Sedona Fire District (SFD) have conducted a review of the application. No objections were noted.

**Community Plan Consistent:** Yes - No - Not Applicable

**Board/Commission Recommendation:** Applicable - Not Applicable

**Alternative(s):** Do not approve the Special Event Liquor License for Red Earth Theatre for a concert scheduled for Saturday, October 21, 2017 located at The Hub, 525 B Posse Grounds Rd, Sedona, AZ.

**MOTION**

**I move to:** approve the Special Event Liquor License for Red Earth Theatre for a concert scheduled for Saturday, October 21, 2017 located at The Hub, 525 B Posse Grounds Rd, Sedona, AZ.



**CITY COUNCIL  
AGENDA BILL**

**AB 2279  
October 10, 2017  
Consent Items**

**Agenda Item:** 3g  
**Proposed Action & Subject:** Approval of a recommendation regarding a Liquor License Agent Change/Acquisition of Control application for the Series 7 Beer and Wine Bar Liquor License for Oak Creek Brewing Company, 2050 Yavapai Drive, Sedona, AZ (License #07130042).

<b>Department</b>	City Clerk
<b>Time to Present</b>	N/A
<b>Total Time for Item</b>	
<b>Other Council Meetings</b>	N/A
<b>Exhibits</b>	Liquor License Application is available for review in the City Clerk's office.

City Attorney Approval	Reviewed 10/3/17 RLP	<b>Expenditure Required</b>	\$ 0
City Manager's Recommendation	Approve a Liquor License Agent Change/Acquisition of Control for Oak Creek Brewing Company.	<b>Amount Budgeted</b>	\$ 0
		Account No. (Description)	N/A
		Finance Approval	<input checked="" type="checkbox"/>

**SUMMARY STATEMENT**

**Background:** State liquor laws require Sedona's City Council to forward a recommendation for approval or denial of applications for liquor licenses.

Oak Creek Brewing Co., LLC has submitted a Liquor License application for an acquisition of control for Oak Creek Brewing Company located at 2050 Yavapai Drive, Sedona, AZ (License #07130042). This is required by Arizona Department of Liquor Licenses and Control if a person other than those persons originally licensed acquires control over a license or licensee. The responsible person is required to file this notice within thirty business days after the acquisition of control and include a list of officers, directors, or other controlling persons. Oak Creek Brewing Co., LLC had a change in members, and as a result, the structure is different than it was in the existing liquor license. There are no changes, with the exception of the change in the responsible persons for the liquor license.

On receipt of notice of an acquisition of control, the State forwards the notice to the local governing body. The local governing body may protest the acquisition of control within sixty days based on the capability, reliability, and qualification of the person(s) acquiring control.

If the Director of the Arizona Department of Liquor Licenses and Control does not receive any protests, the Director may protest the acquisition of control or approve the acquisition of control based on the capability, reliability, and qualification of the person(s) acquiring control. Any protest shall be set for a hearing before the State hearing board. Any transfer shall be approved or disapproved within one hundred five days of the filing of the notice of acquisition of control. The person(s) who has acquired control of a license or licensee has the burden of an original application at the hearing, and the board shall make its determination pursuant to Section 4 202 and this section with respect to capability, reliability, and qualification.

Community Development, Finance, the Sedona Police Department (SPD), and Sedona Fire District (SFD) have conducted a review of the application and did not note any objections regarding its approval.

**Community Plan Consistent:**  Yes -  No -  Not Applicable

**Board/Commission Recommendation:**  Applicable -  Not Applicable

**Alternative(s):** Do not recommend approval of the Liquor License Agent Change/Acquisition of Control application for the Series 7 Beer and Wine Bar Liquor License for Oak Creek Brewing Company, 2050 Yavapai Drive, Sedona, AZ (License #07130042).

**MOTION**

**I move to:** recommend approval of the Liquor License Agent Change/Acquisition of Control application for the Series 7 Beer and Wine Bar Liquor License for Oak Creek Brewing Company, 2050 Yavapai Drive, Sedona, AZ (License #07130042).



**CITY COUNCIL  
AGENDA BILL**

**AB 2280  
October 10, 2017  
Consent Items**

**Agenda Item:** 3h  
**Proposed Action & Subject:** Approval of a recommendation regarding a Liquor License Agent Change/Acquisition of Control application for the Series 3 In-state Microbrewery Liquor License for Oak Creek Brewing Company, 2050 Yavapai Drive, Sedona, AZ (License #03131001).

**Department** City Clerk  
**Time to Present** N/A  
**Total Time for Item**  
**Other Council Meetings** N/A  
**Exhibits** Liquor License Application is available for review in the City Clerk’s office.

City Attorney Approval	Reviewed 10/3/17 RLP	<b>Expenditure Required</b>
		\$ 0
City Manager’s Recommendation	Approve a Liquor License Agent Change/Acquisition of Control for Oak Creek Brewing Company.	<b>Amount Budgeted</b>
		\$ 0
		Account No. N/A (Description)
		Finance <input checked="" type="checkbox"/> Approval

**SUMMARY STATEMENT**

**Background:** State liquor laws require Sedona’s City Council to forward a recommendation for approval or denial of applications for liquor licenses.

Oak Creek Brewing Co., LLC has submitted a Liquor License application for an acquisition of control for Oak Creek Brewing Company located at 2050 Yavapai Drive, Sedona, AZ (License #03131001). This is required by Arizona Department of Liquor Licenses and Control if a person other than those persons originally licensed acquires control over a license or licensee. The responsible person is required to file this notice within thirty business days after the acquisition of control and include a list of officers, directors, or other controlling persons. Oak Creek Brewing Co., LLC had a change in members, and as a result, the structure is different than it was in the existing liquor license. There are no changes, with the exception of the change in the responsible persons for the liquor license.

On receipt of notice of an acquisition of control, the State forwards the notice to the local governing body. The local governing body may protest the acquisition of control within sixty days based on the capability, reliability, and qualification of the person(s) acquiring control.

If the Director of the Arizona Department of Liquor Licenses and Control does not receive any protests, the Director may protest the acquisition of control or approve the acquisition of control based on the capability, reliability, and qualification of the person(s) acquiring control. Any protest shall be set for a hearing before the State hearing board. Any transfer shall be approved or disapproved within one hundred five days of the filing of the notice of acquisition of control. The person(s) who has acquired control of a license or licensee has the burden of an original application at the hearing, and the board shall make its determination pursuant to Section 4 202 and this section with respect to capability, reliability, and qualification.

Community Development, Finance, the Sedona Police Department (SPD), and Sedona Fire District (SFD) have conducted a review of the application and did not note any objections regarding its approval.

**Community Plan Consistent:**  Yes -  No -  Not Applicable

**Board/Commission Recommendation:**  Applicable -  Not Applicable

**Alternative(s):** Do not recommend approval of the Liquor License Agent Change/Acquisition of Control application for the Series 3 In-state Microbrewery Liquor License for Oak Creek Brewing Company, 2050 Yavapai Drive, Sedona, AZ (License #03131001).

**MOTION**

**I move to:** recommend approval of the Liquor License Agent Change/Acquisition of Control application for the Series 3 In-state Microbrewery Liquor License for Oak Creek Brewing Company, 2050 Yavapai Drive, Sedona, AZ (License #03131001).





**CITY COUNCIL  
AGENDA BILL**

**AB 2290  
October 10, 2017  
Consent Items**

**Agenda Item:** 3i  
**Proposed Action & Subject:** Approval of a Special Event Liquor License for Rotary Club of Sedona Red Rocks for a Halloween event scheduled for Tuesday, October 31, 2017, from 3:00 to 10:00 p.m. located at Forest Plaza, 361 Forest Road, Sedona, AZ.

<b>Department</b>	City Clerk
<b>Time to Present</b>	N/A
<b>Total Time for Item</b>	
<b>Other Council Meetings</b>	N/A
<b>Exhibits</b>	Special Event Liquor License Application is available for review in the City Clerk's office.

City Attorney Approval	Reviewed 10/3/17 RLP	<b>Expenditure Required</b>	\$ 0
City Manager's Recommendation	Approve a Special Event Liquor License for Rotary Club of Sedona Red Rocks.	<b>Amount Budgeted</b>	\$ 0
		Account No. (Description)	N/A
		Finance Approval	<input checked="" type="checkbox"/>

**SUMMARY STATEMENT**

**Background:** State liquor laws require the City of Sedona's governing body to approve or disapprove applications for a Special Event Liquor License [A.R.S. § 4-203.02.A].

Rotary Club of Sedona Red Rocks has submitted an application for a Special Event Liquor License for a Halloween event scheduled for Tuesday, October 31, 2017, from 3:00 to 10:00 p.m. located at Forest Plaza, 361 Forest Road, Sedona, AZ.

A Special Event Liquor License is a temporary, non-transferable, liquor license with retail privileges that allows a political or non-profit entity to sell and serve spirituous liquor for consumption on the premises where the spirituous liquor is sold, and only for the period authorized on the license. Off-sale privileges apply only to special events holding auctions/wine or distilled spirit pull. The applicant for a special event license must fill out a special event application and file the application with the local governing body where the special event is to take place, for approval or disapproval. If held at a licensed premises, no local governing body approval is required. If the application is approved by the local governing body, and the event meets the requirements for granting the license, the director

may issue a special event license to the qualifying organization. Qualifying organizations will be granted a special event license for no more than ten (10) days in a calendar year. Events must be held on consecutive days and at the same location or additional licenses will be required. The license is automatically terminated upon closing of the last day of the event or the expiration of the license, whichever occurs first. The qualified organization must receive at least twenty-five percent (25%) of the gross revenues of the special events.

Community Development, Finance, Parks and Recreation, the Sedona Police Department (SPD), and the Sedona Fire District (SFD) have conducted a review of the application. A portion of the building is currently under remodel and some areas may not be ready for occupancy at the time of the event. The Community Development Department and the Chief Building Official who ultimately approve a space for occupancy are working with the applicant, and the occupancy for the space will be addressed through the Temporary Use Permit process. Occupancy approval will thus be specific to this event. If it is determined that any areas of the building at the time of the event do not have occupancy approval, those areas will be blocked off from public use. Community Development is recommending approval of the Special Event Liquor License. The SFD advised that they recommend approval, if the building meets the requirements for occupancy. Based on this, it is staff's recommendation that this application be approved.

**Community Plan Consistent:**  Yes -  No -  Not Applicable

**Board/Commission Recommendation:**  Applicable -  Not Applicable

**Alternative(s):** Do not approve the Special Event Liquor License application for Rotary Club of Sedona Red Rocks for a Halloween event scheduled for Tuesday, October 31, 2017, from 3:00 to 10:00 p.m. located at Forest Plaza, 361 Forest Road, Sedona, AZ.

#### **MOTION**

**I move to:** approve the Special Event Liquor License application for Rotary Club of Sedona Red Rocks for a Halloween event scheduled for Tuesday, October 31, 2017, from 3:00 to 10:00 p.m. located at Forest Plaza, 361 Forest Road, Sedona, AZ.



**CITY COUNCIL  
AGENDA BILL**

**AB 2291  
October 10, 2017  
Consent Items**

**Agenda Item:** 3j  
**Proposed Action & Subject:** Approval of a recommendation regarding a Liquor License Agent Change/Acquisition of Control application for the Series 10 Beer & Wine Store Liquor License for Giant Store #003, 2960 W. SR 89A, Sedona, AZ (License #10133286).

<b>Department</b>	City Clerk
<b>Time to Present</b>	N/A
<b>Total Time for Item</b>	
<b>Other Council Meetings</b>	N/A
<b>Exhibits</b>	Liquor License Application is available for review in the City Clerk's office.

City Attorney Approval	Reviewed 10/3/17 RLP	<b>Expenditure Required</b>	\$ 0
City Manager's Recommendation	Approve a Liquor License Change/Acquisition of Control for Giant Store.	<b>Amount Budgeted</b>	\$ 0
		Account No. (Description)	N/A
		Finance Approval	<input checked="" type="checkbox"/>

**SUMMARY STATEMENT**

**Background:** State liquor laws require Sedona's City Council to forward a recommendation for approval or denial of applications for liquor licenses.

Western Refining Retail LLC has submitted a Liquor License application for an acquisition of control for Giant Store #003 located at 2960 W. SR 89A, Sedona, AZ (License #10133286). This is required by Arizona Department of Liquor Licenses and Control if a person other than those persons originally licensed acquires control over a license or licensee. The responsible person is required to file this notice within thirty business days after the acquisition of control and include a list of officers, directors, or other controlling persons Western Refining Retail LLC had a change in members, and as a result, the structure is different than it was in the existing liquor license. There are no changes, with the exception of the change in the responsible persons for the liquor license.

On receipt of notice of an acquisition of control, the State forwards the notice to the local governing body. The local governing body may protest the acquisition of control within sixty days based on the capability, reliability, and qualification of the person(s) acquiring control.

If the Director of the Arizona Department of Liquor Licenses and Control does not receive any protests, the Director may protest the acquisition of control or approve the acquisition of control based on the capability, reliability, and qualification of the person(s) acquiring control. Any protest shall be set for a hearing before the State hearing board. Any transfer shall be approved or disapproved within one hundred five days of the filing of the notice of acquisition of control. The person(s) who has acquired control of a license or licensee has the burden of an original application at the hearing, and the board shall make its determination pursuant to Section 4 202 and this section with respect to capability, reliability, and qualification.

Community Development, Finance, the Sedona Police Department (SPD), and Sedona Fire District (SFD) have conducted a review of the application and did not note any objections regarding its approval.

**Community Plan Consistent:** Yes - No - Not Applicable

**Board/Commission Recommendation:** Applicable - Not Applicable

**Alternative(s):** Do not recommend approval of the Liquor License Agent Change/Acquisition of Control application for the Series 10 Beer & Wine Store Liquor License for Giant Store #003, 2960 W. SR 89A, Sedona, AZ (License #10133286).

**MOTION**

**I move to:** recommend approval of the Liquor License Agent Change/Acquisition of Control application for the Series 10 Beer & Wine Store Liquor License for Giant Store #003, 2960 W. SR 89A, Sedona, AZ (License #10133286).



CITY COUNCIL
AGENDA BILL

AB 2300
October 10, 2017
Regular Business

Agenda Item: 8a
Proposed Action & Subject: Presentation/discussion with representatives from the Coconino National Forest on the Land and Resource Management Plan.

Department: City Manager's Office
Time to Present: 30 minutes
Total Time for Item: 90 minutes
Other Council Meetings: N/A
Exhibits: None

Table with 2 columns: City Attorney Approval, City Manager's Recommendation, Expenditure Required, Amount Budgeted, Account No. (Description), Finance Approval.

SUMMARY STATEMENT

Background: Representatives from the Coconino National Forest will be present to discuss their Coconino National Forest on the Land and Resource Management Plan. This document which is nearly finalized is essentially a zoning document for the Forest, setting up desired conditions in different areas. The "Amendment 12 area" which refers to the management area surrounding Sedona will no longer be an amendment and most everything from that document has now been rolled into this new plan.

Community Plan Consistent: [ ] Yes - [ ] No - [ ] Not Applicable

Board/Commission Recommendation: [ ] Applicable - [X] Not Applicable

Alternative(s): N/A

MOTION

I move to: for presentation and discussion only.

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**CITY COUNCIL  
AGENDA BILL**

**AB 2289  
October 10, 2017  
Regular Business**

**Agenda Item:** 8b  
**Proposed Action & Subject:** Presentation/discussion regarding the Nixle public safety and community notification system.

<b>Department</b>	Police Department
<b>Time to Present</b>	15 minutes
<b>Total Time for Item</b>	30 minutes
<b>Other Council Meetings</b>	N/A
<b>Exhibits</b>	A. Memo B. Public FAQs C. PowerPoint Presentation

City Attorney Approval	Reviewed 10/3/17 RLP	<b>Expenditure Required</b>	
			\$ N/A
City Manager's Recommendation	N/A—presentation only	<b>Amount Budgeted</b>	
			\$ N/A
		Account No. (Description)	N/A
		Finance Approval	<input checked="" type="checkbox"/>

**SUMMARY STATEMENT**

Nixle is a cloud-based public safety notification system that is free to subscribers. The City will use Nixle to provide public safety, traffic, and community alert and advisory messages to residents and visitors. The system can send SMS (text) and/or email messages, post notices to web and social media accounts, distribute private messages to internal groups, and accept anonymous tips for law enforcement.

**Background:**

**What**

Nixle is a public safety push communication system that sends SMS (text) and email messages to subscribers and can send private messages.

- Subscribers can customize their preferences. Even without a subscription, anyone anywhere can view City alerts and advisories by visiting [nixle.com](http://nixle.com) and/or our Nixle web page at [sedonaaz.gov/alerts](http://sedonaaz.gov/alerts).

- Sedona Red/Critical Incident alerts will appear in Google search results when anyone, anywhere conducts (a) a Google search in our area during an active Red alert or (b) searches for “Sedona” when a Red alert is active.
- City Nixle messages will automatically post to the *CityofSedonaAz* and *SedonaPD* social media accounts (Facebook and Twitter).
- Visitors can opt-in by text message and receive only messages for a designated keyword, e.g. SedonaMarathon2018.
- An Anonymous Tip function will be used by the Police Department for law enforcement.

**City Nixle Team**

The system is administered by the City Manager’s Office and Police Department, and users include staff members from Police, City Manager’s Office, and Public Works.

**Additional information**

- The City expects to begin sending messages in October 2017.
- The focus of Nixle messaging is public safety and law enforcement communication, not news or promotional information.

Yavapai and Coconino counties remain the primary agencies for managing and communicating public information related to fire, flood, severe weather, and similar countywide alerts via the Code RED system.

**Community Plan Consistent:**  Yes -  No -  Not Applicable

**Board/Commission Recommendation:**  Applicable -  Not Applicable

**Alternative(s):** N/A

**MOTION**

**I move to:** for information only.



# City of Sedona Safety and traffic notifications



Two ways  
to register

## Register online

*Best for if you want to customize your settings.*

1. Visit <https://local.nixle.com/register>
2. Email is required. Mobile phone is optional for advisories and community messages, but required if you wish to receive red Alert messages about high priority safety events.
3. Hit "I Accept. Sign me up!"
4. Enter any address within the Sedona city limits. To receive official city of Sedona messages you *must* enter Sedona in the city field, and our zip code, 86336.
5. Customize your notification settings.

## Opt in by text

*Best for visitors who only wish to receive text message notifications while in Sedona.*

1. On your mobile device, create a text message. The recipient is 888777. In the body of the message type Sedona's zip code, 86336.
2. That's it!
3. To stop receiving alerts, text the word STOP to 888777.
4. If you wish to add an email address or customize your settings, text the word PASSWORD to 888777. You will receive a password you can use to log in to your account by visiting Nixle online at <https://local.nixle.com/register>

*If you receive a "message failed" notice after trying to opt-in by text, it may be that short code texting is disabled on your phone. To enable short codes, contact your mobile provider.*

## FAQs

**Do I have to register to use Nixle?** Anyone can see the city's messages at <https://local.nixle.com/city-of-sedona-az/> without registering. To customize your settings you must create a free account. To see city of Sedona messages, enter any cross streets or address within the city and use our zip code, 86336.

**Is Nixle free?** Yes registration is free. If your personal mobile phone plan includes text messaging charges, messages will be charged at standard text messaging rates for your plan.

**Who can send messages through Nixle?** The Sedona Police Department, Public Works Department and City Manager's Office. Nixle is used nationwide by government agencies, school districts and other organizations that support public safety.

**What types of notices will I receive?** There are three types of messages. If you register your account online you can set your own preferences for the kinds of messages you will receive.

- Alert - urgent safety messages such as severe weather warnings, missing child, gas leak.
- Advisory – police activity, road closures, traffic congestion, safety advisories.
- Community – information that is not time-sensitive such as routine road work.

**Can someone track my location by using the system?** Nixle does not track users and does not sell or share information with third parties, not even the city. You are not required to give your home address.

**Can I enter multiple addresses?** You will enter one address or cross street in the Sedona city limits to create your account; it does not have to be your home address. Then you can click on "Locations" and add as many additional Nixle locations in any U.S. city as you wish. You can access Nixle messages online, anywhere in the world.

**Can I limit the number of text messages I receive?** You can limit the number of text messages by adjusting the type of messages you receive. Alerts (urgent safety messages) are sent by text but Advisories and Community messages can be received by email only.

**How do I unsubscribe?** Log in and click "Settings." You can eliminate text messages under the "Account" tab or you can text STOP to 888777. If you want to eliminate all of your Nixle account information send an email to [support@nixle.com](mailto:support@nixle.com). Even after unsubscribing you can still view Sedona's Nixle notification by visiting [nixle.com](https://nixle.com).

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# Public Safety Notifications



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## Presenters

Police Chief David McGill

Communications Manager Marty Macurak

Public Works Director Andy Dickey

# Need

- Public safety for residents and 2.8 million visitors.
- Other tools are valuable – eNotify and Citizen Connect – but are not intended for rapid public safety notification.
- Speedy and simple.

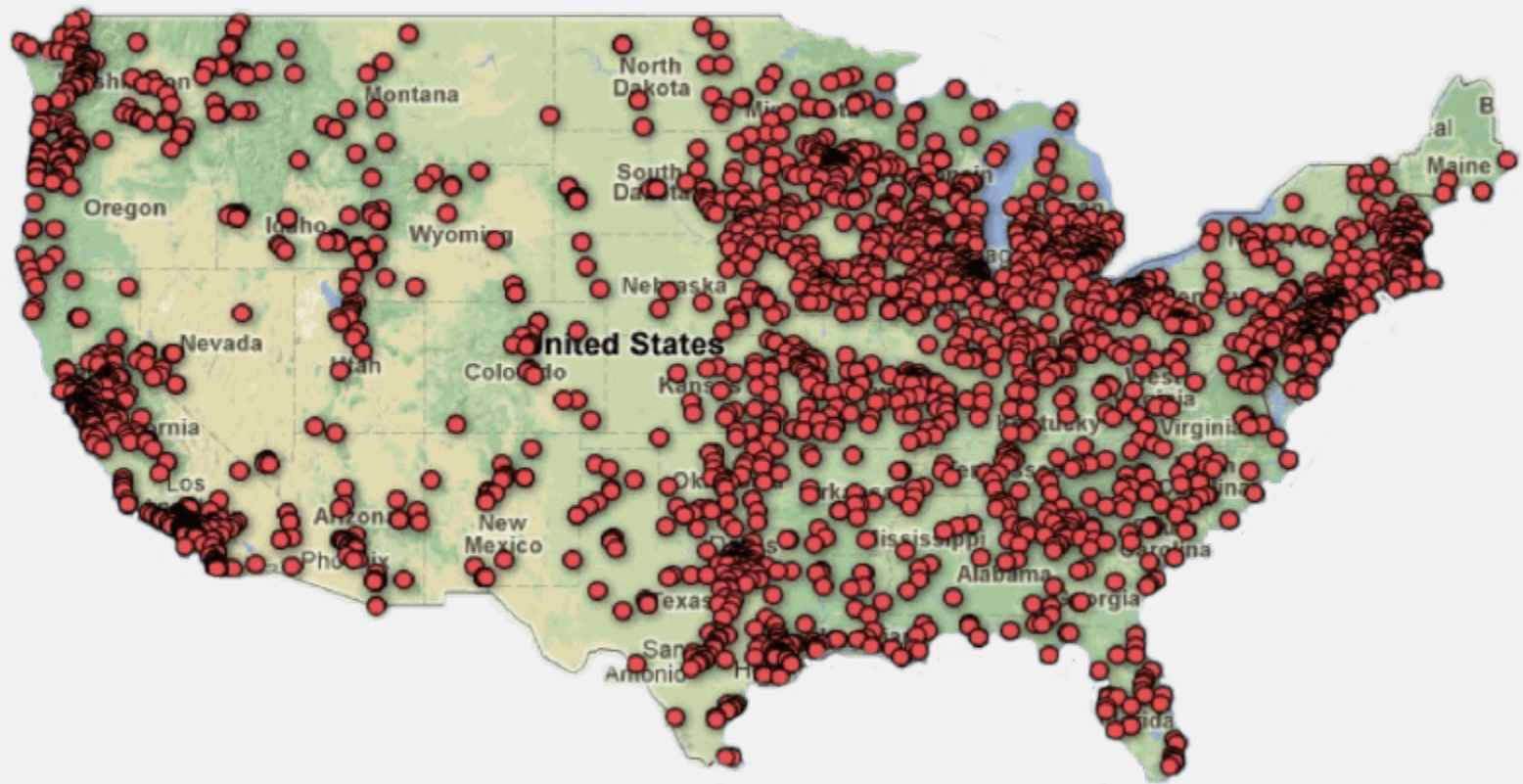


# Notification tool: Nixle

- Used by safety agencies nationwide.
- Easy opt-in for residents and short-term use via keyword for visitors.
- Uses law enforcement protocols to protect data.
- City has a year-to-year agreement with Nixle.



# Nixle clients: police, fire, schools, safety agencies



# Features

- Google integration
- Text or web page registration
- Keyword opt-in for only the messages you want – great for visitors
- Supports rich media: email w/ photo and doc attachments, maps and response links
- Web page display

The image shows a Google search result for the keyword 'flood'. The search bar at the top contains the word 'flood' and a search icon. Below the search bar are tabs for 'WEB', 'NEWS', 'IMAGES', 'VIDEOS', and 'MAPS'. The first search result is a red banner with the text 'Unprecedented Flood Situation' and 'Buridehing at Chenimari (Khowang)'. Below the banner, the text reads: 'The water level of Buridehing River at Chenimari (Khowang) was measured at 104.12 meters at 09:00 on ... It is expected to fall to 103.7 meters by 06:00 on 2015-09-03.' Below this is a section titled 'How to stay safe now' with the text: 'Avoid walking, swimming, riding, or driving through flood waters. Just 15 cm of moving water can knock you down and half a meter of water can sweep your vehicle away.' Below that is a line: '2 mins ago · Sources: Central Water Commission, NDMA'. At the bottom of the search result is a link: '→ What to expect, timing, and updates' and a 'Feedback' link.

To the right of the search result is a page titled 'How to prepare and stay safe' with 'NDMA' in the top right corner. The page contains several sections of text: 'Before', 'Turn on your TV/radio. You'll get the latest weather updates and emergency instructions from All India Radio (AIR) and other local sources.', 'Know where to reach higher ground on foot within 15 minutes. You may need to leave quickly to escape rising waters.', 'Bring in outdoor furniture and move important indoor items to the highest possible floor. This will help protect your valuables from flood damage.', 'Disconnect electrical appliances but don't touch electrical equipment if you're wet or standing in water. You could be electrocuted.'

Overlaid on the bottom right of the page is a dark blue box with white text that says: 'Click here to submit an ANONYMOUS TIP or call our toll-free tipping hotline at: 855-TIPS-247 (855-847-7247)'. The word 'ANONYMOUS' is in large, bold, blue letters, and 'TIP' is in large, bold, white letters with a blue outline.

# Features

- Automatic posting to social media
- Anonymous Tips
- Mobile app or desktop
- Private text messaging to staff

The image shows a Google search interface for the term 'flood'. The search results include a prominent red banner for 'Unprecedented Flood Situation' in Buridehing at Chenimari (Khowang). Below this, a news snippet reports that the water level of the Buridehing River was measured at 104.12 meters at 09:00 and is expected to fall to 103.7 meters by 06:00 on 2015-09-03. A 'How to stay safe now' section advises avoiding walking, swimming, riding, or driving through flood waters. The search results also include a link to 'What to expect, timing, and updates' and a 'Feedback' option.

On the right side of the search results, there is a sidebar titled 'How to prepare and stay safe' from NDMA. It contains several safety tips:

- Before**
- Turn on your TV/radio.** You'll get the latest weather updates and emergency instructions from All India Radio (AIR) and other local sources.
- Know where to reach higher ground on foot within 15 minutes.** You may need to leave quickly to escape rising waters.
- Bring in outdoor furniture and move important indoor items to the highest possible floor.** This will help protect your valuables from flood damage.
- Disconnect electrical appliances but don't touch electrical equipment if you're wet or standing in water.** You could be electrocuted.

At the bottom right, there is a call-to-action box with the text: 'Click here to submit an ANONYMOUS TIP or call our toll-free tipping hotline at: 855-TIPS-247 (855-847-7247)'.



# Sedona

- Messages will be sent by Police, Public Works, Communication Manager
- Counties remain primary agencies for fire, flood
- City will conduct subscription campaign
- [sedonaaz.gov/alerts](https://sedonaaz.gov/alerts)

Looking to Receive Alerts from Your Local Agencies?  
**TEXT YOUR ZIP CODE TO 888777 TO OPT-IN**

Receive alerts for

- Severe Weather
- Criminal Activities
- Severe Traffic
- Missing Persons
- Local Events

Town: You are now signed up to receive text alerts and advisories from the local police department



City Manager

- Contact us
- Americans with Disabilities Act
- Community newsletters
- Arts & Culture
- Citizens Academy
- Citizen Engagement
- City Council
- Grants
- Mediation Services
- Public safety and community alerts

Your Government > Departments > City Manager

## PUBLIC SAFETY AND COMMUNITY ALERTS

Font Size: [A] [A-] [A+] Share & Bookmark Feedback Print

The city's public safety and community alert system is conducted in partnership with Nixle. We have not yet started issuing alerts, but you may subscribe now. Use the Sign Up button below.

Recent messages from:  
City of Sedona, AZ

I there are no active alerts at this time

Receive messages by email & text message

Sign Up powered by NIXLE

Nixle FAQs - PDF  
 Opt-in by text (how to)  
 Visit the Sedona Nixle page

Click here to submit an **ANONYMOUS TIP**  
 or call our toll-free tipping hotline at:  
**855-TIPS-247**  
 (855-847-7247)

**sedonaaz.gov/alerts**

### County emergency notifications

Coconino and Yavapai counties use the CodeRed emergency notification system. CodeRED is a free service that alerts residents and businesses about time-sensitive general and emergency situations that are either imminent or occurring in the county. To sign up you must submit your street address and telephone.

Yavapai County [Yavapai County residents click here to sign up](#)

Coconino County [Coconino County residents click here to sign up](#)

## Sign Up (It's easy and anyone can join)

\*Required

\* **Email:**

Public safety messages are sent here

\* **Password:**

Make it hard to guess!

\* **Full Name:**

**Language:**

**Mobile Phone:**

Text alerts from local police and fire departments are sent to this device.

**Home Phone:**

After sign-up, see your Settings page for **supported** Local Agencies

**Voice Messages:**

Service only available from **supported** Public Safety Agencies

**I Accept. Sign me up!**

By clicking "I Accept," I accept Nixle's [Terms of Service](#).

**You will receive a single opt in welcome message.** Reply **YES** to continue to receive SMS text messages. You may opt out at any point by sending **STOP** to 888777 . Send **HELP** to 888777 for information.

No charge but Message and Data rates may apply. Message frequency varies. AT&T, T-Mobile®, Sprint, Verizon Wireless and most other carriers are supported. Contact customer support at support@nixle.com.

# STAY CONNECTED TO THE INFORMATION THAT MATTERS MOST

Simply **text any zip code to 888777** and receive real-time alerts and advisories directly from your local police department and other local agencies. There is **no charge** for registering, but standard text messaging rates associated with your mobile phone service will apply. You can opt out at anytime by texting **“STOP”** to **888777**.

If you're texting a **zip code to 888777** and using Nixle for the first time, you can retrieve a temporary password to complete the registration process **here**. Completing the registration process will allow you to fully customize how messages reach you – whether by mobile phone, email, or over the web at [www.nixle.com](http://www.nixle.com) – you decide!

## Using an iPhone:

### Step 1:

Select the Messages icon.

### Step 2:

## Using Android:

### Step 1:

On the Home screen, click the Messaging icon

### Step 2:

## Using a Blackberry:

### Step 1:

On the Home screen, click the Messages icon.

## Using a Standard Mobile Phone:

### Step 1:

From the standby screen,

# Public information campaign

- Chamber of Commerce: Members, tour operators, web, Visitor Center
- City staff including TCAs, CSAs, Rangers
- Incorporate into TUP process for large events
- Digital and traditional media
- Use our lists to invite subscriptions
- Placements and integration in various city and partner communication vehicles



# Uses

- PD use for safety notifications and anonymous tips
- Critical incident management
- Traffic mitigation & road impacts
- CIP impacts: assign keywords for long-term projects needing frequent updates
- Rapid text messages to key staff when needed, especially useful for PD and PW coordination



# Questions?

## Presenters

- Chief David McGill
- Communications Manager  
Marty Macurak
- Public Works Director  
Andy Dickey



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**CITY COUNCIL  
AGENDA BILL**

**AB 2305  
October 10, 2017  
Regular Business**

**Agenda Item:** 8c  
**Proposed Action & Subject:** Discussion/possible action to authorize staff to: a) prepare a notice of intent to increase sales taxes to fund transportation related projects, services, and administration; b) comply with the public posting requirements for a tax increase and modification to the model city tax code; and c) schedule public hearings for consideration of the sales tax increase and model city tax code modification.

<b>Department</b>	City Manager's Office
<b>Time to Present</b>	15 minutes
<b>Total Time for Item</b>	90 minutes
<b>Other Council Meetings</b>	September 13, 2017, September 27, 2017
<b>Exhibits</b>	None

City Attorney Approval	Reviewed 10/3/17 RLP	<b>Expenditure Required</b>
		\$ 0
City Manager's Recommendation	Authorize staff to prepare a notice of intent to increase transaction privilege tax and administer necessary public noticing and public hearings.	<b>Amount Budgeted</b>
		\$ 0
		Account No. N/A (Description)
		Finance <input checked="" type="checkbox"/> Approval

**SUMMARY STATEMENT**

**Background:** On September 13 and 27, 2017, Council began a discussion on funding sources to fund capital improvements related to transportation. A Financial Sustainability Citizen Workgroup recommended a one cent sales tax for 10 years as the best source to fund these transportation projects. The Workgroup recommendation came after many months of studying the city's needs and available revenues.

Council completed a review of transportation projects and services included in the Transportation Master Plan on September 27, 2017 and concluded that a ½ percent tax for 10 years was the preferred solution.

Staff has further scrutinized the best path forward to implement the next tax. The purpose of this meeting is to solidify the terms of the tax, at which point staff can prepare a notice of intent and begin the posting requirements. The notice of intent and all other necessary postings will require 60 days before an ordinance can be considered. A public hearing will be scheduled in December, after which the Council can take action.

**Community Plan Consistent:**  Yes -  No -  Not Applicable

**Board/Commission Recommendation:**  Applicable -  Not Applicable

**Alternative(s):** N/A

**MOTION**

**I move to:** direct staff to prepare an ordinance to amend the city tax code to provide for an increase to the transaction privilege tax in the amount of ½ percent for a period of 10 years, dedicated to transportation related projects, services, and administration and to prepare all necessary notices and reports.