

**Action Minutes  
Special City Council Meeting  
City Council Chambers, Sedona City Hall,  
102 Roadrunner Drive, Sedona, Arizona  
Wednesday, December 12, 2018, 3:00 p.m.**

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

Mayor Moriarty called the meeting to order at 3:01 p.m.

**Roll Call:** Mayor Sandy Moriarty, Vice Mayor John Martinez, Councilor Bill Chisholm, Councilor John Currivan, Councilor Scott Jablow, Councilor Jessica Williamson. Councilor Janice Hudson was absent and excused.

**Staff Present:** City Manager Justin Clifton, Assistant City Manager/Community Development Director Karen Osburn, City Attorney Robert Pickels, Jr., Deputy City Clerk Colleen Lyons, City Clerk Susan Irvine.

**2. Special Business**

**a. AB 2445 Discussion/possible direction regarding the draft Sustainable Tourism Plan including possible direction for follow up meetings relating to future workplans and budget.**

Presentation by Justin Clifton, Karen Osburn, Robert Pickels, Jr., Sedona Chamber of Commerce and Tourism Bureau CEO/President Jennifer Wesselhoff, Nichols Tourism Group President Mitch Nichols, and ASU Center for Sustainable Tourism Director Christine Vogt.

Questions and comments from Council.

**By majority consensus Council asked that the following be addressed:**

- **Ensure that the content of the plan includes:**
  - Encourage linkages through all pillars, the community plan, other existing plans, etc.
  - Give credit to organizations currently working on projects.
  - Develop dynamic metrics to evaluate objectives
- **Environmental Pillar:**
  - Objective 3 – Add Tactic 4 – Add additional charging stations in and around Sedona
  - Objective 4 – Tactic 6 – reword to “Develop educational programs that demonstrate how to “Leave No Trace””
- **Resident Quality of Life Pillar:**
  - Remove Objective 1 and work it into the preface/introduction of the plan
  - Objective 3 – combine Tactics 2 and 4
  - Objective 6 – reword to “Develop new sustainability-focused experiences that resonate with both Sedona residents and visitors”
- **Quality of Economy Pillar**
  - Objective 1 – Tactic 2 - reword to “Utilize mix of performance metrics to ensure Sedona’s visitor industry maintains economically strong”

- **Objective 3 – Tactic 1 – reword to “Review current tourism funding levels in the context of competitive destinations”**
- **Tactic 2 reword to – “Annually review and adjust SCC&TB budget allocation based on dynamic indicators to meet economic and sustainability goals”**
- **Tactic 3 – remove from Sustainability Plan and discuss possibility of RFP at Council retreat**
- **Visitor Experience Pillar – no changes.**
- b. Discussion/possible action on future meeting/agenda items - None.**

**3. 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.

**4. Adjournment**

Mayor Moriarty adjourned the meeting at 5:24 p.m. without objection.

**I certify that the above are the true and correct actions of the Special City Council Meeting held on December 12, 2018.**

  
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 Susan L. Irvine, CMC, City Clerk

  
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 Date