

**Action Minutes
Special City Council Retreat
Best Western Plus Arroyo Roble Hotel
Meeting Room
400 North State Route 89A, Sedona, Arizona
Tuesday, January 15, 2019, 9:00 a.m. &
Wednesday, January 16, 2019, 9:00 a.m.**

1. Call to Order

Mayor Moriarty called the meeting to order at 9:03 a.m.

2. Roll Call

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

Staff in attendance: City Manager Justin Clifton, Assistant City Manager/Director of Community Development Karen Osburn, City Attorney Robert Pickels, Jr., Economic Development Director Molly Spangler, Parks & Recreation Manager Rachel Murdoch, IT Manager Chuck Hardy, Sustainability Coordinator McKenzie Jones, Interim Chief of Police Ron Wheeler, Human Resources Manager Brenda Tammarine, Communications Manager Marty Macurak, Wastewater Manager Roxanne Holland, Budget Analyst Jessica Tucker, Public Works Director/City Engineer Andy Dickey, Director of Financial Services Cherie Wright, City Clerk Susan Irvine

Budget Work Group Members in attendance: Ron Budnick, Lou Harper, Charlotte Hosseini, Ann Khoury, Holli Ploog

3. Special Business

a. Presentation/discussion/possible direction regarding the following:

i. Introductions & Expectations Setting

Introduction by Justin Clifton.

ii. Budget & Finance Review

Presentation by Cherie Wright and Justin Clifton.

Questions and comments from Council.

Break at 10:55 a.m. Reconvened at 11:05 a.m.

Break at 11:56 a.m. Reconvened at 12:09 p.m.

iii. City Council Priorities Including Community Plan Progress & Survey Results

Presentation by Justin Clifton.

Questions and comments from Council.

Break at 1:29 p.m. Reconvened at 1:37 p.m.

By majority consensus, Council agreed to the following priorities and rankings:

- **Housing - High**
- **Sense of Place - Low**
- **Environmental Stewardship/Sustainability - High**
- **Economic Diversification - Medium**
- **Political Capital & Communication - High**
- **Permanent Base Adjustment - High**
- **Sedona Chamber of Commerce & Tourism Bureau - High**
- **Emergency Preparedness - Medium**
- **Short-Term Rentals – Medium.**

Break at 3:07 p.m. Reconvened on Wednesday, January 16, 2019 at 9:01 a.m.

- iv. Items not completed on Tuesday, January 15, 2019 will be carried over to Wednesday, January 16, 2019, beginning at 9:00 a.m.**

City Council in attendance: Mayor Sandy Moriarty, Vice Mayor John Martinez, Councilor Bill Chisholm, Councilor John Currivan, Councilor Janice Hudson, Councilor Scott Jablow, and Councilor Jessica Williamson.

Staff in attendance: City Manager Justin Clifton, Assistant City Manager/Director of Community Development Karen Osburn, City Attorney Robert Pickels, Jr., Public Works Director/City Engineer Andy Dickey, Director of Financial Services Cherie Wright, City Clerk Susan Irvine

- v. Review Current Council Processes & Protocols and Identify Possible Changes**

Presentation by Justin Clifton.

Questions and comments from Council.

By majority consensus, Council agreed to the following:

- **Council meeting start times to remain at 4:30 p.m.**
- **When handling citizen inquiries, keep the clear distinction between policy and operational matters in mind. Council is visionary and policy. Staff is operations.**
- **Staff to provide talking points to Council on larger, information- based issues.**
- **Council should refer citizens to the website or staff for information.**
- **Councilors to state, “I’d like the record to reflect” to trigger placing an item into the minutes following a motion and second during further discussion or immediately after the vote.**
- **Council should be mindful of their right to speak and keep the meeting flow going. Be concise but thorough.**
- **Council should use tools in Council Rules if they have concerns with process.**

Break at 10:51 a.m. Reconvened at 11:03 a.m.

Sedona Chamber of Commerce and Tourism Bureau (SCoCTB) Board Members & Staff in attendance: Stephanie Giesbrecht, Ralph Woellmer, Sean Olmstead, Al Comello, Jennifer Perry, Darla Deville, Linda Goldenstein, Mike Herman, Lonnie Lillie,

Kyle Larson, Patrick McGee, Carole Peet, Desiree Brackin, Jennifer Wesselhoff, Kegn Moorcroft, Michelle Conway

vi. **Discussion with Sedona Chamber of Commerce and Tourism Bureau Including Next Year's Budget & Workplan (Wednesday, January 16, 2019)**

Presentation by consultant Nicole Lance of Lance Strategies, Jennifer Wesselhoff, and Justin Clifton.

Questions and comments from Council.

Break at 12:27 p.m. Reconvened at 12:53 p.m.

Exercises with Council and SCoCTB Board.

Break at 2:37 p.m. Reconvened at 2:50 p.m.

Exercises with Council and SCoCTB Board.

By majority consensus, Council agreed that an RFP/RFQ related to Chamber services was not necessary at this time; Chamber should adjust marketing with the goal of maintaining, but not growing, current levels of tourist activity which could include investing in out-of-state or other targeted markets; Chamber should budget for sustainable tourism projects; and a less risky and more concrete plan for the 55% bed tax should be formed which may include working away from the percentage to a set amount without the true up.

4. Adjournment

Mayor Moriarty adjourned the meeting at 4:50 p.m.

I certify that the above are the true and correct actions of the Special City Council Retreat held on January 15 & 16, 2019.


Susan L. Irvine, CMC, City Clerk

2/12/19
Date