

**Action Minutes  
Special City Council Retreat  
The Hub  
525 Posse Ground Road, Sedona, Arizona  
Wednesday, January 8, 2020, 8:00 a.m.**

**1. Call to Order**

Mayor Moriarty called the meeting to order at 8:01 a.m.

**2. Roll Call**

**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 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, Budget & Accounting Supervisor Jessica Tucker, Communications and Public Relations Manager Lauren Browne, City Clerk Susan Irvine

**3. Special Business**

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

**i. Expectations Setting**

Introduction by Justin Clifton.

**ii. Budget & Finance Review**

Presentation by Cherie Wright and Justin Clifton.

Questions and comments from Council.

Break at 9:16 a.m. Reconvened at 9:25 a.m.

**iii. City Council Priorities Discussion/Update**

Presentation by Justin Clifton.

Questions and comments from Council.

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

- **Traffic Improvements - Neighborhood Connections, particularly related to public safety, need to be examined especially where there is only one ingress and egress.**
- **Transit - Bring back to Council with deeper analysis of funding to receive direction on how to proceed.**
- **Affordable Housing - Prepare decision package for Housing Coordinator position and look at additional funding and possibly consider a commitment of funds from increased bed tax revenues related to short-term rentals.**
- **Environmental Stewardship - Present decision packages and analyses related to additional programs and/or staffing.**

- **Implement Sustainable Tourism - Ensure that staff remains involved in the process.**
- **Change priority of Improve Citizen Communication/Relations from high to low and continue ongoing efforts at improvements.**
- **Manage Impacts from Short Term Rentals - Continue monitoring and internal reviews and evaluate reported issues and complaints to consider possible additional changes to City code. Change priority from medium to high.**
- **Consider Long Term Options for Sedona Recycles - Complete evaluation and then remove from priority list.**
- **Remove Sense of Place from list.**
- **Major Plan Amendments - See if the consultant feels a change in major versus minor makes sense.**
- **Add Community Plan Update as a low priority and develop a plan for process for updating plan with a session in the next fiscal year.**
- **Add Early Head Start Funding as a low priority. Explore ability to leverage federal funds and allow for Sedona residents only.**
- **Add Protect Small Town Character as a low priority and conduct a meeting with Council to further vet the matter.**

Break at 11:59 a.m. Reconvened at 12:34 p.m.

**Sedona Chamber of Commerce and Tourism Bureau (SCoCTB) Board Members & Staff in attendance:** Lonnie Lillie, Al Comello, Jeremy Hayman, Jennifer Perry, Jesse Alexander, Darla Deville, Linda Goldenstein, Mike Herman, Stan Kantowski, Kyle Larson, Susan Obijiski, Randy Ortiz, Ralph Woellmer, Jennifer Wesselhoff, Erin Bruce, Michelle Conway

**iv. Discussion with Sedona Chamber of Commerce and Tourism Bureau Including Next Year's Budget & Workplan**

Presentation by Jennifer Wesselhoff and Justin Clifton.

Questions and comments from Council and SCoCTB Board members.

**By majority consensus, Council agreed that the SCoCTB should proceed with the tactics as outlined and that funding would likely be kept around the same rate as last year. They also concurred with the SCoCTB's workplan for Fiscal Year 2021 as presented which includes: continue to build on the success of the Sustainable Tourism Plan (STP), execute the short-term tactics of the STP, evaluate mid-term tactics of the STP, monitor metrics, engage and empower the Sustainable Tourism Advisory Council and Action Team, and continue with community outreach and education.**

**4. Adjournment**

Mayor Moriarty adjourned the meeting at 3:55 p.m.

I certify that the above are the true and correct actions of the Special City Council Retreat held on January 8, 2020.

Susan L. Irvine  
Susan L. Irvine, CMC, City Clerk

01/28/2020  
Date