

**Action Minutes
Special City Council Meeting
Joint Meeting with the Sedona Chamber of
Commerce & Tourism Bureau
City Council Chambers, Sedona City Hall,
102 Roadrunner Drive, Sedona, Arizona
Wednesday, January 17, 2018, 2:00 p.m.**

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

Mayor Moriarty called the meeting to order at 2:03 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, and Councilor Joe Vernier.

Staff Present: City Manager Justin Clifton, Assistant City Manager Karen Osburn, City Attorney Robert Pickels, Jr., Economic Development Director Molly Spangler, Parks and Recreation Manager Rachel Murdoch, Communications Manager Marty Macurak, Deputy City Clerk JoAnne Cook.

Sedona Chamber of Commerce and Tourism Bureau Board of Directors Present: Chairman Lonnie Lillie, Vice Chairman Stephanie Giesbrecht, Treasurer Marc Sterling, Linda Goldenstein, Desiree Brackin, Al Comello, Whitney Cunningham, Darla DeVille, Mike Hermen, Kyle Larson, Jennifer Perry, and Ralph Woellmer.

3. Special Business

- a. **AB 2287 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.**

Presentation by Karen Osburn, Justin Clifton, and Jennifer Wesselhoff, President/CEO Sedona Chamber of Commerce and Tourism Bureau. Steve Segner, Sedona Lodging Council, was available to answer questions from Council.

Questions and comments from Council.

The following members of the Sedona Chamber of Commerce Board of Directors added comments: Linda Goldenstein, Ralph Woellmer, Lonnie Lillie, Kyle Larson, Al Comello, Marc Sterling, and Mike Herman.

Break at 3:54 p.m. Reconvened at 4:09 p.m.

Questions and comments from Council.

By majority consensus, Council directed the Sedona Chamber of Commerce and Tourism Bureau (SCoC&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&TB use a quality versus quantity approach in their marketing strategies.

- 4. Discussion/possible action on future meeting/agenda items - None.
- 5. 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.

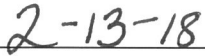
6. Adjournment

Mayor Moriarty adjourned the meeting at 6:00 p.m. without objection.

I certify that the above are the true and correct actions of the Special City Council Meeting held on January 17, 2018.



JoAnne Cook, Deputy City Clerk



Date