



# ACTION ITEM LIST

The AIL is intended to comply with the requirements of A.R.S. § 38-431(E) regarding the posting on the City website within 3 days of a statement of legal actions taken at the Special City Council Joint Meeting with the Sedona Chamber of Commerce & Tourism Bureau held on January 17, 2018 at 2:00 p.m.

COUNCIL ATTENDANCE: All present.

	AB #	TOPIC		STAFF
<b>SPECIAL BUSINESS</b>	AB 2288	Discussion/possible direction regarding destination marketing and tourism promotion goals, objectives, and approach for the FY2018-2019 contract year. This will take place in the form of a joint meeting between the Sedona City Council and the Sedona Chamber of Commerce and Tourism Bureau's Executive Committee.	<p>The following members of the Sedona Chamber of Commerce Board of Directors commented: Linda Goldenstein, Ralph Woellmer, Lonnie Lillie, Kyle Larson, Al Comello, Marc Sterling, and Mike Herman.</p> <p>Steve Segner, Sedona Lodging Council, answered questions from Council.</p> <p>By majority consensus Council: directed the Sedona Chamber of Commerce and Tourism Bureau (SCoC&amp;TB) to simplify the budget report that is brought forward for consideration; agreed to an increase in certain budget areas if it would help fulfill overarching strategies; and preferred the SCoC&amp;TB use a quality versus quantity approach in their marketing strategies.</p>	Osburn
<b>FUTURE AGENDA ITEMS:</b> None.				
<p><b>EXECUTIVE SESSION:</b> 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:</p> <ul style="list-style-type: none"> <li>a. To consult with legal counsel for advice on matters listed on this agenda per A.R.S. § 38-431.03(A)(3).</li> <li>b. Return to open session. Discussion/possible action on executive session items.</li> </ul> <p>No Executive Session was held.</p>				
<b>ADJOURNMENT:</b> The meeting was adjourned at 6:00 p.m.				