

**Action Minutes  
Special City Council Meeting  
City Council Chambers, Sedona City Hall,  
102 Roadrunner Drive, Sedona, Arizona  
Wednesday, September 11, 2019, 3:00 p.m.**

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

Mayor Moriarty called the meeting to order at 3:00 p.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. Councilor Jessica Williamson was absent and excused.

**Staff Present:** City Manager Justin Clifton, Assistant City Manager/Community Development Director Karen Osburn, City Attorney Robert Pickels, Jr., Assistant City Attorney Shelley Cutts, Communications Manager Marty Macurak, Deputy City Clerk Cherise Fullbright, City Clerk Susan Irvine.

**3. Special Business**

- 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.**

Presentation by Justin Clifton and Marty Macurak.

Questions and comments from Council.

**By majority consensus, Council agreed that:**

1. **widespread misinformation should be addressed with FAQ's and/or a webpage designed to provide facts;**
  2. **hot button issues should be explained in a timely manner;**
  3. **outreach to community groups with Councilors and City staff where the intent is to listen and/or provide information should be expanded;**
  4. **opportunities to tell the good stories around projects and services that provide community benefits and more ways to convey that information should be pursued;**
  5. **branding and consistency needs improvement; and**
  6. **mass communications efforts should be increased.**
4. **Discussion/possible action regarding future meetings/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 5:56 p.m. without objection.

**I certify that the above are the true and correct actions of the Special City Council Meeting held on September 11, 2019.**

  
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Susan L. Irvine, CMC, City Clerk

9/24/19  
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Date