

Summary Minutes
City of Sedona
Historic Preservation Commission Meeting
Vultee Conference Room, 102 Roadrunner Drive, Building 106, Sedona, Arizona
Monday, April 8, 2019 – 4:00 p.m.

1. CALL TO ORDER, PLEDGE OF ALLEGIANCE, & ROLL CALL

Chair Unger called the meeting to order at 4:02 p.m., led the Pledge of Allegiance and requested roll call.

Roll Call: Chair Brynn Burkee Unger, Vice Chair Jack Fiene and Commissioners James Curry - arrived at 4:07 p.m., Kurt Gehlbach, Allyson Holmes, Derek Pfaff and Steve Segner.

Staff Members Present: Warren Campbell and Donna Puckett

2. ANNOUNCEMENTS & SUMMARY OF CURRENT EVENTS BY COMMISSIONERS & STAFF

Warren Campbell indicated that he forwarded an email from a citizen to the Commission with regards to being able to hear the tapes clearly, so again, he wanted to reiterate to speak one at a time toward the recording device, and we are going to try to identify Commissioners by name. Also, the HPC Conference is coming up and Janeen Trevillyan will be receiving an award at the conference, so she wanted everyone there to support her in their attendance. Chair Unger noted that Janeen is from the Sedona Historical Society.

3. APPROVAL OF THE FOLLOWING MINUTES:

a. February 11, 2019 (R)

Chair Unger asked for a motion to approve the minutes of February 11, 2019.

MOTION: *Commissioner Pfaff so moved. Commissioner Gehlbach seconded the motion.*
VOTE: *Motion carried six (6) for and zero (0) opposed. Commissioner Curry was not present.*

4. PUBLIC FORUM: (This is the time for the public to comment on matters not listed on the agenda. The Commission may not discuss items that are not specifically identified on the agenda. Therefore, pursuant to A.R.S. § 38-431.01(H), action taken as a result of public comment will be limited to directing staff to study the matter, responding to any criticism, or scheduling the matter for further consideration and decision at a later date.)

Chair Unger opened the public comment period and, having no public present, closed the public comment period.

5. Discussion/possible action regarding the eligibility of a Landmark designation for 995 East. Park Ridge Drive (Van Deren Barn) pursuant to Section 8.7 Historic Preservation Procedures, LDC.

Chair Unger noted that the Commission had a viewing of the barn in a meeting prior to this one.

Presentation, Warren Campbell: Warren indicated that someone expressed interest in this barn and whether or not it would be eligible for landmarking. Commissioner Curry volunteered to do some research that was forwarded to the Commission, and Warren stated that he also provided a hard copy at the site visit. Basically, Commissioner Curry found, after talking to Walter Van Deren, the son of Earl Van Deren, and Marc Avery who owned the barn in the 1990s -- so he talked to a family member and a previous owner, that the barn was part of the original Van Deren Ranch, and the current barn was built in 1950 prior to the house being built on the site. The house is no longer there, but apparently, the barn was originally built out of corrugated metal and used for livestock.

Chair Unger interrupted to announce that Commissioner Curry had arrived at 4:07 p.m.

Warren then continued to state that there were also a number of corrals for horses and cattle around the barn. The Van Derens moved their ranch to their current location in Montana in 1958, and apparently the property changed hands a couple of times. At one point in time, it was Kachina Stables that operated as a horse-rental business in the '60s, and at some point, the barn was renovated into the wood-clad structure that we saw today. Apparently in 1991, the roof and some of the exterior siding was replaced. We identified that there was a structure attached to what looks like the original barn; maybe it was previously stables, but it has since been enclosed and may be a little newer, as we could see the foundation of the barn on the inside of that.

Warren indicated that is what we have seen, and typically, if there was interest in further pursuit, he would probably see if he could find the money and talk to Nancy Burgess, who has done a lot of our super-sleuthing over the years to determine if a property truly qualifies for landmarking, and to get more of the history. If you think it is worth a continuing effort, we could enlist James to keep working on it, and he (Warren) could see what we might be able to pull together. He took a number of photographs.

Commissioner's Questions and Comments:

Commissioner Gehlbach asked when the wood and metal exterior was changed out, and Commissioner Curry stated he did not know. Commissioner Gehlbach indicated that he liked it, the interior is fantastic and original, even though he is not sure when the upgrades were done. They were completed beautifully to enhance the barn and keep the structure looking as though it was original, so he is all for it to be designated.

Commissioner Curry stated that the question is if we would be upset if it was destroyed, and he thinks that answer is yes, we would be, because it has an old-world charm and most people who see it are provoked by it, so it is something that we want to save.

Commissioner Holmes stated she did not visit the site, so she has no specific opinion, and Chair Unger indicated that there are certain things that we have not landmarked for yet in Sedona, and one of them is tourism. Given the fact that this housed the first horse-rental property as Kachina Stables, she likes the idea of having something with that kind of memory of the past, as well as the Van Deren family and what they meant to the community in terms of cattle raising and that aspect of what Sedona was. We don't have any landmark yet that speaks to that, so in her mind, as much as it is the building, the background of the building is another reason why we might want to landmark it.

Commissioner Fiene stated that he was interested in some of the material structure of the property. It has all of the earmarks of something that is 50 to 60 years or older. It was a rubble foundation; it is obvious from the interior structure that it was a full barn, and when the corrugated metal was removed, it was covered with a roughhewn that appears to be something that might have come from Flagstaff. It looks like the yellow pine that has been treated, and it is roughhewn in that you can see some – they didn't totally debark the tree before it went through the sawmill. It has some unique characteristics that make it look, even with the new siding, that it appears to qualify.

Commissioner Pfaff stated that he wasn't on the site visit, so he doesn't have any input, and Commissioner Segner indicated that it needs protection in the sense that the owner of the property now is taking care of it, but that doesn't mean that in 20 years a new owner will. It is on a great location; it could be knocked down and they could put up another garage, so if we can protect it so it is there for the next 100 years, then we should.

Warren Campbell indicated he will reach out to Nancy Burgess to see what she would estimate something like this might cost and with Donna's help figure out if there is any money to reallocate from other things. Chair Unger indicated that she is comfortable with that and given the fact that we have all weighed-in on this and the vast majority have indicated that we would like to see if we can landmark this property; it is worth doing.

Commissioner Segner pointed out that we didn't use Nancy Burgess when we landmarked something. We have the regulations and we would write it up, see it and vote on it, and then we would landmark it or not. He could see for a tough piece of property going to an outside source, but we ought to at least approach it ourselves under the criteria that we landmark with first, before we job it out. Chair Unger indicated that might be a good idea in so far as that would not cost us, and maybe if we find something that is going to be difficult, then do that.

Donna Puckett recalled that traditionally we used Nancy Burgess for the survey and for National Landmark designations, not local designations. Chair Unger agreed and explained that the National takes another level, and Nancy Burgess can dig further, because the National is an extreme circumstance, and we aren't really dealing with that.

Commissioner Segner added that the Commission should just do its job and go through the motions. We should talk about it and if all vote yay or if we are split or can't make up our mind, then we can always go to an outside source, but we should be able to answer the question.

Chair Unger stated that Commissioner Curry has probably answered a lot of the questions already, and asked if there is any more depth that he can go to or if we can talk to Janeen more about it. Commissioner Curry stated that he didn't really know; he talked to the son of the original owner and builder in Walter Van Deren, and Walter is pretty sharp, even though he is in his 80s, and he had a good memory and gave him all of this information plus a lot of other stuff, so we have a pretty good understanding of where it comes from, how it got done, and when it was done, so he thinks we are in pretty good shape.

The Chair then stated that maybe this is the way to go ahead and asked if there were any objections. Commissioner Gehlbach asked if we have photos of the property back in the day, and Chair Unger stated that we may be able to ask Janeen; she may have something. The Chair then indicated that she turned over a bunch of photographs to the City that she was trying to sort through and scan a number of years ago, but she was not able to do that, and she turned them into the City.

Commissioner Segner stated that as part of the process maybe at our next meeting, we pull out the regulations and read them one at a time to see how they apply to this, and then shake our heads yes or no, but in the meantime, we ought to go to the Historical Society and pull out the Van Deren file to see if there is any relevant data in there to show we are doing our homework. We could come back at the next meeting and say we did our homework and researched it. He thinks we have 90% of it right there now. The idea of it being a stable can be researched a little bit, and maybe finding some pictures of it. If we don't find any, we can at least say we researched it.

Chair Unger recalled that Commissioner Segner mentioned at the site that there may be a possibility that we could ask the Historical Society or the Red Rock News if they have ads for the Kachina Stables too.

Commissioner Pfaff asked what this outside source does; what her role is, and Chair Unger explained that for a lot of areas in Northern Arizona, Nancy Burgess has not only a library but a knowledge of all of the sources that we might need to go to, and she is very good at it, but we don't need that much detail. If we asked for it to be put on the National Register yes, we would need every inch of that detail in order for us to get there, but given the fact that we are doing this for local landmarking, we can probably do the research on our own. Then, if we find that we are uncomfortable with making that decision, we could possibly ask Nancy Burgess. Warren Campbell stated that he thinks it is an excellent idea.

Commissioner Curry asked if we should ask the homeowners to submit the application at this point, so they are committed before we spend any more time. Commissioner Gehlbach stated absolutely. Commissioner Curry then indicated that he has sent them the land use information associated with doing this, so they can read it and understand what restrictions they may have on the property as a

result, and then we will work with them to fill out the application appropriately. That way they will be committed to doing it before we do anything else.

Chair Unger commented that is a good idea; however, Donna Puckett asked if there is a timeline for the Commission to respond once an application is accepted. Commissioner Segner stated that there is a whole process, and Chair Unger indicated that she thought it was at least a month, but she is not sure.

Commissioner Segner stated that in the past, we would get the application at a meeting and it would be posted. We would discuss the application, then the next meeting would be open to the public and we would discuss it one more time before voting on it. In the meantime, you would collect data, so first let's get the application and collect as much data in the meantime as we can.

Commissioner Curry stated that the land use document lays out all of the steps, and we are at the application meeting, step number one. We saw the building and talked about it; we think it has potential, and now we are going to ask the homeowner to go ahead and make a formal application, so they are committed to the process, before whatever step two is.

Chair Unger indicated that she thinks we are scheduled to have a meeting next month, so maybe Donna could take a look to see if there is a timeline in there. Donna Puckett indicated that in the past, it seemed that the Commission did all of the research before they wanted to accept a formal application, because you had some time limit to respond to the applicant, but that was a long time ago, and that may be wrong. Warren Campbell noted that he is not aware of any timeframe per se, but it wouldn't hurt to have a few ducks in a row before we have the application.

Chair Unger suggested having them make that commitment, but not date it, and we will date it as soon as we are sure. Donna Puckett noted that it may have been that you didn't want to risk having to tell them no, so you wanted to do the research first. The Chair stated that is actually a reasonable thing, and we are very positive about that, so maybe we don't need to worry about the timeline, but we may want to check into it. It does make a lot of sense to not spend any more of the City's time or our time.

Commissioner Segner added that 30 years from now, they should be able to pull a file out that has all of the pertinent information about that building, like the research or a comment that there were no pictures, etc., so that is there for someone in the future. Warren Campbell stated that is exactly what we have today, and it is extremely helpful for new people. He has never done a landmark here, but it is helpful to go through those files, and you can see the variety of things that was found, whether it was an advertisement in the Red Rock News for the Stables or a picture of something else that happened to have the barn in the background. Some of those files are fairly thick of random stuff they found or a note of what they couldn't find.

Chair Unger asked if Warren feels that we could go ahead in the manner that Commissioner Curry is saying, and Warren stated that he believes so. Warren then asked Commissioner Curry if he has exhausted all of the phone call contacts, and Commissioner Curry stated yes, talking to Walter was like talking to the founder. He lived there on that property as a child. He went to high school in Flagstaff and lived in that house, so he is the source. Warren then indicated that the only resource to check would be to see what the Historical Society might have, so if Commissioner Curry or someone else is willing to go. . .

Commissioner Pfaff asked if Commissioner Curry asked Walter Van Deren for any photos, and Commissioner Curry stated that he could call and ask him if he has anything, so he will see what he has. He spoke with somebody else who owned the property later in the process, and that was Marc Avery. Marc was very helpful; he lived on or owned the property in the early 90s, and Marc told him about the Kachina Stables situation. He said at one point there was a video made of the barn that was made for the Forest Service, and they may have that, but that goes back to the VHS days, so who knows, but that is about all he knows.

Chair Unger again asked if Warren Campbell thought we could go ahead, and Warren stated that Commissioner Curry can do more bird-dogging, and he will give James a contact for the U.S. Forest Service, because you will probably have to describe the video. Commissioner Curry added that we are also going to talk to the Historical Society. Commissioner Segner commented that they will have a big book, and Warren Campbell pointed that it doesn't all need to fall on Commissioner Curry; we can have three working on it as a work group.

Chair Unger indicated that makes sense and that is a very positive thing; we have been looking to add another landmark over the last few years, and given the fact that the property owners are interested, and it is a property that we feel comfortable about. The Chair then asked if there was anything else we need to say.

Warren Campbell stated he and Commissioner Curry are going to do some work on it, and he will put it back on the agenda when we have something to report.

6. Discussion/possible action regarding the planning for the celebration of National Historic Preservation Month on Friday, May 17th at the Sedona Art Center recognizing the Art Barn.

Chair Unger stated that she has been working with Valerie Pulido at the Sedona Arts Center and going back and forth with Cynthia Lovely and Warren as to what we want to do. They have decided that they want to allow us to use their fine arts gallery up front, and then we can have people go in the back and look at the actual building itself. There are some details that she, Warren and Cynthia can work out as to how the money is going to pay for the food. They will set up tables and make it pretty. They are also saying that they are going to help advertise it, so Cynthia is in touch with Valerie to send photographs back and forth, so she will keep on top of that. Warren indicated that is news to him, so great.

Warren Campbell stated that he reached out to Ron Eland at the Red Rock News suggesting that we might have a great article for him to write, and he said to keep him in the loop; he is definitely interested in maybe writing something on it. At some point, he usually likes to get some quotes, so Vice Chair Fiene might give a quote as he was fairly instrumental in working on the Landmark Recognition Program, and the Chair could give a couple of quotes, but they may just be at the event and take some pictures, so he has done that piece. It sounds like Chair Unger is figuring out the food, so just let him know where to take the credit card or give an invoice to the City. He doesn't want to be involved in picking carrots versus broccoli versus cauliflower if he doesn't have to. Chair Unger indicated that they always serve wine, so if they are willing to pay that, can we serve it at a City event like that? They would have to have someone monitoring it, because they don't want to serve it to kids, but she wasn't sure if that was something we would have to say no, we can't do that. Warren Campbell stated that he will ask.

Chair Unger then passed around her thoughts on a plaque and indicated that if we are going to do plaques, they all need to look alike. There has to be something to make it look like it is part of this program, so she pulled it together, but it is not to be taken as the final wording, etc. It is just an idea of how we could make them look like the original plaques for the Landmarks, but be a little different. It is going to be a photograph like the ones Commissioner Segner has done. All plaques need to look alike, and she created an idea as to how it might look. It doesn't have to look like that, but they all should be uniform and read like they are something that. . . We will probably need a couple of us to get together and discuss how that should look. We should think about how these are going to look in respect to the Landmarks, the City and each other.

Commissioner Segner asked where this is going to be put, and Chair Unger indicated that it would be for them to put on their buildings, etc. Warren Campbell added that those of us who did a walking tour of Uptown found that there are bronze plaques on a number of buildings that are not landmark plaques. Cynthia found that we got a grant some time ago to put some markers on a few properties that weren't landmarked, but still historic. The barn happens to have one of those on the northwest corner, and we envisioned this plaque going next to it. We are also envisioning that this plaque

wouldn't be done in time for the event, but we can probably print an oversized one on a piece of foam core, so people can see it more clearly across the room, and we don't need the final design layout, but we should be pretty close by then.

Chair Unger indicated that is just a thought, but whatever we do, she doesn't want each one to be individual and different; we have to get a format, so she just played around with that, but that is something we can discuss. She then asked what else we need to look at for this event. Warren Campbell indicated that the pieces are falling into place pretty well at this point. The big wild card is getting people focused on the design we want, the colors we like and getting to that final layout. Cynthia can help a little bit, so if people want to have a sit-down with her, brainstorm ideas, and maybe Google other cities to see what some of their plaques look like. In his opinion, it should be a little more vibrant color, so it stands out a little more versus being a brown bronze color. He found it hard to identify the bronze plaque on that building, because the building is very weathered in color and the bronze plaque fades away. Chair Unger stated that is up to the Commission as to whether or not we want to do that. The only reason she was thinking of this was because so many of the people wanted it landmarked, so if they want something that looks like that, maybe it should lean that way, but we don't have to; it is not something we have to do. Warren Campbell indicated that there are a fair number of buildings on the Uptown strip that would qualify for this program, and if we try to put this plaque in an area that is already heavily signed with lots of things, what would allow this to stand out if you are walking down the street versus the window signs, etc.? Chair Unger indicated that is true, and we could use the City colors if we wanted.

Commissioner Gehlbach stated that while they were walking around Uptown, they noticed that the signs tend to blend in, and we had a difficult time finding them. When others are walking by, we would want them to stand out, so they would pay more attention to them. Chair Unger noted that the Commission could do the signage with the City logo faded in the background behind it; you can do a lot of different things. Her concern was if people who wanted to landmark are going to feel they are not being paid attention to or it is just a loud thing, but if we have a picture of the building as it was and some wording, that will help, and on a white background it pops out at you. Commissioner Segner noted that is already on the History Walk. Chair Unger agreed, but indicated that even so, it is important for us to have a little more there. She doesn't think this is enough to say; it will be a lot bigger than that. She just pulled what Janeen had in her history walk, but we need to make it with more history there.

Warren Campbell asked who would be interested in joining staff in having a brainstorming pow-wow on this. Chair Unger and Commissioner Segner expressed interest in doing that. Commissioner Segner added that what is wrong with it now is one-third of that is talking about Sedona – who cares. You have a logo, the name Sedona and that should be small, the product should be bigger, and then you need to break your product down into. . . Chair Unger interrupted to ask how much the City is going to worry about that. Commissioner Segner stated who cares; the point is that it is presented by the City. It should just have a logo with the City name, and then the product is what you are trying to say in the plaque.

Commissioner Pfaff asked if with that many colors, the picture, and all that on there, are we going to be able to produce something that is not going to look like crap within a year? Chair Unger indicated that with whatever we do, we are going to have to be careful. According to the people that manufacture these signs, they have a 15-year guarantee. Commissioner Segner noted that they have already replaced a couple of his signs. Chair Unger stated that we want to make sure that whatever we do will hold up. You are right that we don't want to go with something really loud that is going to fade, and there are colors that do. Commissioner Segner stated that these are colorfast and will hold up; they are a good quality.

Chair Unger asked if there was anything else to discuss, and Warren asked if there was one more person interested in that to a degree more than cursory; we can have three without a problem, and there was no response, except Commissioner Segner commented that he likes committees of one.

Chair Unger stated that the Arts Center is going to put this in all of their publicity, and they want to start doing that right away, so they can draw their crowd, but we need to get in touch with all of our Landmark owners as we do every year. Warren Campbell stated that staff is pulling that together and will be sending out the invitation inviting them to the event. If SAC is doing all of that publishing, he doesn't know that we want to do an ad. An article would be great, but if not, we are going to have plenty of people in the room with that group, and that facility is not that big. We'll discuss it and see if we want to do anything more, but that may be enough. Chair Unger indicated that makes sense.

7. Discussion regarding the involvement of the Commission in the Uptown Community Focus Area project.

Warren Campbell indicated that Commissioner Fiene and Commissioner Gehlbach are in that group, and Chair Unger stated that she also may have been in it. Warren then explained that there has been an effort underway in Uptown to adopt a CFA (Community Focus Area) Plan that is more detailed than the regular Community Plan in trying to lay out some very specific goals and objectives for more like a redevelopment scenario. We are always interested in meeting with interested groups and parties, and we tried to get Commissioner Curry on it, because he lives in Uptown. Commissioner Curry stated that he might be on there, but he doesn't know. Warren indicated that he might have volunteered him, because not only is he on the Commission, but he lives there and turns onto Jordan Road probably half a dozen times a day, and we were looking for people who not only has experience with the historic bent, but anything we should be considering for that CFA in the future. That group is going to continue to work and meet, but there is not a whole lot to report on now other than we have a handful of you teed up to be a part of it.

Commissioner Segner stated that the question is if the Commission has a horse in this race or should it have a horse in this race, and Warren stated that is why you are at the table as a stakeholder group. Commissioner Segner stated with all the merchants and stuff going on, should we be raising our hand saying don't forget or can anybody pop-up with something we are missing or something that is important like if they are going to have a roundabout, and it is going to be an historic monument. The Commissioner then asked if that is what Warren is looking for, or we don't have any interest so fight it out yourself.

Commissioner Fiene added that the first platted subdivision for Sedona is located in that CFA, so if we do some critical observation, we will find some landmark possibilities in there, especially mid-century architecture; something he thinks is very important.

Chair Unger asked if they have constructed something about what they are thinking yet or is that still in the process, and Warren stated that we are in the information and intelligence gathering stage. Chair Unger then indicated that what Vice Chair Fiene said would be something we should introduce in that respect to the CFA, and Warren indicated yes, and as we get deeper into it, we're expecting we might hold sessions on it here or bring in Cynthia who is heading up that effort. She has done a lot of the CFAs, and is better at doing the layout for documents and talking to interested groups.

Chair Unger then summarized that Warren will bring it back to us, but we should be giving you input when and if we can, and Warren stated that he will continue reaching out to the people who volunteered for it.

8. Discussion/possible action regarding the identification of possible future Historic Resource Recognition Award property(s) and plaques.

Chair Unger indicated that we can probably leave this out for now. We have the first one we are working on, and to try to move ahead, we might want to also be looking at the Uptown Walking Tour for maybe some of those. Warren Campbell stated that agenda item 10 is an update on the Walking Tour brochure, and we already hit upon agenda item 8; that is where he thought we might discuss plaque design a little more, and we have done that. He wasn't anticipating that we needed to figure out the next one yet. It was more for the plaque design.

9. Discussion regarding the identification of possible future Landmark property(s).

Chair Unger noted that the Commission just discussed that in the first item on the agenda, and Warren Campbell agreed. It is a very specific one, but we have had this on there for a while now. He doesn't know if Commissioner Gehlbach has been checking in with various property owners. In the last month, he has gotten a few interesting phone calls from properties we have actually surveyed. There is a church right off of Dry Creek that has a historic property, and we surveyed it and it is eligible, and someone new to the church asked about it, and he said yes, and asked if they want to landmark it, and they said oh no, so that is why this barn. . . We have to jump on something and we have a willing participant and need to try to make it timely.

Chair Unger referenced the Commission's Work Program and said we are probably looking at one of these a year, so if something comes up and it is really important, then we need to jump on it, and right now, this is the one that is important to jump on.

10. Discussion/possible action regarding an update of the Self-Guided Walking Tour of Historic Uptown Sedona pamphlet.

Chair Unger indicated that she wasn't able to attend that, but Warren and Cynthia took Commissioners Curry and Gehlbach. Warren Campbell stated that they walked around Uptown; it was an enjoyable afternoon. Kurt bought them some beverages that were very tasty, and we saw things we didn't know existed or had forgotten. You forget how many podiums with the hands and actor's faces are around. There is actually a fair amount of our history sprinkled around up there, not just in buildings.

Warren explained that we met with the Chamber, and the Chamber is assisting us with the layout, design and paying for the printing of the brochure. We just have to get them the raw data, and we have been working on that. We decided as a group, which things should probably fall off of the walking tour, because there is really nothing to see. If you stand in this spot, there was once a whatever, but we don't think that is too engaging. The problem is how much will be left, so we are trying to walk that fine line with what is available to see. We found a few spots by Pink Jeep that are more of a vista discussion, where you if you stand at this point and look to the east, you will see the valley where the orchards were and where Schnebly Hill Road is, so we would talk a little more about a broad history of what you are looking at as a landscape. We are going to get there and slowly add these landmarks, and we hope to arrive at maybe eight items in there. We want to do a little bigger picture, and the Chamber can build this into a walking tour on their digital map online called walksedona.com, and they will build a layer if you want to see historic things, so over time, we can say if you want to know more, check here. If you want to see more structures and history, check here. We think for now it will stick to Uptown, but as the Ranger Station park is done, we could expand it to that area, and as some of the traffic and circulation improvements get done, and it becomes more walkable, we could broaden the scope of the walking tour. Right now, we are envisioning it as that piece of fun that somebody can have while someone they are with is shopping. We are actually moving forward at a pretty good pace on that, and at this point, we have to strip out the sites we don't want in there and get some easier language.

Commissioner Segner indicated that he doesn't like the idea of a brochure; nobody uses them. Hotels don't pass them out, we're inundated with brochures and they just get put in a corner. People don't use brochures; they don't walk with brochures; it is old technology. That being said, he went to the International Association of Museums a year ago in Phoenix, and the technology now is if you can walk from Brewer Road Park, your phone will light up just like if you walk by a place that has a sale, and it will say this is where such-and-such movie was shot. Once you logon and walk up the street, it will hit another one. When you walk by each plaque, it will pull up the information on the plaque. The technology is so far ahead and easy to do, and nobody reads brochures. You are going to give them out, but they are going to get thrown away. Nobody uses them. Commissioner Holmes asked how you alert people to this possibility, and Commissioner Segner stated that when you logon to the Chamber's deal, you say history walk and pull it up, then as you walk, it will tell you as you walk by.

It will say there is a history plaque to your right or whatever you program into it. As you walk through it, it knows where you are and tells you what is happening at that spot. Commissioner Holmes asked if you could place something on the plaque that says to login here to get the rest of the story. Commissioner Segner stated that you can do QR codes, but those are going out. He looked at QR codes when he did the 38 plaques, because all the information is on the plaque, but if you wanted to know more about that particular person, you could do a QR code, but that is kind of the old technology. Now, the new technology says we know you are here, so if you are really serious about doing something, there are other technologies that aren't particularly hard.

Commissioner Gehlbach indicated that elaborating on Commissioner Segner's comment, he has been trying to speak to people about this, but he is blue in the face at this point. What he sees establishing is what Commissioner Segner has already established along that line, because he has engagement. When you look at the rest of the tour we were walking, the first thing that came to mind is boring. We couldn't find the plaques and didn't know where they were, and he is on board and has mentioned to many people that the town really needs a strong website with a webpage app, and within that app, everybody could download it and have every little section we design to go to, but not only that. That app would gain every statistic we would want, and we would be able to follow everybody everywhere. They could pass by these signs, have this app designed to whatever specific thing they are doing that day, and they would have all the information they want.

Commissioner Segner stated you could actually point your phone to Snoopy Rock, and it will say that is Snoopy Rock and such and such; the technology is amazing. Commissioner Pfaff asked what kind of cost are we talking about, and Commissioner Segner indicated that he didn't know, but it is not terribly expensive. The point is if we tend to go down a track just because we're going down the track, and he doesn't want to just go down a track. If we have a history walk, let's use it and incorporate it until we have a history walk, not a history walk A and a history walk B; how do we pull it all together? When he did the history walk, he listened to all the people telling him how to do it, and ignored them totally, because they say to group them by subject, and you have to have a beginning, middle and an end, and there has to be a good action at the end. That is why nobody reads plaques, so when he did the plaques, he had one on history, one on art, one on cowboys, because not everybody is interested in the same thing. The technology is there, and you can stand there in the evenings and point, and it will say the constellation. If you really think about it big, it is a big subject that should be pulled together.

Chair Unger stated that they met with the Chamber of Commerce and the driving force for something like that is probably not going to be the City. It would probably end up being the Chamber of Commerce, and they already have the one walk, but it is not designed like that. Commissioner Segner interrupted to say that is his point; they are doing the walk, he did a walk, there is a history walk, an arts walk, and he did those, but the Chamber is going to pull it together to a point, so let's overlay it, so we are not doing something separate from them or they aren't just doing something for us to keep us happy. Let's make sure that what we do makes sense.

Chair Unger stated that given the fact that we talked to the Chamber of Commerce, and they were in favor of the brochure and also talking to us about some of this technology, but not in an extreme. She agreed that people don't do the brochure thing anymore and tend to do the other, but it will probably take another meeting with the Chamber of Commerce and have to be whether they decide to put the money into it, because the money to be dedicated to something like that is going to have to come from them.

Commissioner Segner then stated so we don't do something for two years, it is better to not do something for two years than do something half-assed, so why don't we wait, and he will talk to Jennifer to see where her head is at and where she is with technology. We can do a little technology look, but before running off and doing a lot of busy work, we should think where the technology is. It is one step past QR codes, but it ought to tie in with the Chamber, because the Chamber is the focal -- between us and the visitors.

Warren Campbell indicated that everyone agrees that brochures are a past technology, but the group understands that no longer do you print 100,000; you print 500 and if it takes 10 years to disappear, it takes 10 years, but it was at least a step to replace the very faded document out there, and we have talked with the Chamber as to how to dovetail in with their efforts and hopefully their budget to go as far as that. He hears what you are saying, but there are still a fair number of people that go in there and grab interesting brochures.

Vice Chair Fiene indicated that he originally brought this to the table, because it had been mentioned by two people at the museum that people do take the brochures, and a lot of people who visit that museum or Sedona still use flip phones, so they are used to the old technology, and they draw a lot of those people, so he doesn't think it is a waste of money. He agrees that it is good to stay on the cutting edge if you can, but there are a lot of people lagging way behind, so just a consideration.

Commissioner Pfaff indicated that we have to be selective as to where we put them. We wouldn't just stick them in the hotels where they have wi-fi, but at the museum and other places where people have interest in this stuff. Warren Campbell added that if they could hopefully stumble across one of our recognition signs before they find a brochure, maybe we should have something that at least sends them to the Historic Preservation website.

Chair Unger stated that we need to have something organized to bring to that technology. If we don't know what we want to do with it and have it organized enough to bring it to that technology, so that it works in that technology; this is a step to do that too. We get it into a brochure form where we know what we want to have in that media, because she would like to see it do that, but we are going to have to be dependent on whether or not the Chamber can do it, and if we have it in a set-up where we can hand them the information to put in the app; it is a process.

Warren Campbell stated that we have done some research, had some meetings, and done the walking tour, but we haven't invested significantly, and all we are really doing is figuring out what should be trimmed out of the existing document, and the Chamber made it sound like getting this designed, laid out and printing for a couple hundred copies is not that difficult, so he is not thinking it is a waste of time to do the brochure. There is a fair number of people that use a brochure, but absolutely those technologies are there. Commissioner Segner interrupted to say he is just seeing a bigger project. If they want a brochure at the Chamber office, and people are there and want to walk it, that is great. He is just thinking that if history is what we are about. . . he had this discussion seven years ago and got frustrated and just said let's do it, so if we want to do it, he likes to do things right, so he is not saying let's not do this, but he will look forward on the technology and bring back some ideas on the technology and what it would cost.

Commissioner Gehlbach stated that he is with Commissioner Segner. He met with the Chamber and talked with them about the same thing, and the issue is people just don't look that far ahead. He agrees with the brochure, because there is a specific age group that wants the brochure, yet when you look at the group and someone has an updated phone and can move into the technology that we need to move into. He agrees that to be able to engage people and do things he would like to see our town do it with regards to our emergency medical services, etc., it could all be focused within this technology, so he agrees, but we need to find the people that can see out there, and he is sorry, he didn't get that from the Chamber. Commissioner Segner pointed out that they are inundated. They are busy, and everyone asks them to do it and write the bill. A lot of times, they just wink and nod and say whatever they can do to help you, and if they do it for this year, they will say they just did it for you last year, so he hates to ask people to do stuff just because, and it is okay sometimes to say no, they don't want to do it and groups tend to not do that. The group mentality is we march forward doing things we don't want to do, but it is fine. Print the brochure, but let's think long term, and if we are going to have a history walk, let's do it right.

Chair Unger agreed that we want to do this going forward, but as well as it is for the people who use them now, it is also a good way of organizing ourselves for the future, so when we can talk them into

this, we have it already there and can say here it is. We don't have to say okay and take six months to figure out what we want in there; it is important to come up with the details to put in there too.

11. FUTURE MEETING DATES AND AGENDA ITEMS

a. Monday, May 13, 2019; 4:00 pm

Chair Unger stated that she thinks we will be meeting on Monday, May 13th; however, Warren Campbell pointed out that in the past three years, we have canceled the May meeting because of the extra time and effort to pull together the final pieces of the May event. It is not like we have some pressing business that needs to get done. In lieu of taking an hour or so of people's time on the 13th, we ask them to show up on the 17th, but whatever everybody wants. Chair Unger stated that she is fine with that; the only thing is if we need something for the landmark, we may need to consider it, but other than that. . . Warren Campbell stated that he doubts we need to meet that fast. The only thing that the group might want to comment on before the 17th is the design, but if three of us work on the design, we can send it out and you can provide him feedback.

Chair Unger stated that we can forego that meeting. At this point, we don't need to put it on the calendar, and Warren Campbell indicated to tentatively erase it.

12. 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 Planning and Zoning Commission 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.

13. ADJOURNMENT

Chair Unger requested a motion to adjourn.

MOTION: Commissioner Segner moved to adjourn. Commissioner Holmes seconded the motion. VOTE: Motion carried seven (7) for and zero (0) opposed.

The meeting adjourned at 5:05 p.m.

I certify that the above is a true and correct summary of the meeting of the Historic Preservation Commission held on April 8, 2019.

Donna A. S. Puckett, *Administrative Assistant*

Date