

AGENDA REVISED 1:00 P.M.

CITY OF SEDONA, SPECIAL CITY COUNCIL MEETING WEDNESDAY, MARCH 28, 2018

NOTES:

- 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

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.
- The decision to receive Public Comment during Work Sessions/Special City Council meetings is at the discretion of the Mayor.

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/MOMENT OF SILENCE

2. ROLL CALL

3. SPECIAL BUSINESS & EXECUTIVE SESSION

a. Interviews with candidates for City Council. Candidates to be interviewed are:

- i. 1:15 p.m. Janice Howes Hudson
- ii. 2:00 p.m. Jessica Williamson
- iii. 2:45 p.m. James Curry

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:

b. Deliberation regarding candidates interviewed to fill the City Council vacancy. This matter is brought in executive session pursuant to A.R.S. 38-431.03(A)(1).

Return to open session.

c. AB 2363 Discussion/possible action on selection and appointment of a person to fill the City Council vacancy.

4. 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. The Vultee Conference Room 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.

**VULTEE CONFERENCE ROOM
106 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.

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**CITY COUNCIL
AGENDA BILL**

**AB 2364
March 28, 2018
Special Business**

Agenda Item: 3c
Proposed Action & Subject: Discussion/possible action on selection and appointment of a person to fill the City Council vacancy.

Department	City Clerk
Time to Present	N/A
Total Time for Item	15 minutes
Other Council Meetings	March 13, 2018, March 21, 2018
Exhibits	A. City Council Vacancy Interviewee Applications

City Attorney Approval	Reviewed 3/20/18 RLP	Expenditure Required	\$ 0
City Manager's Recommendation	Discuss and take action to appoint a person to fill the City Council vacancy.	Amount Budgeted	\$ 0
		Account No. (Description)	N/A
		Finance Approval	<input checked="" type="checkbox"/>

SUMMARY STATEMENT

Background: The City of Sedona advertised seeking applicants to fill the vacant City Council seat created by the resignation of Councilor Vernier on February 19, 2018 with an application deadline of March 7, 2018. Six applications were received from parties seeking appointment. Two of the applications were deemed incomplete as the required resumes were not included. The open seat has a term beginning on the date of appointment and ending when the individual elected during the Fall 2018 election cycle to fill the remaining two years of Councilor Vernier's term is sworn in to office which will be at the second meeting in November or first meeting in December.

The City Council reviewed the applications on March 13, 2018 and selected Janice Howes Hudson, Mike Norman, Michael Ward, and Jessica Williamson for interviews. Michael Ward was interviewed on March 21st due to a scheduling conflict.

On March 20th, it was discovered that Mike Norman does not reside within the Sedona City Limits. Mr. Norman was contacted and advised that he was not eligible to serve on City Council and would not be interviewed. That same day we learned that James Curry had emailed a resume to the City on March 7th prior to the deadline; however, he used an incorrect email address. After consultation with the City Attorney and Mayor, Mr. Curry was scheduled for an interview during the time vacated by Mr. Norman. Mr. Curry was advised

that this interview is at the discretion of the City Council as a whole. At the beginning of the meeting on March 28th, Council can deliberate as to whether or not they wish to proceed with this interview.

Following the March 28th interviews, the City Council will consider the applicants and select an individual to fill the vacancy.

Community Plan Consistent: Yes - No - Not Applicable

Board/Commission Recommendation: Applicable - Not Applicable

Alternative(s): Council could choose to re-advertise the vacancy.

MOTION

I move to: appoint _____ to fill the City Council vacancy until the individual elected during the Fall 2018 election cycle to fill the remaining two years of Councilor Vernier's term is sworn in to office.



CITY COUNCIL APPLICATION

RECEIVED
MAR - 6 2018
CITY OF SEDONA
CITY CLERK'S OFFICE

READ THE FOLLOWING INSTRUCTIONS CAREFULLY BEFORE FILLING OUT YOUR APPLICATION - TYPE OR PRINT CLEARLY IN INK ONLY.

All requested information must be furnished. If an item does not apply to you or if there is no information to be given, write in the letters "N/A" for "Not Applicable".

A RESUME MUST BE SUBMITTED, AND, YOU MUST COMPLETE ALL INFORMATION REQUESTED ON THE APPLICATION.

POSITION APPLIED FOR: CITY COUNCIL

APPLICANT'S NAME: Michael K. Ward _____ x

PHYSICAL ADDRESS: 100 Quail Run Sedona, AZ 86336 _____ x
(Street) (City) (State) (Zip)

MAILING ADDRESS: Same as above _____
(Street or PO Box) (City) (State) (Zip)

PHONE: Home: _____ **Work:** _____ **Cellular:** _____

EMAIL: _____

Are there any days you will not be available for an interview? Thursdays

Are you a resident of the City of Sedona? Yes (X) No () **How many Years?** 16 years

Have you previously been appointed by the City of Sedona to any position or commission/board other than the one for which you are currently applying?

Yes (X) No () If so, what and length of term? Board of Adjustment - 2 years then replace by hearing officers

Are you a registered voter? Yes (X) No ()

In answering the following questions, if more space is required, please attach a separate sheet of paper.

BACKGROUND INFORMATION WHICH YOU BELIEVE QUALIFIES YOU FOR THE APPOINTMENT. (This should include education, employment history, community service, special interests and skills, and personal philosophy.)

I previously served on the Sedona City Council for 4 and one-half years (May 2010 to November 2014). After serving in the US Army for three years (1970-1973), I entered the education field and earned a Doctorate in Educational Curriculum and Instruction. I have served as a H.S. teacher, a Vocational Education Dean at two Illinois Community Colleges (Morton College and at College of DuPage with an enrollment of 37,000 students) and retired in 2002 after serving as a full professor and department head at College of DuPage. While teaching I published multiple editions of CAD textbooks for AutoCAD, Microsoft, and Pro-Engineering.

Since moving to Sedona in 2002, I have volunteered with the Friends of the Forest supporting the Red Rock Ranger District, serving a 2-year term as Vice President and a 2-year term as President. I volunteer with the Yavapai County Sherriff Verde Search and Rescue Posse, serving five consecutive 1-year terms as the Posse Captain and two 1-year terms as the First Lieutenant Training Officer. Since leaving the Sedona City Council, I served on the Sedona Board of Adjustment, am currently a Sedona Police volunteer and was recently elected as a Trustee of Keep Sedona Beautiful.

My other interests include hiking and model railroading. As a Sedona Westerners hiking club member, I wrote numerous articles for the club published in the Sedona Red Rock News. In 2005, I published a successful tourist guide to the geology of the Sedona and Verde Valley, So, Why Are The Rocks Red?.

1. What are your perceptions of the duties, responsibilities, and role of the City Council?

Having served as a Sedona City Councilor, I am intimately familiar with the role of the City Council. IAs a city councilor I represented the City of Sedona on NACOG, NAIPTA, and the Sedona P&Z Board, I also served on a Council subcommittee that revised the City of Sedona City Council Rules of Procedure and Policies in 2011. I understand the Arizona Public Open Meeting laws and the responsibilities and duties of a Sedona City Councilor.

2. What do you believe are the major issues facing the City Council?

Among the many issues confronting this City Council over the current year include:

- Some voter opposition to the reauthorization vote for Home Rule this fall
- Reconciling projected 2019 city revenues with 2018-2019 budget necessary to fund city operations and for needed capital improvements
- Implanting recommendations of the recently completed traffic study to address the increased traffic and parking problems created by growth in tourist visits to Sedona
- Financing future Storm Water Management projects
- Creating a Wireless Master Plan
- Monitoring the impact of the recent Arizona state law regarding the prohibition of local restrictions on short term rentals

3. What do you hope to accomplish as a City Councilor?

I hope to conscientiously consider the needs of the many constituent communities that comprise the population of Sedona in acting on issues that come before the Council.

4. Have you read the following City of Sedona documents?

Community Plan Yes (X) No ()

City Code Yes (X) No ()

Land Development Code Yes (X) No ()

5. Have you reviewed the current City of Sedona Budget? Yes (X) No ()

6. Have you attended any Sedona City Council meetings? Yes (X) No () If yes, please estimate the number you have attended and provide further explanation.

I have only attended several City Council meetings over the past several years. On one occasion I addressed the Council regarding the desolation of the Board of Adjustment and the city's failure to personally notify the board members of the decision to replace the Board with hearing officers leaving us to read about it in the paper.

I have twice attended meetings when recognition of the Police Volunteer of the Year was given by the Council. Having only recently been aware of the opportunity of appointment to the City Council position created by the resignation of Joe Vernier, I plan on attending future Council meeting during the appointment process.

I have a continuing interest in city matters and attempt to stay current on issues of importance within the city.

7. Please provide any additional information which you believe may be pertinent for consideration of your application.

Since retiring to Sedona, I receive satisfaction from serving the community and activities in which I feel that I have something to offer. I do not represent any specific interest group or have a hidden agenda for serving on the City Council. At present, I do not intend to run for City Council in the upcoming election and therefore my appointment by the Council would not be perceived by the Sedona voters as being endorsed by the sitting Council.

Michael K. Ward
100 Quail Run
Sedona, AZ

Education:

Glenbard East H.S.	diploma	1966	Lombard, IL
Western IL University	B.S	1970	Macomb, IL
Northern IL University	M.S.	1973	DeKalb, IL
Northern IL University	CAS	1977	DeKalb, IL
Northern IL University	EdD.	1981	DeKalb, IL

Employment:

U.S Army	SGT E-5	1970 -1973	Military Intelligence
Hinsdale H. S	Teacher	1973 -1976	Hinsdale, IL
Morton Community College	Vocational Dean	1976 -1981	Cicero, IL
College of DuPage C. C.	Vocational Dean	1981 -1987	Glen Ellyn, IL
College of DuPage C. C.	Professor	1987 -2002	Glen Ellyn, IL
Retired		2002 - present	

Professional Organizational Positions:

Northern IL Career Dean’s Council		1978 -1987	Secretary
Illinois Vocational Association		1983- 1987	Board Member
ICCA Vocational Council		1984 - 1987	Board Member/Chairman
Intergraph Users Group		1987 – 1995	Board Member/Secretary/Chairman
MicroStation Users Group		1995 – 1998	Board Member/ Chairman

Volunteer Activities:

Sedona Friends of the Forest		2002-2017	Board Member
		2004-2006	Vice President
		2007-2008	President
Verde Search and Rescue Posse		2007- Present	Board Member
		2008-2012	Captain
		2012-2014	First Training Officer
Sedona City Council		2010-2014	Councilor
Sedona Board of Adjustment		2014-2016	Board member
Sedona Police Department Volunteer		2014 – Present	Volunteer
Keep Sedona Beautiful		2018 – Present	Trustee

Publications:

- The MicroStation Workbook 1990, 1993 revised, 1996 revised, 1998 revised, 2000 revised
- The MicroStation Modeler Workbook 1998
- The AutoCAD Workbook 1995, 1997 revised, 1999 revised 2001 revised
- So, Why Are The Rocks Red? 2005

RECEIVED

MAR - 5 2018

CITY OF SEDONA
CITY CLERK'S OFFICE



CITY COUNCIL APPLICATION

READ THE FOLLOWING INSTRUCTIONS CAREFULLY BEFORE FILLING OUT YOUR APPLICATION – TYPE OR PRINT CLEARLY IN INK ONLY.

All requested information must be furnished. If an item does not apply to you or if there is no information to be given, write in the letters "N/A" for "Not Applicable".

A RESUME MUST BE SUBMITTED, AND, YOU MUST COMPLETE ALL INFORMATION REQUESTED ON THE APPLICATION.

POSITION APPLIED FOR: CITY COUNCIL

APPLICANT'S NAME: Janice Howes Hudson

PHYSICAL ADDRESS: 228 Caballo Dr. Sedona AZ 86336
(Street) (City) (State) (Zip)

MAILING ADDRESS: 228 Caballo Dr. Sedona AZ 86336
(Street or PO Box) (City) (State) (Zip)

PHONE: Home: _____ **Work:** N/A **Cellular:** _____

EMAIL: _____

Are there any days you will not be available for an interview?

No

Are you a resident of the City of Sedona? Yes No **How many Years?** 5.5

Have you previously been appointed by the City of Sedona to any position or commission/board other than the one for which you are currently applying?

Yes No If so, what and length of term? Personnel Board, since 04/14

Are you a registered voter? Yes No

In answering the following questions, if more space is required, please attach a separate sheet of paper.

BACKGROUND INFORMATION WHICH YOU BELIEVE QUALIFIES YOU FOR THE APPOINTMENT. (This should include education, employment history, community service, special interests and skills, and personal philosophy.)

Thank you for the opportunity to apply for the City Councilor vacancy that was created by Mr. Vernier's resignation. I feel that my education and the transferable skills and abilities that I have gained through my previous work and volunteer experience make me qualified for this position.

I hold a Master of Business Administration, a Bachelor of Education and I have earned certifications in clinical counseling, mediation and negotiation, and coaching. I believe that this education, as well as my past employment, has helped me to learn the interpersonal and communication skills that are required to develop and nurture positive personal and working relationships with a diverse range of groups and individuals.

I have significant executive experience in the operational, human resource and financial management of large provincial government organizations (i.e. ministry budgets of over \$1.4 billion and staffing in excess of 4400 FTEs); directly developing and managing balanced budgets in excess of \$24 million and 290 FTEs. (please see page 2B)

1. What are your perceptions of the duties, responsibilities, and role of the City Council?

I feel that the most important role that the City Council has is to protect the safety and welfare of the city and its residents. This is a broad mandate and though A.R.S 9-240 outlines in detail all the many powers that are vested in the City Council in order to carry out this responsibility, what may be of more importance is how the Council chooses to exercise these powers. I believe that a key way the Council can protect the city's welfare is to ensure that Council decisions are not just made for the current but also for the future benefit of the City of Sedona as a whole. This also requires that the Council be open to hear conflicting opinions and viewpoints and to actively seek input from and engage as wide a range of Sedona residents as possible.

Generally, the duties and responsibilities of the Council fall under three broad categories:

1) Appointments

One of the most important appointments that a Council makes is that of the City Manager. As the top public administrator, the City Manager is the bridge between the Council and city staff; ensuring that the Council's priorities are actualized, sets the tone for a supportive environment and ensures that resident's day-to-day interactions with the city are generally positive. The Council is also responsible for appointing appropriate Sedona residents to commissions such as Planning & Zoning and Historic Preservation which provide recommendations to Council regarding Sedona's growth and preservation of its heritage. (please see page 2B)

2. What do you believe are the major issues facing this City Council?

Though there are numerous issues the City Council must address, such as updating the Land Development and Building Codes, looking at ways to stimulate the creation of affordable housing and exploring environmental sustainability opportunities, I believe that the top three major issues facing this City Council are:

a) Traffic and Mobility Issues: this has been a significant issue for residents and tourists for a long time. With the completion of the Transportation Master Plan and the passage of the 1/2 % sales tax effective March 1, the city is starting with Uptown traffic issues. It is very important that implementation of the transportation priorities continue at a steady pace and, if other funding opportunities become available, to enhance the projects under Sedona in Motion.

b) Sustainable Tourism: with resident employment and many businesses in Sedona being reliant on tourism, and with having over 65% of the city's operating budget coming from tourist revenue, having a vibrant tourism industry is critical for the welfare of the city. However, many residents feel that the continuing increase in the number of tourists visiting the area has had a negative impact on things like the trails, housing, traffic and parking around Sedona, resulting in a poorer quality of life for them. It is important that the City Council continues to request and monitor that the Chamber of Commerce develops and implements a more sustainable tourism approach that will better balance the interest of residents and tourists. (please see page 2C)

Background Information Continued:

My work also involved such things as: managing federal/provincial/municipal relationships; developing accountability and performance management systems; drafting legislation and regulations; development and implementation of government policy, priorities and business plans; making recommendations regarding client-focused programs and services; and managing community consultation and engagement processes. (Please see my attached resume for a more comprehensive explanation of my past experience, skills and abilities.)

I believe in the value of service to others and to the community and I have a long history of volunteerism. I have served on a variety of governance boards, such as the City of Richmond Public Library Board and over 15 years serving on boards at the regional, provincial and national level with the Canadian Hemophilia Society. Most recently, I have been volunteering with the City of Sedona and for the past four years I have served as a member of the Personnel Board and the Citizens Budget Work Group. I have also participated in the interview panels for the City Manager, Director of Financial Services and Director of Communications competitions. Until recently, I have been volunteering as an advocate with the Arizona Crisis Team (formerly the Trauma Intervention Program) supporting individuals in crisis in the Verde Valley. In addition, I am a member of the League of Women Voters of Greater Verde Valley and The Sedona Women, organizations which have a community service component.

1. Duties, Responsibilities and Role of the City Council

2) Budget

The review, modification, and legal adoption and approval of the annual city budget is a critical responsibility of City Council. Though the draft budget is developed by the City Manager, after consultations with staff and the Citizens Budget Work Group, the budget is ultimately a political instrument that weighs the City Council's priorities against available resources. It is a means by which city staff receive general direction for funding of programs and services and, as a public document, it is one way by which the City Council can be transparent and be held accountable for its actions by Sedona residents.

3) Managing the business of the City

The City Council provides regulatory and legislative direction for the day-to-day management of the city through passing codes, ordinances, resolutions, orders or motions. For example, the City Council has the ability to make ordinances regarding land development, noise control regulations or levy taxes. This all occurs at City Council meetings and speaks to why it is very important for City Councilors to be present at City Council meetings and to be fully informed about agenda items.

2. Major Issues Facing City Council

c) **Fiscally Responsible and Sustainable Budgets:** any budget is a plan for the fiscal future. The budget needs to reflect not only the priorities of the present but also those of the future. The city has been fortunate that as revenues continued to increase as tourism rebounded from the last recession it was able to return to higher staffing levels and undertake some significant projects, such as Sedona in Motion. However, though the economy has been relatively calm and has gone a long time without a significant down cycle, it is inevitable that one will occur. Responsible fiscal planning and a continued emphasis on economic development and diversification is required to ensure that the city can successfully manage through the next recession.

3. What do you hope to accomplish as a City Councilor?

During this 8 month temporary appointment, my initial focus will be to become familiar with all aspects of the workings of City Council and to develop good working relationships with the other Council members. I would continue to participate on the Citizens Budget Work Group so that I am fully informed of all the current and future operational and capital issues facing the city when the budget comes in front of City Council for discussion, amendment and approval in May and June. In addition, I hope to remain engaged in issues arising from implementation of the Transportation Master Plan and the Sustainable Develop Strategic Plan being created mid-2018. I noted with some concern that, in the 2017 Community Survey, resident perceptions of the City Council, such as the overall direction of the Council and belief that the Council is acting in the best interest of Sedona, are mostly lower than the national benchmarks. I would be open to working with other Council members to look at ways to improve these perceptions. Exploring opportunities for engagement with residents of Sedona would also be a priority.

4. Have you read the following City of Sedona documents?

Community Plan Yes No

City Code Yes No

Land Development Code Yes No

5. Have you reviewed the current City of Sedona Budget? Yes No

6. Have you attended any Sedona City Council meetings? Yes No If yes, please estimate the number you have attended and provide further explanation.

I have attended Sedona City Council meetings in person approximately 6 times; usually those meetings were related to my volunteer work on the Citizens Budget Work Group. At other times, when there were agenda items in which I was interested, I would record the meetings as they were being broadcast on Channel 4 and watch the proceedings at a later date. I did this as, until recently, I was on-call every Tuesday (from 7 am to 7 pm) with the Arizona Crisis Team (formerly known as the Trauma Intervention Program) and I was not available to attend Sedona City Council meetings in person.

7. Please provide any additional information which you believe may be pertinent for consideration of your application.

It is my intention to run for the 2 yr City Councilor vacancy, created by Mr. Vernier's resignation, in the 2018 election.

CAREER HIGHLIGHTS

FINANCE & ADMINISTRATION

- Key member of organization's executive committee whose responsibilities included oversight of the human, financial, administrative, policy and physical resource infrastructure of a large multi-site provincial organization as well as for providing leadership to complex and comprehensive client-focused service delivery portfolios. Successfully increased organization's annual budget by over \$290 million.
- As CEO, was responsible for all aspects of the operation of a health-care related non-profit organization and oversaw all facets of the policy, personnel, financial, clinical management, administrative and facility infrastructure of two long-term care hospitals, as well as a large senior's independent living complex. Budget was dynamic as it was dependent on variable contract funding from health authorities and alternate funding mechanisms.
- For 3 years was Vice-President of Finance and Administration for the Canadian Hemophilia Society, a volunteer-driven, community-based not-for-profit. Chaired committee which developed and oversaw the annual budget, including allocation of grants and program funds and the identification of alternate funding sources/mechanisms and marketing initiatives.
- Developed, implemented and monitored annual balanced budgets in excess of \$24 million and, as an executive member, jointly responsible for the creation (taking into consideration issues such as all risk assessments and mitigation strategies, contingency plans, cost pressures, annualizations, approved plans/projects/initiatives and government directives) and management of \$1.4 billion ministry operating, capital and information technology budgets.
- Member of the executive Audit Review Committee; participated in a number of financial and operational audits; responded to internal/external audit reports; ensured required adjustments were made to conform to auditor recommendations.
- Directly responsible for the human resource management of up to 250 professional and unionized staff and, as an executive member, responsible for oversight of 4400 full time equivalent positions. This included a range of activities from designing and analyzing jobs; recruitment, selection, orientation and training of new employees; career/leadership development and succession planning; managing individual and team performance; dealing with labour relations issues (including grievances and employee conflict), and managing diversity, to organizational (re)design and the strategic use of human resources to achieve the organization's goals and objectives.
- Managed a wide range of performance-based contracts, including approximately 180 legal service contracts with over 90 private law firms across the province. This included activities such as developing Requests for Proposal, Notices of Intent, evaluating and choosing the successful contractor, negotiating terms of contract, monitoring contract compliance and expenditures, and evaluation of contractor performance based on previously established performance standards and measures. Also negotiated and monitored service level agreements with other government organizations.
- Significant experience in simultaneously managing, in an environment of changing priorities and deadlines, a wide range of emerging, complex and sometimes conflicting projects, while still managing the day-to-day policy, planning, project management, municipal/provincial/federal negotiation/relationships and legislative activities of the organization.

JANICE HOWES HUDSON

ACCOUNTABILITY & PERFORMANCE MANAGEMENT

- Responsible for the development and monitoring of activities outlined in a number of organizations' strategic plans, which included environmental scanning, goals, objectives, strategies, measures and targets/benchmarks. Also responsible for the creation of annual reports.
- Experienced in overseeing the planning and development, implementation and performance monitoring of a wide-range of client-focused programs and services.
- Performed financial, social and political risk assessments and developed mitigation strategies and contingency plans.
- Spearheaded the development of an innovative interdependent accountability framework which was designed to significantly increase public accountability once ministry services were transferred to new provincial and regional authorities.
- Oversaw the accreditation of British Columbia's Hemophilia Program by the Canadian Council on Health Services Accreditation. This process allowed for the development and maintenance of interrelated accountability and quality improvement systems which were designed to support the delivery and continuous improvement of safe, effective and efficient services for persons with bleeding disorders.
- As part of municipal/provincial/federal responsibilities, negotiated performance metrics and accountability frameworks for a number of new pan-Canadian initiatives.

RELATIONSHIPS & COMMUNICATION

- Municipal/provincial/federal negotiations required the development of diplomatic relationships with relevant municipal and Aboriginal authorities in British Columbia, federal departments, and other provincial governments.
- Worked with a wide variety of stakeholder groups to inform ongoing municipal/provincial/federal negotiations.
- Successfully engaged a diverse group of internal and external stakeholders, such as municipal associations and aboriginal organizations, to commit to the government's vision to transfer ministry services to provincial and regional authorities, and engaged them in a two year collaborative consultation process which resulted in legislation that would lead to new provincial and regional authorities in British Columbia.
- Engaged a wide-range of medical professionals, volunteers and members of the Hemophilia community in a year-long consultation process which resulted in the development of the first national standards of care for persons with bleeding disorders in Canada.
- As CEO, developed a number of mechanisms to engage residents, family members and staff in ongoing consultation and feedback on the operations of the long-term care hospitals and the independent living facility.
- As Executive Advisor to the Workers' Compensation Board, improved public perception of the Board by leveraging public relations opportunities with stakeholders and the general public and by being highly visible at community events.
- Engaged the construction community in Vancouver in consultation on how to develop workplace health and safety partnerships to take advantage of the construction build-up to the 2010 Olympic Games.
- Developed excellent ongoing working relationships with staff and colleagues and coached and mentored them through several periods of workforce adjustment and major organizational change.
- Experienced in dealing with media relations, including briefing Boards of Directors and elected government officials on emerging issues, dealing directly with media requests and press interviews.

JANICE HOWES HUDSON

- Significant experience in writing a wide range of documents for a variety of internal and external audiences including grant applications; highly technical briefing notes for various Boards of Directors; Cabinet and Treasury Board submissions; research papers; articles for community newsletters; government White Papers and annual reports.
- Skilled presenter whose experience includes making presentations to Boards of Directors, Executive Committees, committees of Cabinet, delivering speeches to medical professionals and laypersons at international and national conferences and making presentations to a wide range of stakeholder/community organizations on issues related to issues such as budget, policy, legislation, land claims negotiations and municipal/provincial/federal negotiations.

CAREER HISTORY

CEO, Little Mountain Residential Care & Housing Society	2008 - 2012
Principal, Lodestar Coaching and Consulting Services	2004 - 2008
Executive Advisor, Strategic Initiatives, to the Board of Directors, Workers' Compensation Board, British Columbia	2003 - 2004
Executive Director, Ministry of Children and Family Development, British Columbia	2001 - 2003
Director, Ministry for Children and Families, British Columbia	1992 - 2001
Director, Ministry of Education, British Columbia	1990 - 1992

RELEVANT EDUCATION AND PROFESSIONAL DEVELOPMENT

- Master of Business Administration (with Distinction), University of Hertfordshire, 2007
- Post-Degree Diploma in Business Studies, Malaspina University-College, 2007
- BC Government Financial Management and Control Training
- BC Government Contract Management Training
- Mediation and Negotiation Training (Justice Institute of BC)
- Appreciative Inquiry and Inspired Learning Facilitator Training
- Professional Coach Certification

RECEIVED

MAR - 5 2018

CITY OF SEDONA
CITY CLERK'S OFFICE



CITY COUNCIL APPLICATION

READ THE FOLLOWING INSTRUCTIONS CAREFULLY BEFORE FILLING OUT YOUR APPLICATION – TYPE OR PRINT CLEARLY IN INK ONLY.

All requested information must be furnished. If an item does not apply to you or if there is no information to be given, write in the letters "N/A" for "Not Applicable".

A RESUME MUST BE SUBMITTED, AND, YOU MUST COMPLETE ALL INFORMATION REQUESTED ON THE APPLICATION.

POSITION APPLIED FOR: CITY COUNCIL

APPLICANT'S NAME: Jessica Williamson

PHYSICAL ADDRESS: 255 Kachina Dr Sedona AZ 86336
(Street) (City) (State) (Zip)

MAILING ADDRESS: SAME
(Street or PO Box) (City) (State) (Zip)

PHONE: Home: _____ Work: N.A. Cellular: _____

EMAIL: _____

Are there any days you will not be available for an interview?

Are you a resident of the City of Sedona? Yes () No () How many Years? 15

Have you previously been appointed by the City of Sedona to any position or commission/board other than the one for which you are currently applying?

Yes () No () If so, what and length of term? Housing Commission 4 years

Are you a registered voter? Yes () No ()

In answering the following questions, if more space is required, please attach a separate sheet of paper.

4. Have you read the following City of Sedona documents?

Community Plan Yes No ()

City Code Yes () No () *Some*

Land Development Code Yes () No () *Some*

5. Have you reviewed the current City of Sedona Budget? Yes () No ()

6. Have you attended any Sedona City Council meetings? Yes () No () If yes, please estimate the number you have attended and provide further explanation.

2 or 3

7. Please provide any additional information which you believe may be pertinent for consideration of your application.

JESSICA WILLIAMSON

BACKGROUND INFORMATION

I graduated from the University of California at Santa Barbara with a B.A. in Sociology. My family moved to Sedona from New York City in 2003. I worked for New York City in a variety of positions, the last of which was Director of Internal Affairs at the Department of Design and Construction (DDC). DDC was responsible for designing and constructing public streets, sewers, and buildings in the City.

In addition to serving on Sedona's Housing Commission, I served on City Council from 2012 – 2016

For the past two years I have been a member of the Citizen Budget Work Group that participates in the budget process at every stage. I attended the Council's Priority Setting meeting as part of that work. I also was on the citizen work groups that evaluated and made recommendations on the Service Contracts and on the small community grants.

I am currently on the Board of the League of Women Voters of the Greater Verde Valley and particularly involved in voter registration. This year we're focusing on registering every eligible high school senior.

I have been involved in government for most of my career and have seen the effect efficient and responsible governance can have. Government can't solve every problem, and it certainly cannot satisfy everyone's individual desires, but it can address public, community issues.

What are your perceptions of the duties, responsibilities, and role of the City Council?

The City Council determines policy. The Council does not manage the day to day operations of the City. That is the role of the City Manager, who is hired and supervised by the City Council.

What do you believe are the major issues facing the City Council?

Continued fiscal sustainability is the primary issue that always faces the City Council. Over the past couple of years the Council has focused on addressing traffic issues and sustainable tourism, and those efforts need to continue. The issue of managing the large number of short-term vacation rentals also remains an issue. The increase in the number of short-term vacation rentals has exacerbated the lack of housing affordable to the City's workforce, which has affected the ability of local businesses to hire and retain employees. This has become a major problem regionally.

What do you hope to accomplish as a City Councilor?

Furthering progress on traffic mitigation is one of my primary goals, as well as making progress on sustainable tourism. Increasing the stock of housing available to and affordable by the local workforce is a major challenge. I'd like to make some more progress on that. I'd also like the Council to take some action on sustainability initiatives. Sustainability is one of the goals of the Community Plan that has not to date achieved much focus.

I'm proud of what the Council accomplished while I served and I know how the City and the Council operate. I understand the role of the Council and of the staff and I know that a Councilor is one of seven people who as a group make Council decisions. I think the current Council is effective. I believe I would step into the vacant position fully ready to be an active, effective and informed Council member.

JESSICA WILLIAMSON
255 Kachina Drive
Sedona, AZ 86336

928-699-7071
jessicaw86336@gmail.com

PROFESSIONAL EXPERIENCE

Director of Internal Affairs, NYC Department of Design and Construction. Working directly for the Commissioner of the agency and with the senior management team, I was responsible for creating the agency, developing policy, implementing procedures, and trouble-shooting. 1996 – 2003.

Various NYC departments, advancing from Supervising Clerk in the Mayor's Office to Chief of Staff in the Department of Housing Preservation and Development. 1974 – 1996.

VOLUNTEER EXPERIENCE

- Sedona Budget Work Group. 2017 and 2018.
- Service Contract Review Committee. 2017 and 2018.
- Small Grant Review Committee. 2017.
- Board, League of Women Voters of the Greater Verde Valley. 2017 – 2018.
- City of Sedona City Council member. 2012 – 2016.
- Sedona Housing Commission. 2005 – 2007.

EDUCATION

B.A., University of California at Santa Barbara. Sociology.

STRENGTHS

I have a clear understanding of how the City of Sedona operates, the roles of the Council, the City Manager and the staff.

I worked on the budget for four years on Council and am involved in the current budget cycle. I can step into the Council position fully able to participate with no learning curve.

I am familiar with the issues the Council is dealing with.

I am committed to working with other Council members to enact policies that are in the best interests of the City of Sedona.

BACKGROUND INFORMATION WHICH YOU BELIEVE QUALIFIES YOU FOR THE APPOINTMENT. (This should include education, employment history, community service, special interests and skills, and personal philosophy.)

I have 25 years of management experience in the multinational advertising business which included positions of increasing responsibility across Latin & Central America, Mexico, New Zealand and the United States.

I was a VP Regional Director in Latin & Central America, CEO/Country Manager in New Zealand and finally Corporate Senior Vice President & Partner in the United States. I am accomplished in strategic

development, financial management, complex, multicultural problem solving and marketing among other acquired skills. During this time

I acted as a consultant to a number of tourist oriented business, including United Airlines, Cathay Pacific Airlines, The Regent Hotels and Forbes Executive Properties. All while at Leo Burnett, Inc. My undergraduate work was accomplished at the University of Southern Mississippi and my graduate studies were completed at Northwestern University, Kellogg School of Management.

1. What are your perceptions of the duties, responsibilities, and role of the City Council?

The City Council is to represent the best interests of the citizens of Sedona in providing guidance to City Staff on the management of the city. This includes identifying both short and long term priorities and goals, developing and evolving a strategic vision, building the revenue base to fund improvements and solving critical problems. This also includes making sure that all stakeholders are heard and have a say in the City's future.

2. What do you believe are the major issues facing this City Council?

Overall, balancing business and residential interests within the context of engineering the City for the next ten years. The physical manifestation of this is the ever increasing road traffic and the static to declining local population vs. the significantly increasing tourist numbers. Is Sedona to be a large resort with some people living in it or is it to be a residential city that happens to have a number of resorts?

3. What do you hope to accomplish as a City Councilor?

I would hope that I could contribute a useful perspective to the group that would help enrich the lives of our citizens. Specifically, I would like to help evolve the long term, strategic vision with the goal of shaping Sedona's future.

4. Have you read the following City of Sedona documents?

Community Plan Yes (x) No () Partial

City Code Yes (x) No () Partial

Land Development Code Yes (x) No () Partial

5. Have you reviewed the current City of Sedona Budget? Yes (x) No () Partial

6. Have you attended any Sedona City Council meetings? Yes () No (x) If yes, please estimate the number you have attended and provide further explanation.

I did however attend a number of P&Z meetings.

7. Please provide any additional information which you believe may be pertinent for consideration of your application.

I have been married for 42 years to Daisy del Valle Medina Tenio of
Venezuela and we have two adult children, James who is a lead software
engineer at NAVISTAR in Chicago and Daniella who is an artist and
organic farmer in New Zealand. I come from a large family of eight,
including five sisters. My father was a career Navy officer and
aerospace engineer and my mother was a homemaker. I was born in
Monterey, California but lived in several different states as a child.
Upon leaving corporate life, I established a real estate investment business.
I am fluent in Spanish and hold a US patent in advanced e-mail technology.

JAMES & DAYSY CURRY



Sedona Arizona

Ms. Susan L. Irvine
City Clerk
City of Sedona

03/06/18

Sedona City Council Application

Ms. Irvine:

Please find enclosed herein the subject application.

Best,



James Curry

960 Jordan Road
Sedona, Arizona 86336

James T. Curry

Principal at James Curry Investments, LLC

lbaa@lbalumni.org

Summary

I am a hybrid business person with equal parts expertise and education in marketing, advertising, technology and global business. Over 30 years I have had the fortunate opportunity to work with some of the brightest people and most sophisticated companies in the world. During this time I have lived and worked professionally in several different countries across almost all global regions. I have created marketing and advertising programs spanning technology, on-line advertising, luxury goods, beauty care, soft drinks and several other package goods categories. I have created and hold a US patent for original email software technology and I am the founder of a successful professional organization.

Most of all I have had the good fortune to learn from the best and the brightest at companies such as Procter & Gamble, Kraft, Leo Burnett and United Distillers & Vintners among several others.

Specialties: I understand and know how to maximize people's motivations. I speak both technology and marketing. I know how to communicate complex ideas in simple ways. I know how to develop both brand and business building advertising in a single campaign. I understand and know how to work in foreign cultures. I am a strategist with equal respect for the quantitative and the qualitative.

I am skilled in almost all aspects of personal computing and networking.

I am fluent in Spanish & English

Experience

Principal at James Curry Investments, LLC

June 2008 - Present

JCI is an investment holding company comprised of investments in publicly traded companies and private real estate. JCI also owns US patent 7,392,289, James Curry Management, a management consulting practice and New Beginnings Urban Renewal, a real estate investment fund.

Founder at Leo Burnett Alumni Association

January 2002 - Present

This is a professional networking organization for former Leo Burnett Employees. It started with just three members and has grown to over 2,300 through viral marketing. An estimated 80% of all former Leo Burnett employees join the organization. The Association provides a free, private web site which allows members to network on a variety of levels including employment, business and social.

Founder/CEO

July 2002 - June 2008 (6 years)

This has been a great experiment and a lot of fun. From nothing more than an idea we invented a next generation, patented email technology that enables companies to transform their existing email systems into a new form of company owned and controlled interactive media.

This was accomplished with a virtual team from around the world working part time while we all pursued other endeavors.

I have had the fortunate opportunity to know and work with some extremely bright people and gain valuable experience in starting a company, developing a totally new product and raising funds.

Chief Marketing Officer at Front Porch, Inc.

June 2000 - May 2001 (1 year)

Front Porch allowed me to gain very valuable knowledge and experience in the super-heated Internet startup environment of the first technology boom.

This was a group of extremely smart, energetic people who had invented some interesting edge network technology geared towards content distribution. I was brought into the firm to do a number of tasks including corporate marketing, advertising operations and marketing communications among others.

I truly appreciate the opportunity to see the business world beyond the corporation that this great team of people provided.

SVP Account Management at Leo Burnett

July 1984 - June 2000 (16 years)

An absolutely wonderful experience working with the best and brightest in marketing and advertising. Leo Burnett Account Management was often referred to as the Green Berets of the advertising industry and I am proud to have been among them.

I held several positions of increasing complexity around the world over 16 years. These included Vice President Account Director in Mexico, Regional Account Director Latin American, CEO/ Country Manager New Zealand and Senior Vice President United States.

During this time I was able to develop and strengthen my specialized skills as a general manager and as a marketing strategist. I had the amazing opportunity to advise some of the world's most sophisticated multinationals including Procter & Gamble, Kraft Foods and United Distillers & Vintners among many others.

Education

Northwestern University - Kellogg School of Management
Business, 1997 - 1998
