

AGENDA



4:30 P.M.

CITY COUNCIL MEETING

TUESDAY, FEBRUARY 11, 2020

NOTES:

- Public Forum: Comments are generally limited to **3 minutes**.
- Consent Items: Items listed under Consent Items have been distributed to Council Members in advance for study and will be enacted by one motion. Any member of the Council, staff or the public may remove an item from the Consent Items for discussion. Items removed from the Consent Items may be acted upon before proceeding to the next agenda item.
- 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/ROLL CALL

2. CITY'S VISION/MOMENT OF ART

3. CONSENT ITEMS - APPROVE

LINK TO DOCUMENT =

- a. Minutes - January 28, 2020 City Council Special Meeting - Executive Session.
- b. Minutes - January 28, 2020 City Council Regular Meeting.
- c. Minutes - January 29, 2020 City Council Special Meeting.
- d. AB 2556 Approval of a three-year public parking agreement with Wayside Chapel for the use of their lot for public parking.
- e. AB 2545 Approval of recommendation regarding a new Series 11 Hotel/Motel Liquor License for A Sunset Chateau located at 665 Sunset Drive, Sedona, AZ 86336 (File #94242).

4. APPOINTMENTS - None.

5. SUMMARY OF CURRENT EVENTS BY MAYOR/COUNCILORS/CITY MANAGER

6. PUBLIC FORUM

(This is the time for the public to comment on matters not listed on the agenda. The City Council 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.)

7. PROCLAMATIONS, RECOGNITIONS & AWARDS - None.

8. REGULAR BUSINESS

- a. AB 2557 **Presentation/discussion** regarding the Yavapai College Small Business Development Center (SBDC) team and the free services they offer.
- b. AB 2378 **Discussion/possible direction** regarding the Sedona in Motion transportation program.
- c. AB 2555 **Discussion/possible action** regarding proposed State legislation and its potential impact on the City of Sedona.
- d. **Reports/discussion** regarding Council assignments.
- e. **Discussion/possible action** regarding future meeting/agenda items.

9. 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.

10. ADJOURNMENT

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.



Page 2, City Council Meeting Agenda Continued

Posted: _____

By: _____

Susan L. Irvine, CMC
City Clerk

Note: Pursuant to A.R.S. § 38-431.02 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 materials 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.

Action Minutes
Special City Council Meeting - Executive Session
Vultee Conference Room, Sedona City Hall,
106 Roadrunner Drive, Sedona, Arizona
Tuesday, January 28, 2020, 2:00 p.m.

1. Call to Order

Mayor Moriarty called the meeting to order at 2:00 p.m.

2. Roll Call

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

Staff in attendance: City Manager Justin Clifton, Assistant City Manager/Director of Community Development Karen Osburn, City Attorney Robert Pickels, Jr., Human Resources Manager Brenda Tammarine, City Clerk Susan Irvine.

3. Executive Session

Motion: Vice Mayor Martinez moved to enter into executive session at 2:01 p.m. Seconded by Councilor Currivan. Vote: Motion carried unanimously with seven (7) in favor (Moriarty, Martinez, Chisholm, Currivan, Hudson, Jablow, and Williamson) and zero (0) opposed.

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. **Discussion/consideration regarding the employment, assignment, and appointment of the City Attorney including review of applications and the interview process. This matter is brought in executive session pursuant to A.R.S. § 38-431.03(A)(1).**
- b. **Discussion/consultation with legal counsel to consider the City's position and instruct the City Attorney regarding the matter of City of Sedona vs. Son Silver West Gallery, Inc., et al., Coconino County Civil Case No. CV201900022. This matter is brought in executive session pursuant to A.R.S. 38-431.03(A)(3) & (4).**
- c. **Return to open session. Discussion/possible action on executive session items.**

Reconvened in open session at 4:06 p.m.

No action taken.

4. Adjournment

Mayor Moriarty adjourned the meeting at 4:06 p.m.

I certify that the above are the true and correct actions of the Special City Council Meeting held on January 28, 2020.

Susan L. Irvine, CMC, City Clerk

Date

Action Minutes
Regular City Council Meeting
City Council Chambers, Sedona City Hall,
102 Roadrunner Drive, Sedona, Arizona
Tuesday, January 28, 2020, 4:30 p.m.

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

Mayor Moriarty called the meeting to order at 4:30 p.m.

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

Staff Present: City Manager Justin Clifton, Assistant City Manager/Community Development Director Karen Osburn, City Attorney Robert Pickels, Jr., Assistant City Attorney Shelley Cutts, Public Works Director/City Engineer Andy Dickey, Facilities Maintenance Manager Larry Farhat, Director of Financial Services Cherie Wright, Assistant Planner Rachael Bender, City Clerk Susan Irvine.

2. City's Vision

A video of the City's Vision was played.

3. Consent Items

- a. **Minutes - January 8, 2020 City Council Special Meeting - Retreat.**
- b. **Minutes - January 14, 2020 City Council Special Meeting - Executive Session.**
- c. **Minutes - January 14, 2020 City Council Regular Meeting.**
- d. **AB 2554 Approval to transfer a portion of land from the City of Sedona's industrial zoned lot located at 80 Finley Drive to William Ralston's property located at 60 Finley Drive for the Shelby Drive Roadway Improvements Project.**

Motion: Councilor Williamson moved to approve consent items 3a, 3b, 3c, and 3d. Seconded by Councilor Jablow. Vote: Motion carried unanimously with seven (7) in favor (Moriarty, Martinez, Chisholm, Currivan, Hudson, Jablow, and Williamson) and zero (0) opposed.

4. Appointments – None.

5. Summary of Current Events by Mayor/Councilors/City Manager

Mayor Moriarty stated that Run Sedona will take place this weekend with the staging area near the hospital.

6. Public Forum

Summer Eglund, Sedona, spoke about an environmental issue related to cell phone towers and electromagnetic fields. She encouraged the City to look at wired infrastructure and advised that she will be providing research to the City Council related to the dangers of EMF.

Nicole Keating, Sedona, stated that she was moving from the Bay area to Sedona to escape the electromagnetic pollution and encouraged the City to protect the integrity of this area from 5G.

Daniel Lewis Brenner, Sedona, advised that he moved to Sedona but is disturbed by the EMF pollution and the abuse of power related to it.

Jewels Maloney, Sedona, spoke about the dangers of 5G and the myriad dangerous health effects.

Christie Carroll Weprin, Sedona, stated that she is also concerned with the dangers of EMF and 5G which she stated is unnecessary and preventable. She predicted that tourism would decline if Sedona becomes known as a “dirty city”.

7. Proclamations, Recognitions, and Awards

a. New employee introductions & recognition of staff accomplishments.

Justin Clifton introduced the following new employees and welcomed them to the City team: Assistant Planner Rachael Bender and Facilities Maintenance Manager Larry Farhat.

8. Regular Business

a. AB 2539 Presentation/discussion regarding the Annual Audit findings and Comprehensive Annual Financial Report for the City of Sedona for Fiscal Year 2018-19.

Presentation by Cherie Wright, Justin Clifton, and Sandy Cronstrom of CliftonLarsonAllen LLP.

Questions and comments from Council.

Presentation and discussion only. No action taken.

b. AB 2555 Discussion/possible action regarding proposed State legislation and its potential impact on the City of Sedona.

Presentation by Robert Pickels, Jr.

Questions and comments from Council.

By majority consensus, Council agreed that the Mayor could sign on to letters in support of items at the discretion of the City Attorney and Mayor with immediate notification to Council.

c. Reports/discussion regarding Council assignments - None.

d. Discussion/possible action regarding future meeting/agenda items.

Mayor Moriarty advised that there is a meeting tomorrow at 3:00 p.m.

9. 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.

10. Adjournment

Mayor Moriarty adjourned the meeting at 6:04 p.m. without objection.

I certify that the above are the true and correct actions of the Regular City Council Meeting held on January 28, 2020.

Susan L. Irvine, CMC, City Clerk

Date

**Action Minutes
Special City Council Meeting
City Council Chambers, Sedona City Hall,
102 Roadrunner Drive, Sedona, Arizona
Wednesday, January 29, 2020, 3:00 p.m.**

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

Mayor Moriarty called the meeting to order at 3:02 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.

Staff Present: City Manager Justin Clifton, Assistant City Manager/Community Development Director Karen Osburn, City Attorney Robert Pickels, Jr., Assistant City Attorney Shelley Cutts, Financial Services Director Cherie Wright, Wastewater Manager Roxanne Holland, City Clerk Susan Irvine.

3. Special Business

a. AB 2464 Discussion/possible direction regarding the updated findings and recommendations of the wastewater financial plan, cost of service analysis, and rate study prepared by Willdan Financial Services.

Presentation by Cherie Wright, Justin Clifton, Roxanne Holland, Willdan Financial Services Project Manager Kevin Burnett, and Deputy Project Manager Pat Walker.

Questions and comments from Council.

By majority consensus, Council agreed as follows:

- **For residential – interest was in the 40% Fixed 18K Gallon Cap or the Flat w/Residential Tiers 18K Gallon Cap with more tiers. They asked that more tiers be added and brought back for consideration.**
- **For non-residential – interest was in considering the 40% Fixed 18K Gallon Cap or the Flat w/Residential Tiers 18K Gallon Cap. Council also asked that the impacts of an alternate percentage for the Fixed 18K Gallon Cap be brought back for consideration.**

b. Discussion/possible action regarding future meetings/agenda items - None.

4. 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.

5. Adjournment

Mayor Moriarty adjourned the meeting at 6:05 p.m. without objection.

I certify that the above are the true and correct actions of the Special City Council Meeting held on January 29, 2020.

Susan L. Irvine, CMC, City Clerk

Date



**CITY COUNCIL
AGENDA BILL**

**AB 2556
February 11, 2020
Consent Items**

Agenda Item: 3d
Proposed Action & Subject: Approval of a three-year public parking agreement with Wayside Chapel for the use of their lot for public parking.

Department	City Manager's Office
Time to Present	N/A
Total Time for Item	
Other Council Meetings	11/26/2013; 01/10/2017
Exhibits	A. Public/Private Parking Agreement with Wayside Chapel

City Attorney Approval	Reviewed 2/3/2020 SDC	Expenditure Required	
		\$ 6,343	
City Manager's Recommendation	Approve a public parking agreement between the City of Sedona and Wayside Chapel.	Amount Budgeted	
		\$ 5,842	
		Account No. 10-5245-01-6920 (Description) (Lease Payments – General Services)	
		Sufficient capacity in other General Services accounts to cover the additional \$501	
		Finance Approval <input checked="" type="checkbox"/>	

SUMMARY STATEMENT

Staff is requesting City Council approval of a three-year Parking Use Agreement in the amount of \$6,343 annually for the lease of the upper parking lot of the Wayside Chapel for continued use in the free public parking program.

Background: During the 2012 City Council priority setting process, the City Council identified insufficient public parking in the Uptown area of Sedona to be a high priority issue and directed staff to work towards identifying and implementing public parking solutions.

One solution was to expand the public parking supply in a cost-effective manner and improve the visitor experience by opening up privately-owned off-street lots to public parking through legally binding, public parking agreements.

In November 2013, the City Council approved an agreement with Wayside Chapel to use the upper parking lot of the Wayside Chapel at the northeast intersection of Sunset Lane and

Schnebly Road for public parking. A new agreement for a second three-year term was approved on January 10, 2017. That agreement has since expired. The attached agreement (Exhibit A) provides for the use of 55 spaces for public parking for an additional three-year term commencing on January 1, 2020.

The 2017 lease payment for the utilization of this lot for public parking was \$5,842 annually. The new lease amount will be \$6,343, which is commensurate with what the City is paying for other public/private parking agreements for use of lots in Uptown and accounts for three (3) additional parking spaces that were previously reserved exclusively for owner use.

Public parking will continue to be provided through this lease on Monday through Saturday between the hours of 8:00 a.m. and 11:00 p.m. and on Sundays between the hours of 12:00 p.m. and 11:00 p.m. Up to ten days annually, the owner shall have the right to designate part or all of the parking spaces for their use for special events, meetings, or other church functions.

The agreement can be terminated by either party with thirty days' notice.

Community Plan Consistent: Yes - No - Not Applicable

Providing free public parking Uptown is consistent with Circulation Policy #12 on page 67 of the Community Plan – “Focus on making the most efficient use of existing parking facilities before creating new facilities and investigate the creation of additional public parking through lease, purchase, or development.”

Board/Commission Recommendation: Applicable - Not Applicable

Alternative(s): N/A

MOTION

I move to: approve a public parking agreement between the City of Sedona and the Wayside Chapel.

WAYSIDE CHAPEL PARKING USE AGREEMENT

THIS PARKING USE AGREEMENT ("Agreement") is made and entered into this 1st day of January 2020 by and between the City of Sedona, Arizona, a municipality (hereinafter called "City"), and the Wayside Chapel (hereinafter called "Owner").

1. **Purpose:** The purpose of this Agreement is to secure use of specifically designated privately owned parking areas for public parking use over a specified Term.
2. **Term:** The term of this agreement shall be three (3) years commencing on the date on which this Agreement was entered, unless terminated by either party in accordance with paragraph 9.
3. **Location of the Parking:** The location of the parking to be governed by this Agreement is depicted in the aerial photograph in Attachment A and includes all parking spaces in Parcel #401-14-111. This includes fifty-five (55) total available spaces.
4. **Availability:** The parking will be provided on Mondays, Tuesdays, Wednesdays, Thursdays, Fridays and Saturdays between the hours of 8:00 a.m. and 11:00 p.m. and on Sundays between the hours of 12:00 p.m. and 11:00 p.m. During the term of this Agreement, City shall have the right to designate the parking spaces for public use during the available times and days specified. Up to ten days annually, Owner shall have the right to designate part or all of the parking spaces for their use for special events, meetings, or other functions. The Owner shall provide at least three (3) days verbal notice to the City that the lot or portion of the parking will be unavailable for public use.
5. **Consideration:** In consideration for use of the Owner's property as public parking, the City agrees to provide to the Owner:
 - a. Signs to designate public parking spaces, and day and time restrictions; the City agrees to install additional signage that reads "Sunday 8 am to noon Church Use Only" to further clarify the public parking restrictions. Specific sizing and placement of the new signs will be approved by Owner prior to installation by the City. City will install the new signs within 30 days of approval by Owner.
 - b. Entry signs to indicate the availability of public parking and inclusion in the City's public parking program;
 - c. Promotion of Owner's public parking spaces in appropriate Sedona marketing materials and City parking brochures and maps; and
 - d. Annual lease payment of \$6,343 for the utilization of lot for public parking, to be paid by the City in one annual installment within 30 days of the commencement of the annual lease term.
 - e. The City agrees to provide lighting for public parking during evening hours through its APS account.

6. **Lot Improvements or Maintenance:** The City will provide maintenance and repair of the public parking lot during the term of the agreement, including the installation and servicing of two (2) trash receptacles.
7. **Permitted Uses:** The parking spaces may be used only for public parking of licensed motor vehicles for a period not to exceed the posted time limit. Vehicles or equipment will not be allowed to be stored in the parking spaces at any time.
8. **Assignment:** This Agreement is intended to run with the land and to bind any successors or assigns of the Owner. If subject premises are sold during the term of this Lease, Owner shall be required to notify the City in writing, via certified mail, within thirty (30) days of the transfer date.
9. **Termination:** In the event the City fails to provide the items and services described in Paragraph 5 of this Agreement, Owner must notify City in writing and must allow thirty (30) days for the City to investigate and cure deficiency, if any. If deficiency is not sufficiently cured within thirty (30) days from the date of notification, Owner shall have the right to terminate this agreement with thirty (30) days additional written notice. Upon notice of termination, City must remove all signs within thirty (30) days from the date of notice of termination. If Owner is unable to satisfy the parking needs of its business due to the impact of contributing parking to the City's public parking program via this Agreement, Owner shall have the right to cancel this agreement with thirty (30) days written notice. The City may terminate this agreement by giving at least 30 days written notice to the Owner of its intent to terminate.
10. **Insurance:** The City shall maintain insurance covering public parking spaces with policy limits at least at the following levels.
 - a. Commercial General Liability Insurance with policy limits of not less than \$1,000,000 per occurrence.
 - b. The City shall name the Owner as an additional insured entity on such policy.
 - c. The City shall provide a certificate of insurance to the Owner verifying such coverage.

The above-described insurance provided by the City is intended to cover incidents occurring as a result of the use of the public parking spaces, for any and all claims made from \$1 up to the established policy limits, of \$1,000,000 per occurrence.

11. **Indemnification:** City agrees to indemnify and hold harmless Owner, its successors and assigns, and all directors, officers, employees, and agents of the Owner for, from, and against all claims, costs, expenses, actions, suits, proceedings, losses, damages (including punitive damages) and liabilities of any kind whatsoever, including but not limited to attorneys' fees and expenses, arising from City's use of Owner's premises for public parking. The foregoing indemnification shall not apply to any claim or liability resulting from the negligent act, omission or intentional misconduct of Owner, its successors and assigns, and all directors, officers, employees, and agents of the Owner. It is City's intent to indemnify Owner to the extent permitted under Arizona law for the bringing of such actions against a public entity.

IN WITNESS WHEREOF, Owner and City have executed this Agreement the day and year first above written.

OWNER:

Signature:

Printed Name:

Address:

CITY:

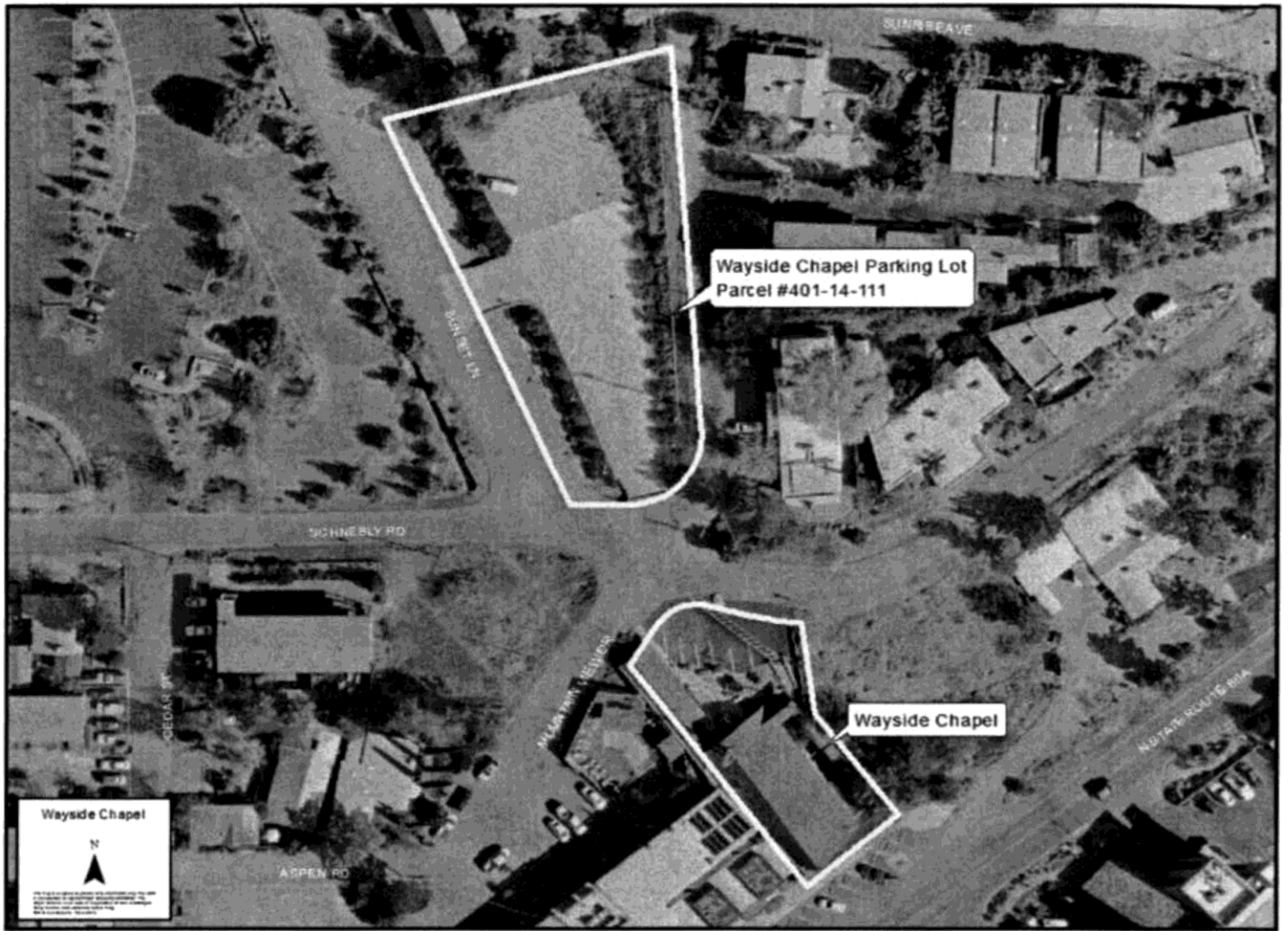
Signature:

Printed Name:

Address:

102 Roadrunner Drive, Sedona, AZ 86336

Attachment A, Parking Location





**CITY COUNCIL
AGENDA BILL**

**AB 2504
February 11, 2020
Consent Items**

Agenda Item: 3e
Proposed Action & Subject: Approval of recommendation regarding a new Series 11 Hotel/Motel Liquor License for A Sunset Chateau located at 665 Sunset Drive, Sedona, AZ 86336 (File #94242).

Department	City Clerk
Time to Present	N/A
Total Time for Item	
Other Council Meetings	N/A
Exhibits	Liquor License Application is available for review in the City Clerk's office.

City Attorney Approval	Reviewed 2/3/2020 SDC	Expenditure Required	\$ 0
City Manager's Recommendation	Approve a new Series 11 Hotel/Motel Liquor License for Sunset Chateau.	Amount Budgeted	\$ 0
		Account No. (Description)	N/A
		Finance Approval	<input checked="" type="checkbox"/>

SUMMARY STATEMENT

Background: State liquor laws require Sedona's City Council to forward a recommendation for approval or denial of applications for liquor licenses.

The City has received an application for a new Series 11 Hotel/Motel Liquor for A Sunset Chateau located at 665 Sunset Drive, Sedona, AZ 86336 (File #94242). The liquor license application is available for review and inspection in the City Clerk's office or by email.

A Series 11 Liquor License is a non-transferable, on-sale retail privileges liquor license which allows the holder of a hotel/motel license to sell and serve all types of spirituous liquor solely for consumption on the premises of a hotel or motel that has a restaurant where food is served on the premises. The restaurant on the licensed premises must derive at least forty percent (40%) of its gross revenue from the sale of food. The holder of this license may sell spirituous liquor in sealed containers in individual portions to its registered guests at any time by means of a minibar located in the guest rooms of registered guests. The registered guest must be at least twenty-one (21) years of age. Access to the minibar is provided by a key or magnetic card device and may not be furnished to a guest between the hours of 2:00 a.m. and 6:00 a.m.

Community Development, Finance, the Sedona Police Department (SPD), and Sedona Fire District (SFD) have conducted a review of the application. No objections regarding its approval were noted.

Community Plan Consistent: Yes - No - Not Applicable

Board/Commission Recommendation: Applicable - Not Applicable

Alternative(s): Recommend denial of a new Series 11 Hotel/Motel Liquor License for A Sunset Chateau located at 665 Sunset Drive, Sedona, AZ 86336 (File #94242). Reasons for a recommendation of denial would need to be specified.

MOTION

I move to: recommend approval of a new Series 11 Hotel/Motel Liquor License for A Sunset Chateau located at 665 Sunset Drive, Sedona, AZ 86336 (File #94242).



**CITY COUNCIL
AGENDA BILL**

**AB 2557
February 11, 2020
Regular Business**

Agenda Item: 8a
Proposed Action & Subject: Presentation/discussion regarding the Yavapai College Small Business Development Center (SBDC) team and the free services they offer.

Department	Economic Development
Time to Present	15 minutes
Total Time for Item	30 minutes
Other Council Meetings	N/A
Exhibits	A. PowerPoint Presentation

City Attorney Approval	Reviewed 2/3/2020 SDC	Expenditure Required	\$ 0
City Manager's Recommendation	For presentation and discussion only.	Amount Budgeted	\$ 0
		Account No. (Description)	N/A
		Finance Approval	<input checked="" type="checkbox"/>

SUMMARY STATEMENT

Background: Jeri Denniston and Ruth Ellen Elinski from Yavapai College will be present to introduce the Yavapai College Small Business Development Center. They will review the free services that they offer to benefit our community.

Community Plan Consistent: Yes - No - Not Applicable

Board/Commission Recommendation: Applicable - Not Applicable

Alternative(s): N/A

MOTION

I move to: for presentation and discussion only.



What is the SBDC?

Small Business Development Center
at Yavapai College





The SBDC provides a no-cost service funded by the **Small Business Administration** *and* **Yavapai College**

Mission:

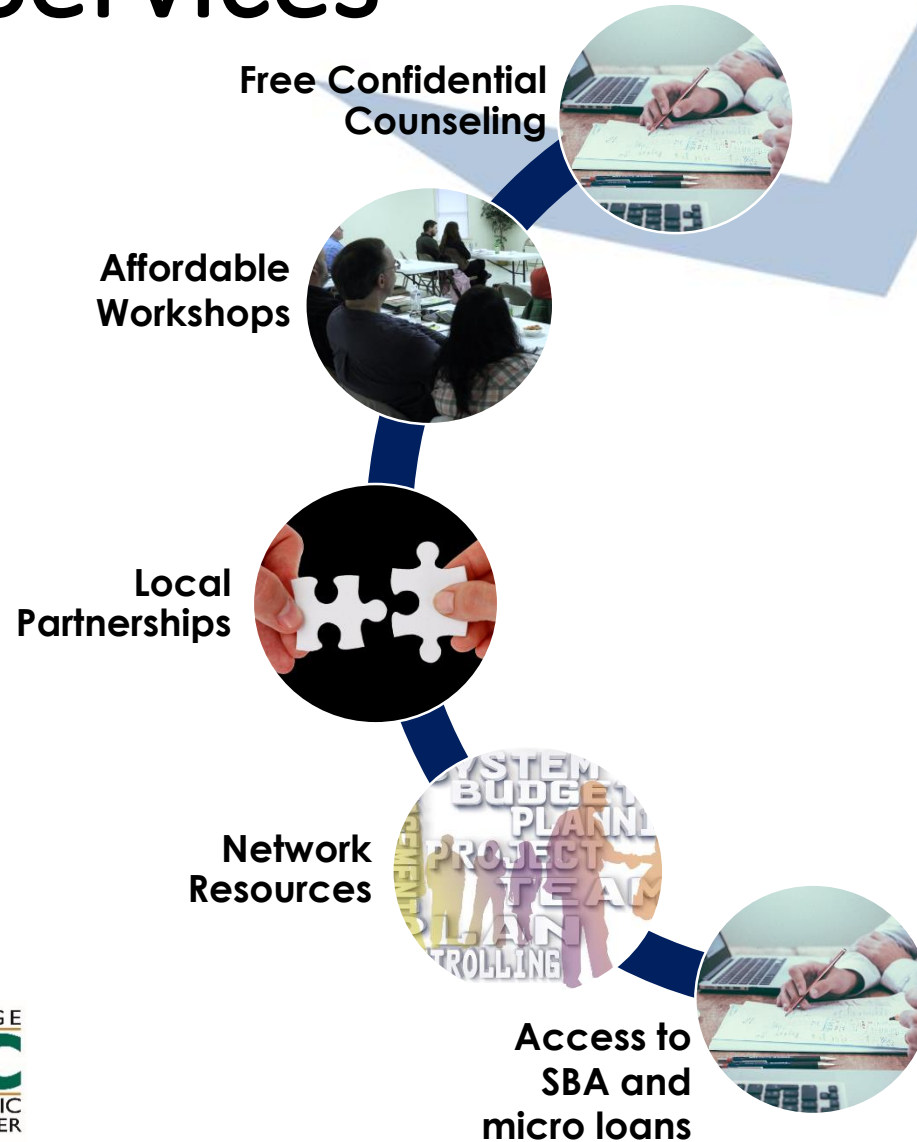
To help Arizona small business owners launch, grow, sustain, and exit their enterprises.

We work with clients throughout Yavapai County.





Services





No Cost Counseling Services

- Business Plans
- Financial Forecasts
- Financing Package Preparation
- Marketing
 - Plans
 - Social Media
- Government Contracting
- B2B Opportunities





New Partnership With AZ Commerce Authority

We will expand tools and resources for small businesses in Arizona rural communities. These include:

- Small Business Checklist
- Entrepreneur's Edge
- ExporTech
- AZ STEP trade expansion program
- Training grants





Economic Indicators

- Clients Served
- Jobs Created
- Jobs Retained
- Business Starts
- Capital formation and Capital injection
- Increased Sales
- Wages

2019 Calendar Year Impact

	2019 SBA RESULTS			2020 SBA Goals
Yavapai College SBDC	Actuals	Goal	Over/Under	Goals
Jobs Created	126	120	105%	110
Jobs Retained	115	55	209%	50
Sales Increase	\$4,387,092	\$3,500,000	125%	\$3,500,000
New Capital	\$9,197,545	\$6,000,000	153%	\$7,000,000
Business Starts	72	40	180%	45



2019 Calendar Year Impact – Verde Valley

2019 SBA RESULTS - VERDE VALLEY	
YAVAPAI COLLEGE SBDC	Actuals
Jobs Created	57
Jobs Retained	49
Sales Increase	\$520,386
New Capital Formation	\$3,838,510
Business Starts	35



2019 Calendar Year Impact - Sedona

Sedona (W. Sedona, Village of Oak Creek) Results	
Yavapai College SBDC	Actuals
Jobs Created	25
Jobs Retained	40
Sales Increase	\$270,386
New Capital	\$893,763
Business Starts	14



Locations

Yavapai College Verde Valley Campus

Yavapai College Sedona Center

Yavapai College Prescott Valley Center

By appointment:

Town of Camp Verde

Cottonwood

Sedona

Clarkdale

Jerome

Prescott





Contact Us in the Verde Valley



Your *Verde Valley* Certified Business Advisor

Ruth Ellen Elinski

928-649-4580

Yavapai College Verde Valley Campus

Building I, Room 139 B

Register online: yc.edu/sbdc

Call: (928) 717-7232



Meet the Rest of the Team

Yavapai College Prescott Valley Center

Director



Jeri Denniston
928-771-4801

Business Advisors



Karen Eads
928-771-4580



Michael Seibert
928-771-4819



Roger Totten
928-771-4819

Programs Specialist



Katherine Anderson
928-776-2008



**CITY COUNCIL
AGENDA BILL**

**AB 2378
February 11, 2020
Regular Business**

Agenda Item: 8b
Proposed Action & Subject: Discussion/possible direction regarding the Sedona in Motion transportation program.

Department	Public Works Department
Time to Present	30 minutes
Total Time for Item	90 minutes
Other Council Meetings	March 27, 2018, June 13, 2018, August 15, 2018, December 11, 2018, March 27, 2019, May 29, 2019, July 23, 2019, October 22, 2019
Exhibits	A. Wayfinding Sign Concepts B. "Y" Slip Lane Concept

City Attorney Approval	Reviewed 2/3/2020 SDC	Expenditure Required
		\$ 0
City Manager's Recommendation	Discuss and provide direction on SIM updates.	Amount Budgeted
		\$ 0
		Account No. N/A (Description)
		Finance Approval <input checked="" type="checkbox"/>

SUMMARY STATEMENT

The January 2018 City of Sedona Transportation Master Plan (TMP) evaluated citywide transportation needs and concluded with a set of recommended strategies to address congestion and mobility needs of residents, visitors, and commuters. These strategies have been developed into a system of capital improvement projects that collectively have been identified and promoted as the Sedona In Motion (SIM) program. The SIM program is a multi-modal transportation initiative embracing Sedona's community values for improved traffic flow, community connections, business and tourism connections, economic vitality and diversity, environmental stewardship, walkability, and sense of place.

Public Participation:

There are many ways for the public to participate in the development of SIM projects. Citizens can post comments to the SIM section of the City's website [here](#). Citizens can also submit written comments directly to City Council members on the City's website [here](#). Written comments are given equal consideration to those submitted in person during meetings.

Citizens wishing to make public comment are required to complete a comment card provided near the entrance of the Council Chambers. Public comments are generally taken after presentation and initial questions for the specific agenda item or topic. Once called upon, the speaker will generally be limited to 3 minutes. The timing and time allowance for speakers can be further changed or limited based on the Mayor's discretion to ensure orderly progress of City business. Please note that while citizens can engage with Councilors in multiple ways at any point in time, Councilors are prohibited by law from discussing City business outside of a scheduled public meeting; meaning Council meetings are the only opportunity for Council as a body to deliberate. The projects are listed in the order that they will be presented to Council.

Public participation throughout the TMP and SIM project development has been a primary focus. Some recent outreach efforts include:

- More than 3,800 engaged via survey responses, public meetings, open houses, and news coverage between spring 2016 and now.
- 1500 subscribers to SIM email update list
- 311 individual user responses on Wikimapping tool for SIM-11 - July 2019
- 1100 people reached with Facebook post about Jordan roundabout construction - September 2019
- 2284 recipients of transit e-news - October 2019
- 180 letters sent to residents north of the Schnebly Road extension – October 2019
- Over 25 Monday Morning Meetups for SIM-1

Background:

SIM-3 Parking & Wayfinding

The parking garage siting study was presented to Council in November. Staff is working with the consultant to refine some of the design concepts, surface lot options, and estimates. This information will be brought back to Council at the February 26th work session.

As part of the wayfinding sign effort, staff included redesign of the three gateway signs, or entryway signs, into Sedona on 179 and the two on 89A as drivers exit the canyon into Uptown and come into West Sedona near the high school.

With initial concepts developed by the consultant, staff took these concepts to the public to get feedback since the gateway signs are so prominent and should mirror the character and natural beauty that sets Sedona apart. Staff also met with artists to get their take on the initial concepts.

The common themes from the survey and meetings with artists included:

- Use natural elements like rock and stone.
- Use natural colors, especially red.
- They liked the tagline to focus on dark skies, but some also wanted to feature things like the arts or the beauty.
- Make sure the design is charming, artistic, and specific to Sedona.

Staff took this input and, with the top three ranked concepts, went back to the consultant to refine them. These refined designs are included as Exhibit A.

Exact placement and scale will need to be refined once a preferred design is picked. Staff seeks direction from City Council on which design is preferred, recognizing that elements from one design can be applied to another design if there is consensus. There are no immediate plans to replace the existing signs with the new designs, but rather staff is trying to finalize the entire wayfinding package which would include these sign designs before moving forward with

next phases of implementation. Once the sign plan is fully developed, staff will continue to implement the other sign components including vehicular wayfinding, identity signs for city facilities, pedestrian wayfinding kiosk signs for the Gallery Row District and West Sedona, banner signs for West Sedona, gateway signs, and the possible addition of a new event sign for Posse Grounds Park.

SIM-1, Uptown Roadway Improvements

Construction on the project was initiated on June 3, 2019 and is currently approximately 60% complete. To date, the contractor has completed the construction of the Jordan roundabout, improvements to the northeast corner of Forest Road, improvements on the west side of SR 89A including a dry-stacked rock wall in front of Clear Creek Trading Company, grading for the Schnebly Road connection, placement of median curb adjacent to the northbound lane, and is nearly complete with concrete work at the northern roundabout.

Current work hours are 6:30 a.m.–4:30 p.m. Monday-Friday. The contractor is taking advantage of the slow January and February months and working Fridays in an attempt to have all concrete work complete before the week of Spring Break. Paving of the northern roundabout, Jordan roundabout, Apple Avenue, and other miscellaneous areas is anticipated for the week of February 10th. It is likely that this paving will be done at night. Construction is expected to be complete by the end of FY 20.

The art for the two roundabouts is under fabrication and the contractor is coordinating with the artist to ensure that logistics of installation are accounted for.



SIM-4A, Y Slip Lanes

ADOT will be designing this project with in-house staff. The design team has been focused on vetting concepts in an attempt to minimize parking and access impacts to adjacent properties. The most recent concept is shown as Exhibit B. This concept includes a slip lane for northbound SR 89A to southbound SR 179 through the property owned by ADOT. It also includes modifying the turning movements for northbound SR 179 on the approach to the roundabout. This scenario has been modeled by ADOT and the City's consultant and shows an improvement in level of service. Current project schedule anticipates construction starting in May 2021.

SIM-11 Bicycle & Pedestrian Improvements

These projects focus on improvements that can make walking and bicycling safer, more convenient, and more comfortable. The improvements we are currently pursuing begin the path toward a more bike-friendly and walkable Sedona.

The Get Outside (GO) Sedona walking and biking master planning effort continues to make progress with a work group meeting to assist in detailed input on ways to improve walking and biking in Sedona. The Wikimapping online tool was successful in collecting ideas from residents for walking and biking improvements. Subsequent focus groups and public meetings are planned as well. A public meeting will be held at 5:00 on February 6, in Council Chambers. Collectively, all this feedback will be used to form the walking and biking master plan and outline and prioritize future improvements. After the final draft of the master plan is complete, staff will bring this to City Council. Currently several projects are in progress including paths along Soldiers Pass Road, Dry Creek Road, Sanborn/Thunder Mountain Road, Chapel Road, Navoti Drive to Dry Creek Road, and Pinon Drive.

Collectively, the vision for these paths is to brand them as the Sedona Trails & Pathways System or ST&PS. Staff has been working with a consultant to design a logo for the system. The logo final logo will be presented to Council at this meeting.

SIM-4C Pedestrian Crossing at Tlaquepaque

The design contract for this project was approved by Council on September 24, 2019. A design kick-off meeting has been held and field survey and data collection has been completed. Meetings with adjacent property owners were held in January. Design for this project is approximately 60% complete and is anticipated to be complete by the end of FY 20.

SIM-5 Major Roadway Connections

For the Portal/Ranger/Brewer Road Connection project, staff is collaborating with Tlaquepaque to explore potential changes to the Portal Lane parking lot that could improve flow and capacity. A design consultant is under contract to identify preferred alignments and prepare final design. The preliminary design is 60% complete. The intent of these improvements is to require vehicles that enter the parking lot to exit out to Ranger Road and also provide signage for vehicles coming from the south side of Soldier Wash to use that exit if their destination is West Sedona or Uptown.

For the Forest Road Connection, at the May 29th meeting, City Council directed staff to move forward with the design of this project with a preference for Option 1 and the inclusion of a shared-use path. A design contract with Kimley-Horn was approved at the October 22nd Council meeting. They are working on refining the alignment, and we are holding individual meetings with adjacent property owners in early February.

SIM-7/8 Enhanced Transit Service

The final implementation plan was presented in detail at the October 23rd Council work session. A follow-up will be presented to Council at the March 11th work session to discuss the financial plan for operations and provide funding options for the City's anticipated cost share.

SIM-10 West Sedona Signal Improvements

At the urging of City staff, the ADOT Northcentral district has begun evaluating the performance of signals in West Sedona. Based on vehicular volumes at the Coffee Pot and Rodeo

intersections, ADOT is considering removing one of the crosswalks on SR 89A at each intersection, which would increase green time on SR 89A by 20 seconds on each cycle.

SIM-12, Traveler Information

ADOT has been displaying travel times to Sedona on the I-17 corridor since December 2018. Staff continues to engage ADOT to ensure that the information provided to travelers is meaningful and accomplishes the objectives of the City. The data source for the ADOT signs has been compared with the City's data, and it is accurate within a couple minutes. Staff is continuing to monitor data and is in process of analyzing what effect the signage may have. ADOT has submitted a proposal for additional infrastructure that is included in Governor Ducey's rural broadband initiative. The proposal includes fiber-optic improvements and several dynamic message sign (DMS) boards along I-17 as well as additional cameras and wrong-way detection. ADOT is awaiting the decision on the budget. If this is approved, the City will coordinate to discuss options for using and locating a DMS board closer to the SR 260 intersection for northbound motorists.

New cameras have been installed along SR 179 near Tlaquepaque and at midblock in Uptown to allow residents and tourists to view current traffic conditions. The City Information Technology Department is working on how to make the camera photos publicly viewable. Staff is pursuing other locations for cameras as well.

SIM-6, Neighborhood Street Connections

Neighborhood connections were put on hold in 2018. However, as of the January City Council retreat, Council has requested that neighborhood connections be reevaluated with the primary focus on neighborhoods with single points of ingress and egress. This reevaluation will take place over the next 6-12 months.

Community Plan Consistent: Yes - No - Not Applicable

The Sedona In Motion program in general supports the six Vision Themes of the Sedona Community Plan.

- Environmental Stewardship: Conserves natural resources associated with wasteful vehicle operations due to congested travel time.
- Community Connections: Supports community connections through its emphases on public participation and involvement during design development and indirectly by improving mobility between gathering place in Uptown Sedona.
- Improved Traffic Flow: Reduces congestion and travel times and improves vehicle and pedestrian safety.
- Walkability: Reduces vehicle and pedestrian conflicts improving walkability and safety.
- Economic Diversity: Improves local resident and visitor access through multimodal transportation options and connections.
- Sense of Place: 1% of project expenditures will go towards the development of arts, cultural, or heritage. Projects will be built consistent with local codes and with intention on preserving or complimenting the natural and scenic beauty of Sedona.

Board/Commission Recommendation: Applicable - Not Applicable

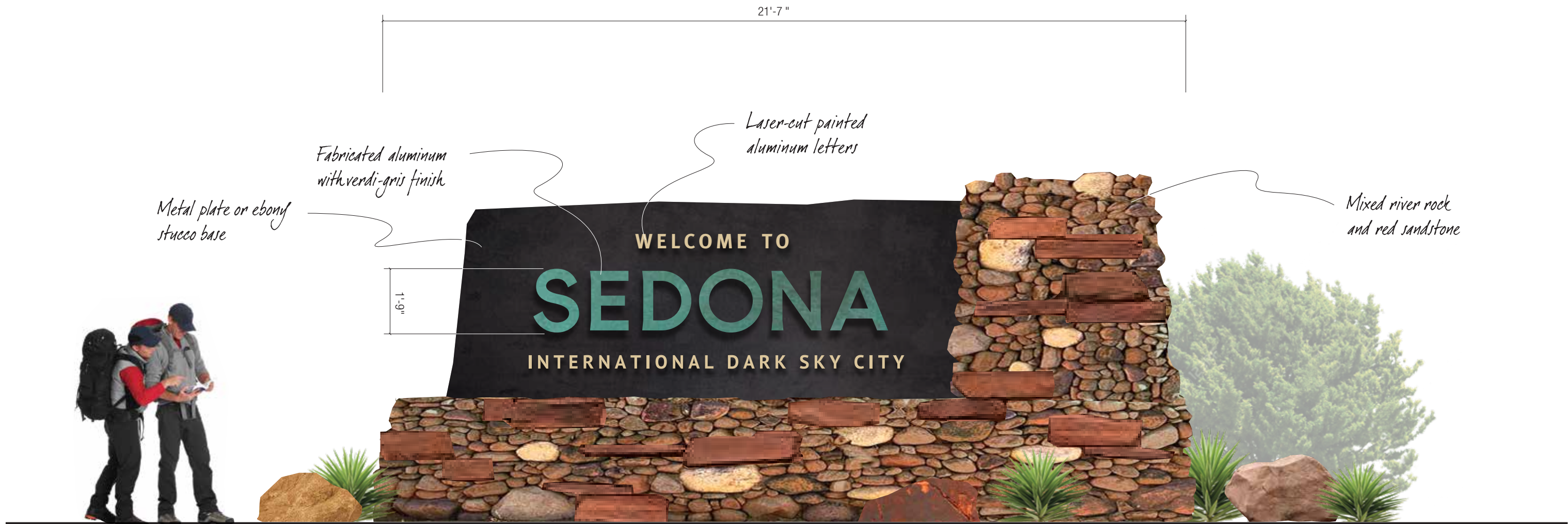
Alternative(s): N/A

MOTION

I move to: for discussion/possible direction only.

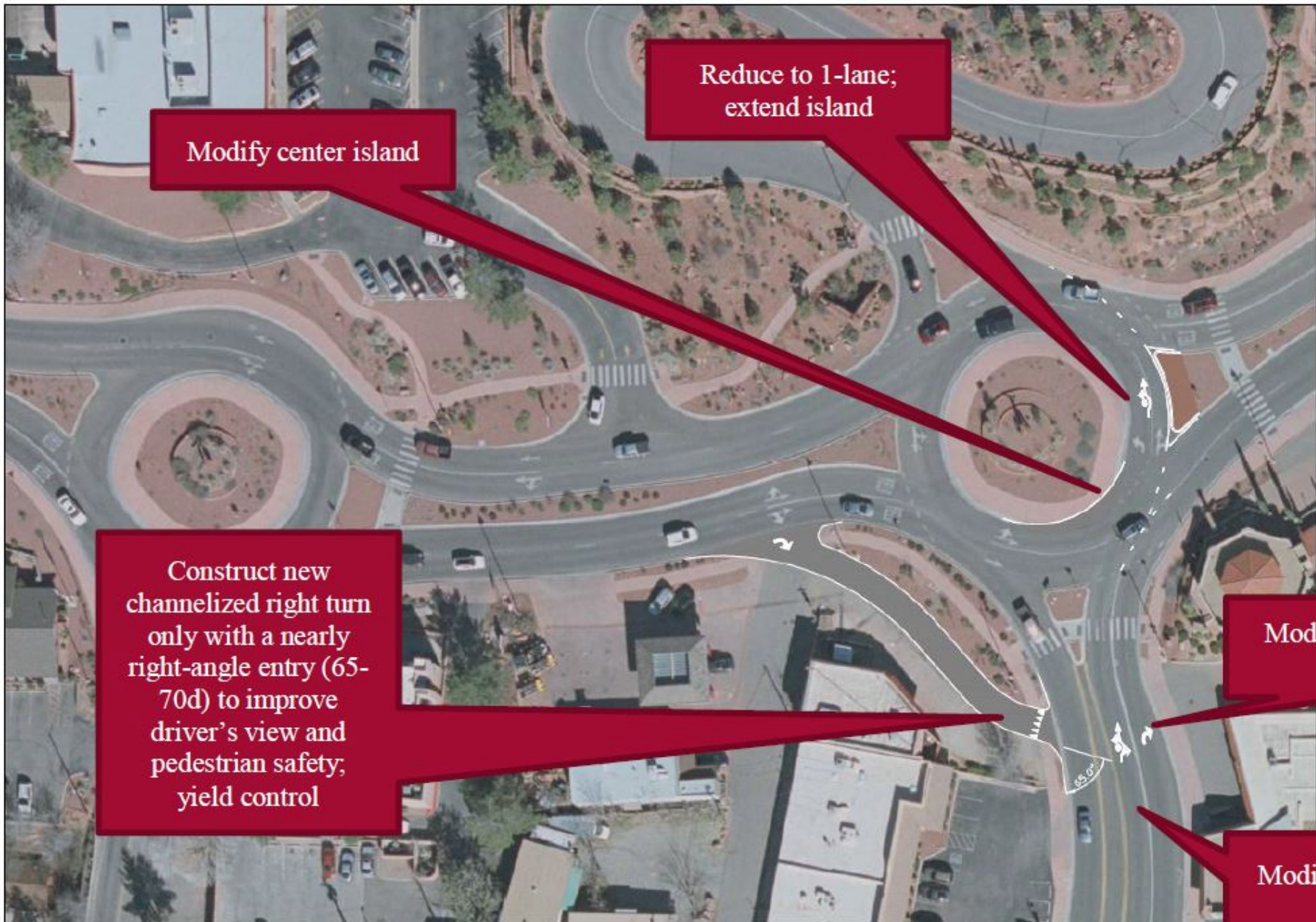












Modify center island

Reduce to 1-lane;
extend island

Construct new
channelized right turn
only with a nearly
right-angle entry (65-
70d) to improve
driver's view and
pedestrian safety;
yield control

Modify to right-turn
only

Modify to left/thru or
right- turn



**CITY COUNCIL
AGENDA BILL**

**AB 2555
February 11, 2020
Regular Business**

Agenda Item: 8c
Proposed Action & Subject: Discussion/possible action regarding proposed State legislation and its potential impact on the City of Sedona.

Department	Legal
Time to Present	15 Minutes
Total Time for Item	30 Minutes
Other Council Meetings	January 28, 2020
Exhibits	None

City Attorney Approval	Reviewed 2/3/2020 SDC	Expenditure Required
		\$ 0
City Manager's Recommendation		Amount Budgeted
		\$ 0
		Account No. N/A (Description)
		Finance Approval <input checked="" type="checkbox"/>

SUMMARY STATEMENT

Background: During the course of the State Legislative Session, many bills are introduced that have a potential impact on the City of Sedona. The League of Arizona Cities and Towns and City staff routinely monitor bills of interest as they progress through the legislative process.

This item is scheduled to provide a summary update on relevant bills, to answer questions that the City Council may have regarding any individual bill, and to consider the need for the City Council to take a formal position in support or opposition of any particular bill.

Community Plan Consistent: Yes - No - Not Applicable

Board/Commission Recommendation: Applicable - Not Applicable

Alternative(s):

MOTION

I move to: for informational purposes only, unless there is a preference to take a position on a particular issue.