

AGENDA



3:00 P.M.

CITY COUNCIL SPECIAL MEETING

WEDNESDAY, SEPTEMBER 11, 2019

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.

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/PLEDGE OF ALLEGIANCE/MOMENT OF SILENCE

2. ROLL CALL

3. SPECIAL BUSINESS

LINK TO DOCUMENT =

- a. AB 2521 **Discussion/possible direction** regarding an overview of citizen communication activities and approaches, an assessment of the function's gains and gaps 2017 to present, and suggestions for possible additional improvements or new initiatives.
- b. **Discussion/possible action** regarding future meetings/agenda items.

4. EXECUTIVE SESSION

If an Executive Session is necessary, it will be held in the Vultee Conference Room at 106 Roadrunner Drive. 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 regarding matters listed on this agenda per A.R.S. § 38-431.03(A)(3).
- b. Return to open session. Discussion/possible action regarding executive session items.

5. 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 Council Chambers 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.

CITY COUNCIL CHAMBERS
102 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.



**CITY COUNCIL
AGENDA BILL**

**AB 2521
September 11, 2019
Special Business**

Agenda Item: 3a

Proposed Action & Subject: Discussion/possible direction regarding an overview of citizen communication activities and approaches, an assessment of the function's gains and gaps 2017 to present, and suggestions for possible additional improvements or new initiatives.

Department City Manager's Office
Time to Present 20 minutes
Total Time for Item 2 hours
Other Council Meetings N/A
Exhibits A. PowerPoint Presentation

City Attorney Approval	Reviewed 9/3/19 SDC	Expenditure Required
		\$ 0
City Manager's Recommendation	Discuss and provide direction on city communications efforts.	Amount Budgeted
		\$ 0
		Account No. N/A (Description)
		Finance <input checked="" type="checkbox"/> Approval

SUMMARY STATEMENT

Background: An audit of internal and external communications conducted by the Communications Manager in June 2017 recommended several actions:

- Improve the functionality, content, and staff training for operation of the City website;
- Adopt a centralized and strategic approach to communications with a focus on planned, consistent messaging;
- Consolidate and improve social media communication, and;
- Improve emergency communication tools and protocols.

At the September 11th meeting, City Council will receive a briefing on progress made and further improvements recommended for the City's citizen communication processes and technology. Councilors will also receive an overview of widely-accepted best practices in mass communication and communication planning and will be invited to discuss possible future communication initiatives.

To ensure productive and actionable direction from City Council, the Communication Manager recommends Council members focus their discussion and direction on:

- Identifying a specific need or problem that can be addressed, or its resolution advanced, by citizen communication;
- Defining a measurable, achievable goal for any future citizen communication campaign or initiative ("what does success look like?"), and;
- Addressing citizen priorities or concerns identified in the 2017 National Citizen Survey, such as transportation, walkability, workforce housing, sustainability.

Community Plan Consistent: Yes - No - Not Applicable

Board/Commission Recommendation: Applicable - Not Applicable

Alternative(s):

MOTION

I move to: for discussion and possible direction only.

Citizen Communication

Tell your business story

It's more than what you're selling.

Why should they care?

It's your passion!

The workshop
Learn how to tell your business story as a full-day workshop led by speaker, author, Christina Bailey-Kinder. Workshop and food served with you.

Why
The 5-second rule you need to attract potential customers and potential investors.
An understanding of the elements of story and how to use them to connect with buyers and investors.
Tools and resources for crafting your customer's journey to create customers for the long term.

When
Friday, Nov. 8
8:30 a.m. to 4 p.m.
Travis College Business Center
4310-434 Village Dr., Sedona AZ 86330
Questions? Email register@sedonaz.gov

The workshop is free but seating is limited and registration is required.

Register
sedonaz.gov/development
Questions? Email register@sedonaz.gov

Sponsors: Moonshot Project, Sedona AZ, Sedona Chamber of Commerce, Sedona Valley Chamber of Commerce, Sedona Valley Chamber of Commerce, Sedona Valley Chamber of Commerce.

Bike legal

Bike safe

There are almost 1,500 bicycle crashes in Arizona in 90 days.

Sedona Dept of Public Safety

Start • Strengthen • Expand your Sedona business

Economic Development Department

- Start-ups
- Existing business
- Access to capital
- Networking
- Resources

CITY OF SEDONA AZ

YOUR GOVERNMENT

COMMUNITY BUSINESS VISITORS I WANT TO ...

- JOBS
- TRAFFIC Sedona in Motion
- PARKS & REC
- MEETINGS Video & audio
- PERMITS & LICENSES
- LAW/CODES Community Plans
- REPORT IT
- PROJECTS
- CITIZEN ENGAGEMENT

Extreme fire danger

The highest level of smoking restrictions are in effect across Sedona.

It is illegal to smoke outside of an enclosed building or a car.

Campfires are prohibited.

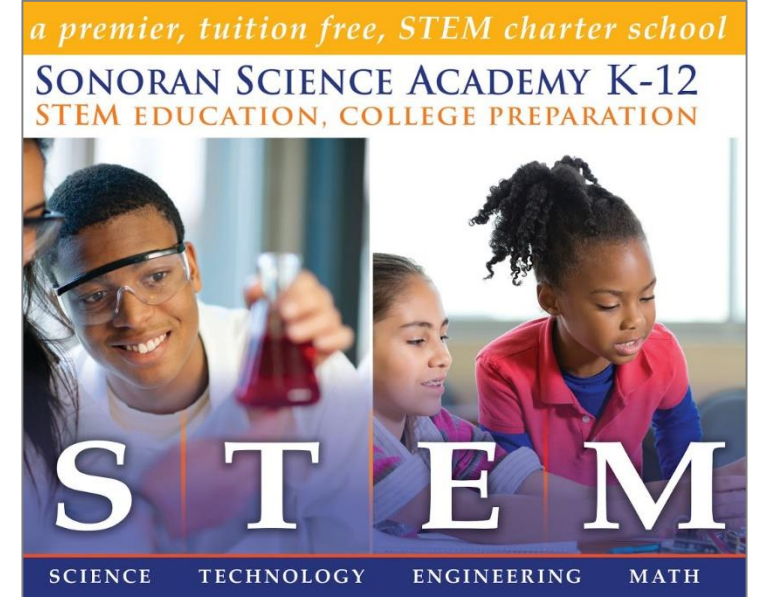
Protect lives and property: Obey all fire restrictions.

Sedona Dept of Public Safety

Agenda

- Shared vocabulary
- Gaps & improvements
- Data and observations
- Council discussion





Background

- Strategic communication planning
- Crisis communication & reputation management
- Marketing:
 - State and municipal government
 - Public & charter school districts
 - Entertainment industry

Definitions

Public relations

Facilitating relationships between an organization and its publics.

Anticipating, researching and analyzing public opinion and providing counsel.

Marketing

Facilitating the exchange of offerings that have value for customers, clients, society.

Public information

Materials & activities designed to inform constituents. Connotation of neutrality. *

Persuasive communication

Encourage someone to support, believe, change belief or behavior, or elicit a desired response.

Successful mass communication



Message

Clear & concise
Consistent



Audience

Right
Receptive



Distribution channels / tactics

Appropriate for the
message & audience



Strategic Repetitive

15 exposures to awareness

Costs and ROI



State agency

Spent \$60,000 to make \$600,000

Annual budget \$6 million for Phoenix metro region

Municipal public corporation

Spent \$0 to make \$400,000

Annual budget PR \$2 million

Advertising \$500,000

Did not include citizen engagement function

Private sector 2019

10-13% of revenues spent on marketing

Public sector (federal)

6-15% of revenues spent on public info

Source: Gartner CMO survey

Gaps

June 2017 communication audit

- Website functionality & practice
- Social media fragmentation
- Messaging
- Decentralized / Task-oriented
- No graphics standards
- Partnerships not leveraged



Progress

- Digital: Web, social
- Messaging
- Performance reporting
- Graphics standards
- Sedona in Motion





Data: Social / digital reach

	FY18	FY19 target	FY19 actual
FB total followers	3868	4000	6,721
FB Sedona followers	693	875	1,017
eNotify subscribers	1,100	1,800	3,680
Next Door impressions			1,118

Observations

- Silent majority
- Supermajorities
- Quiet, but listening
- Complaints and rumors



National Citizen Survey

High / higher than national benchmark

- Quality of life - 85% good/exc
- Customer service – 75%
- Police – 83%
- Parks – 77%



National Citizen Survey

Overall direction

Low / lower than national benchmark. 31% consider it excellent or good.

What residents care about

- Traffic improvements
- Workforce housing
- Increased walkability and bikeability
- Sustainability



Well-defined, measurable goals

Identify audience

Design the message

Choose channels / tactics

Implement, refine if needed

Measure results

Preface to council discussion

- NCS citizen priorities
- To get a return on investment ...
 - Outcomes, not outputs
 - Measurable and achievable
 - Strategic: Focus on priorities



Council discussion

- What is the goal, problem or need?
- What does success look like? How do we measure it?
- What audience do we focus on?
- Do you have thoughts on messaging?
- Do you have thoughts on tactics / channels?



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The workshop

Learn how to tell your business story as a full-day workshop led by speaker, author, Christina Bailey-Kinder. Workshop and Q&A follow. Limited seats. Register now.

When

- Friday, Nov. 8
- 8:30 a.m. to 3 p.m.
- For the Sedona Business Center
- Transit Center Village, Sedona, AZ 86330
- Tickets and resources for attending your customer's journey to create customers for the

Register

sedona.gov/yourstory

Questions? Email: register@sedonaz.gov

Logos: Moonshot Project, Sedona AZ, Sedona Chamber of Commerce, Sedona Valley Chamber of Commerce

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