

AGENDA



2:00 P.M.

CITY COUNCIL SPECIAL MEETING

WEDNESDAY, MARCH 24, 2021

NOTES:

- Meeting room is wheelchair accessible. American Disabilities Act (ADA) accommodations are available upon request. Please phone 928-282-3113 at least two (2) business days in advance.
- City Council Meeting Agenda Packets are available on the City's website at:

www.SedonaAZ.gov

GUIDELINES FOR PUBLIC COMMENT

PURPOSE:

- To allow the public to provide input to the City Council on a particular subject scheduled on the agenda.
- This is not a question/answer session.
- The decision to receive Public Comment during Work Sessions/Special City Council meetings is at the discretion of the Mayor.

PROCEDURES:

- **It is strongly encouraged that public input on agenda items be submitted by sending an email to the City Clerk at sirvine@sedonaaz.gov in advance of the 2:00 p.m. Call To Order.**
- 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.

DUE TO CONTINUED PRECAUTIONS RELATED TO COVID-19, SEATING FOR THE PUBLIC WITHIN THE COUNCIL CHAMBERS IS ARRANGED IN COMPLIANCE WITH CDC GUIDELINES FOR PHYSICAL DISTANCING AND IS VERY LIMITED. THOSE WISHING TO COMMENT ON SCHEDULED AGENDA ITEMS MAY BE ASKED TO WAIT OUTDOORS OR IN AN ALTERNATE LOCATION IF THERE IS NOT ADEQUATE SEATING IN COUNCIL CHAMBERS. **COMMENTS IN ADVANCE OF THE 2:00 P.M. CALL TO ORDER ARE STRONGLY ENCOURAGED BY SENDING AN EMAIL TO SIRVINE@SEDONAAZ.GOV AND WILL BE MADE PART OF THE OFFICIAL MEETING RECORD.** THE MEETING CAN BE VIEWED LIVE ON THE CITY'S WEBSITE AT WWW.SEDONAAZ.GOV OR ON CABLE CHANNEL 4.

1. CALL TO ORDER/PLEDGE OF ALLEGIANCE/MOMENT OF SILENCE
2. ROLL CALL
3. SPECIAL BUSINESS & EXECUTIVE SESSION

LINK TO DOCUMENT =

- a. **Interviews with candidates for City Council vacancy.** Candidates to be interviewed are as follows:
 - i. Jeanette Smith
 - ii. Robert Porter
 - iii. Jon Thompson

If an Executive Session is necessary, it will be held in the Schnebly Conference Room at 104 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:

- b. Deliberation regarding candidates interviewed to fill the City Council vacancy. This matter is brought in executive session pursuant to A.R.S. 38-431.03(A)(1).

Return to open session.

- c. **AB 2664 Discussion/possible action** regarding selection and appointment of a person to fill the City Council vacancy.

4. ADJOURNMENT

Posted: 03/18/2021

By: DJ

Susan L. Irvine, CMC
City Clerk

Note: Pursuant to A.R.S. § 38-431.02(B) notice is hereby given to the members of the City Council and to the general public that the Council will hold the above open meeting. Members of the City Council will attend either in person or by telephone, video, or internet communications. The Council may vote to go into executive session on any agenda item, pursuant to A.R.S. § 38-431.03(A)(3) and (4) for discussion and consultation for legal advice with the City Attorney. Because various other commissions, committees and/or boards may speak at Council meetings, notice is also given that four or more members of these other City commissions, boards, or committees may be in attendance.

A copy of the packet with material relating to the agenda items is typically available for review by the public in the Clerk's office after 1:00 p.m. the Thursday prior to the Council meeting and on the City's website at www.SedonaAZ.gov. The Council Chambers & Schnebly Conference Room are accessible to people with disabilities, in compliance with the Federal 504 and ADA laws. Those with needs for special typeface print, may request these at the Clerk's Office. All requests should be made **forty-eight hours** prior to the meeting.

CITY COUNCIL CHAMBERS
102 ROADRUNNER DRIVE, SEDONA, AZ

The mission of the City of Sedona government is to provide exemplary municipal services that are consistent with our values, history, culture and unique beauty.



**CITY COUNCIL
AGENDA BILL**

**AB 2664
March 23, 2021
Special Business**

Agenda Item: 3c
Proposed Action & Subject: Discussion/possible action regarding selection and appointment of a person to fill the City Council vacancy.

Department	City Clerk
Time to Present	N/A
Total Time for Item	15 minutes
Other Council Meetings	March 9, 2021
Exhibits	A. City Council Vacancy Interviewee Applications

City Attorney Approval	Reviewed 3/15/2021 KWC	Expenditure Required	
		\$	0
City Manager's Recommendation	Discuss and take action to appoint a person to fill the City Council vacancy.	Amount Budgeted	
		\$	0
		Account No. (Description)	N/A
		Finance Approval	<input checked="" type="checkbox"/>

SUMMARY STATEMENT

Background: The City of Sedona advertised seeking applicants to fill the vacant City Council seat created by the resignation of Councilor Chisholm on February 9, 2021 with an application deadline of March 4, 2021.

Nine applications were received from parties seeking appointment. One application was withdrawn by the individual prior to Council review of the applications. City Council reviewed the remaining eight applications on March 9th. Two of the applications were deemed incomplete as the required resumes were not included by the deadline. Of the remaining six applications, City Council selected Chris Nichols, Robert Porter, Jeanette Smith, and Jon Thompson for interviews. Mr. Nichols withdrew prior to the interviews due to a career conflict.

The open seat has a term beginning on the date of appointment and ending when the individual elected during the Fall 2022 election cycle is seated which will be at the second meeting in November or first meeting in December. Following the March 23rd interviews, the City Council will consider the applicants and select an individual to fill the vacancy.

Community Plan Consistent: Yes - No - Not Applicable

Board/Commission Recommendation: Applicable - Not Applicable

Alternative(s): Council could choose to readvertise the vacancy.

MOTION

I move to: appoint _____ to fill the City Council vacancy until the individual elected during the Fall 2022 election cycle is sworn in to office.



CITY COUNCIL APPLICATION

RECEIVED

MAR 02 2021

CITY OF SEDONA
CITY CLERK'S OFFICE

READ THE FOLLOWING INSTRUCTIONS CAREFULLY BEFORE FILLING OUT YOUR APPLICATION – TYPE OR PRINT CLEARLY IN INK ONLY.

All requested information must be furnished. If an item does not apply to you or if there is no information to be given, write in the letters "N/A" for "Not Applicable".

A RESUME MUST BE SUBMITTED, AND, YOU MUST COMPLETE ALL INFORMATION REQUESTED ON THE APPLICATION.

POSITION APPLIED FOR: CITY COUNCIL

APPLICANT'S NAME: Jeanette Ann Smith

PHYSICAL ADDRESS: Sedona AZ 86336
(Street) (City) (State) (Zip)

MAILING ADDRESS: same
(Street or PO Box) (City) (State) (Zip)

PHONE: Home: _____ Work: _____ Cellular: _____

EMAIL: _____

Are there any days you will not be available for an interview?

NO

Are you a resident of the City of Sedona? Yes No How many Years? 9

Have you previously been appointed by the City of Sedona to any position or commission/board other than the one for which you are currently applying?

Yes No If so, what and length of term? _____

Are you a registered voter? Yes No

In answering the following questions, if more space is required, please attach a separate sheet of paper.

BACKGROUND INFORMATION WHICH YOU BELIEVE QUALIFIES YOU FOR THE APPOINTMENT. (This should include education, employment history, community service, special interests and skills, and personal philosophy.)

See attached.

1. What are your perceptions of the duties, responsibilities, and role of the City Council?

See attached.

2. What do you believe are the major issues facing this City Council?

I see the primary issue facing the Council as guiding the continued growth of Sedona's economy without destroying the primary source of that economy -- Sedona's natural beauty. I believe there are many key issues involved in balancing the development of our cities growth and livability with the sustainability of our environment. These include the use of, and preservation of, our natural surrounding and resources. Land use is paramount and involves a multitude of planning (traffic/circulation) and preservation (conservation/erosion/pollution) topics to addressing 'usable' and culturally appropriate community open-space and affordable housing for the families that support our growth. I also believe that developing alternative industries, which don't impact our environment but help bring families and provide jobs, are vital to the growth of our economy. These have to be a part of our 'balanced' program of priorities.

3. What do you hope to accomplish as a City Councilor?

See attached.

4. Have you read the following City of Sedona documents?

Community Plan Yes No

City Code Yes No

Land Development Code Yes No

5. Have you reviewed the current City of Sedona Budget? Yes No

6. Have you attended any Sedona City Council meetings? Yes No If yes, please estimate the number you have attended and provide further explanation.

7. Please provide any additional information which you believe may be pertinent for consideration of your application.

Prepared and Submitted by:

Jeanette A Smith, , Sedona AZ 86336

3/1/2021

Background Information/Qualifications

Accomplishments: I am a graduate of University of Oregon, majoring in Journalism and minoring in business. (Bachelor of Science/Class '81 with honors). After a few years at an advertising agency in Seattle, I moved to NYC and started new divisions at each of the following companies: Official Airline Guides, Macmillan Publishing, and Paramount Communications/VIACOM.

I eventually became Vice President United Media, a division of United Feature Syndicate and Scripps Howard. From 1994 to 2000, I led the marketing team that put the Dilbert cartoon on the map, building the brand into the first global corporate icon with revenues of \$200M annually and 800+ product licensees in over 40 countries.

In 2000, I started J'net Smith Inc. (dba - All Art Licensing) a branding consultancy and agency that has worked with hundreds of artists, authors and creators to teach them how to create viable businesses from their unique talents.

Since 2015, much of my time has been dedicated to building a new property called Zoonicorn, which teaches 'optimism and resilience' as a part of social-emotional development for preschool children. In 2019, I closed \$3M in funding for a 52-episode HD CGI series, and developed a line of plush toys. Today my role includes brand management and licensing agent for the property, as well as executive producer and director for the series, which will be marketed globally in 2021/22.

Service: In NYC, from 1980 to 1994, I was on the American Association of Publishers, International Committee. Between 1994 and 1999, I was the facilitator/leader of the Manhattan Chapter of the National Alopecia Areata Foundation, the organization's largest support group in the nation. Also, for 25 years to the present, I have been a member of the Licensing Industry Merchandisers Association, now known as Licensing International. I was the major organizer of the 'gifts' at an annual holiday event for Harlem Vets, gathering toys, clothes and other kid-friendly items from manufacturers and clients.

For the past twenty years, I have volunteered my time to speak about marketing, licensing, publishing, brand building, product development and other topics at a variety of conferences and events, including HOW Design Live, Licensing Expo, Graphic Artists Guild, National CEO (Collegiate Entrepreneurial Organization), and Kiwanis International. I am an Ambassador for the SEA (Self-Employment in the Arts) non-profit organization. In this role I speak at events, teach classes, join roundtables and mentor students who are interested in Arts Entrepreneurship. In 2014 and 2015, I hosted the 'Art & Design' Resource Center for the Licensing Expo, the largest international licensing trade show in the world.

In Sedona, I have volunteered at the community Easter Egg Hunt and Breakfast with Santa as a part of the Sedona Methodist Church and Alethia Churches, respectively. For the Sedona Charter School, I have worked to fund raise for the Odyssey of the Mind and Montessori Model United Nations programs in which my son has participated, the latter of which raised \$14K in just three weeks. I also co-chaperoned the MMUN trip to NYC in February of 2018. Most recently, I was a member of the Rotary Club of Sedona for the past 3 years.

Special Interests:

Tourism – While an executive in the travel industry for nearly 10 years in NYC, I worked with international Convention & Visitor Bureaus (CVBs) and travel companies (hotels, airlines, car rentals, destination management, etc.) as part of the trade press and producing a television show called ‘The World of Travel’ live from travel conferences around the world, such as US Travel Association’s IPW, ASTA, PATA and more. While my interest in the tourism and hospitality industries started with my first tour of Europe in college, it has continued to grow and be of great importance to my global and inclusive perspectives and philosophies.

I find Sedona’s unique position as a premiere travel destination, with special focus on sustaining its inherent natural beauty and diverse arts community, to be a very important and exciting. I welcome the opportunity to be included in discussions and decisions which will continue to make our city attractive to tourism now, while preserving it for everyone long into the future.

Land Management & Zoning – For 35 years (1980-2015), I was a shareholder and on the board of a privately held property development company that owned and managed more than 40 homes and commercial rental properties in Salem, Oregon. Throughout my life, I had been involved in, and sincerely interested in, property zoning and its impact on community growth. I look forward to learning more and contributing to decisions in the Sedona area to maintain and improve our wonderfully livable small-town environment, while allowing it to grow in the best possible way.

Family & Other Interests – I live and work in ‘far’ West Sedona with my super-supportive husband, amazing (yet typical-for-his-age) 16-year-old son and our wonder-dog. I enjoy spending time with my family, travelling, cooking and many types kinds of artistic endeavors.

1.What are your perceptions of the duties, responsibilities and role of the City Council?

The City Council is in place to develop policies and establish priorities for Sedona. Utilizing the council-management form of government makes a great deal of sense to me. I believe that priorities need to be set and best possible routes and outcomes need to be researched and evaluated. These are not easy or quick tasks and finding those interested, willing and committed to the process is the best way to work through to a successful end. This is how I see the valuable role of the City Council -- as a team put in place to listen and spearhead the needs of our community and utilize the resources of the area and the government to the best of its ability. Specifically, the City Council addresses community issues and concerns, which become prioritized into the annual agenda. Then through research and evaluation they become ordinances and policies, or capital improvements with defined budgets and goals which are also overseen by the Council. Council members will also be a part of a variety of sub-committees to ensure communication and adherence to objectives.

3.What do you hope to accomplish as a City Councilor?

My goals are simple, since this is a potential appointment to the City Council and not currently an elected position. Therefore, primary goal is to offer my services to a council that is in need of support. That is first and foremost. My goals are to help move forward the priorities of the Council’s agenda in the most productive way possible. I will endeavor to use my intelligence and experience to research, evaluate and address those items which need my attention. At this time, I want to be part of the solution and add my voice to the echoes of Sedona so that the many people who live and visit here will find it even better than before. I do hope to be seriously considered for the position and will be respectful, reliable and thorough at all times.



CITY COUNCIL APPLICATION

READ THE FOLLOWING INSTRUCTIONS CAREFULLY BEFORE FILLING OUT YOUR APPLICATION – TYPE OR PRINT CLEARLY IN INK ONLY.

All requested information must be furnished. If an item does not apply to you or if there is no information to be given, write in the letters "N/A" for "Not Applicable".

A RESUME MUST BE SUBMITTED, AND, YOU MUST COMPLETE ALL INFORMATION REQUESTED ON THE APPLICATION.

POSITION APPLIED FOR: CITY COUNCIL

APPLICANT'S NAME: Robert C. Porter

PHYSICAL ADDRESS: _____ ; Sedona, AZ 86336
(Street) (City) (State) (Zip)

MAILING ADDRESS: _____ ; Sedona, AZ 86336
(Street or PO Box) (City) (State) (Zip)

PHONE: Home: _____ Work: _____ Cellular: _____

EMAIL: _____

Are there any days you will not be available for an interview?

No

Are you a resident of the City of Sedona? Yes No How many Years? 22

Have you previously been appointed by the City of Sedona to any position or commission/board other than the one for which you are currently applying?

Yes No If so, what and length of term? Western Gateway CFA Committee

Are you a registered voter? Yes No

In answering the following questions, if more space is required, please attach a separate sheet of paper.

BACKGROUND INFORMATION WHICH YOU BELIEVE QUALIFIES YOU FOR THE APPOINTMENT. (This should include education, employment history, community service, special interests and skills, and personal philosophy.)

I have a BA Degree from Mercer University in Macon, Georgia. I have been a banker, an investor, a corporate executive and an entrepreneur in my career. I have lived in Sedona for more than 20 years, and I am in the process of developing a 192 unit, \$45 Million apartment project in Cottonwood ... I served on the City of Sedona Western Gateway CFA Committee; I have also served on numerous charitable boards and civic organizations, including Goodwill Industries, Old Town Mission, Rainbow Acres, Fine Arts Museum of Sedona.

I have attached a personal biography that provides more detail.

1. What are your perceptions of the duties, responsibilities, and role of the City Council?

My understanding is that the City Council is the legislative body that governs the affairs of the City of Sedona. The duties of a Council member include, among other civic responsibilities, participating with the Mayor and other Council members in:

- reviewing and approving the City’s annual budget;
- establishing long-term and short-term goals, objectives and priorities of the City;
- overseeing, through the City Manager, the performance of the City’s employees;
- overseeing the effectiveness of City programs;
- voting on City tax and revenue issues; and
- passing ordinances and resolutions.

2. What do you believe are the major issues facing this City Council?

The major issue facing the Sedona City Council, and affecting the citizens of Sedona, is maintaining a balance between the quality of life for our residents, and the economic viability of our local businesses. For 22 years, I have watched traffic congestion increase in Sedona, which is bothersome to many of our residents; but I have also watched local businesses prosper from tourism. And I have watched City services, police and fire, keep pace with our growth. Maintaining that balance is the most important task of the City Council.

The other great need that the City of Sedona must meet is to provide affordable housing for the people who work in Sedona, but cannot afford to live here.

3. What do you hope to accomplish as a City Councilor?

To bring to City management the wisdom and knowledge that I have gained from more than 40 years in the business world; and most particularly my experience in housing. In my career, I have built and sold more than 10,000 new homes. I am currently developing 192 HUD-financed apartment homes in Cottonwood, and I would like to bring that knowledge and expertise to the City of Sedona.

4. Have you read the following City of Sedona documents?

Community Plan Yes No

City Code Yes No

Land Development Code Yes No

5. Have you reviewed the current City of Sedona Budget? Yes No

6. Have you attended any Sedona City Council meetings? Yes No If yes, please estimate the number you have attended and provide further explanation.

I have been less active than, perhaps, I should have been in terms of attendance at City Council meetings. I attend only 5 or 6 meetings a year when there have been significant issues on the agenda. My late wife, who was also my business partner for more than 30 years, regularly attended City Council meetings with me before her untimely passing in 2013. The onset of the COVID pandemic made the process more challenging.

7. Please provide any additional information which you believe may be pertinent for consideration of your application.

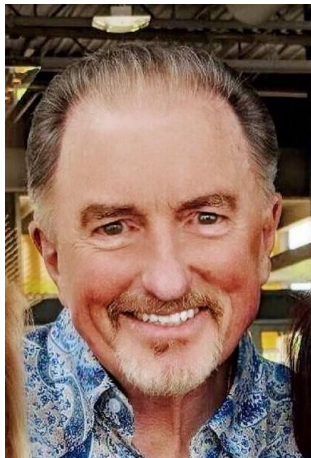
In summary, I have been a Sedona resident since 1998; my wife died here, and I plan to live out my remaining days in Sedona. I am a Member of Sedona 30, and I have been active in a number of other community groups, boards and activities. I am committed to the future of the City of Sedona, and I believe that my life experiences have prepared me to take an active role in the management of the City.

ROBERT C. PORTER

♦ Sedona, AZ 85050

Cell:

♦ E-Mail:



ROBERT C. PORTER is a respected leader in the home building and real estate development industries, with years experience as a successful corporate executive, financial manager and entrepreneur. Bob was born and reared in Washington, DC, and holds a BA Degree from Mercer University in Macon, Georgia. He now resides in Sedona, Arizona.

BANKING AND FINANCE

Bob's primary strengths are in finance and executive leadership which he began to develop at Riggs National Bank (now PNC) in Washington, DC. Bob completed the rigorous Management Training Program at Riggs, after which he honed his skills in the Commercial Construction Lending Division where he excelled at creative financial solutions as a financial analyst and financial manager.

CHIEF FINANCIAL OFFICER: REAL ESTATE INVESTMENT TRUST

Bob left Riggs Bank to join Mortgage Investors of Washington, a NYSE traded Real Estate Investment Trust (REIT), where he rose to the position of Chief Financial Officer at the age of 28. Bob had primary responsibility for negotiating a \$100 Million, 20 bank Revolving Credit facility, Public Debt Offerings, as well as all Securities and SEC relationships

VICE PRESIDENT FINANCE: NATIONAL HOUSING PARTNERSHIPS (NHP)

After leaving MIW, Bob joined National Housing Partnership as Regional Vice President. NHP was one of the largest apartment builders in the country at that time, producing 40,000 units a year of mostly HUD financed projects: 221(d)(3), 221(d)(4) and 223(f). NHP also produced "for sale housing" joint ventures in which Bob specialized, providing joint venture financing and executive management for 600 to 800 new homes a year in Florida and South Carolina.

PRESIDENT, CHIEF OPERATING OFFICER: PULTE HOME CORPORATION

Bob was recruited by Pulte Home Corporation as President of their Arizona Division which he grew to 1,300 annual closings (1,000 in Phoenix and 300 in Tucson), making it the largest, and most profitable Division in the Pulte organization at that time. Bob managed all day-to-day operations for Pulte; and he was the first to structure a series of land banking transactions that funded the company's phenomenal growth, producing \$125 to \$150 Million in Annual Revenues.

PRESIDENT, CHIEF OPERATING OFFICER: SUNCHASE HOLDINGS

SunChase is a diversified, multi-billion dollar company with vast land holdings, and interests in timber, mining, computer software and fiber optics. SunChase appointed Bob to its Board of Directors and President of their home building subsidiary, for which Bob managed all day-to-day operations. Bob also advised SunChase regarding its master planned communities, including ESTRELLA in Phoenix, and MOUNTAIN HOUSE in Northern California.

PRESIDENT, CHIEF OPERATING OFFICER: BEAZER HOME CORPORATION

Beazer Homes recruited Bob as President of their troubled Nevada Division where he profitably doubled Beazer's market share in Las Vegas, while expanding Beazer's operations into the Northern Nevada market in Reno/Sparks. Bob managed all day-to-day operations of this publicly traded company, producing 700 units, and \$100 Million to \$125 Million in Revenues per year.

PRESIDENT, CHIEF OPERATING OFFICER: PERSONAL COMPANIES

After leaving Beazer, Bob co-founded American Communities, predecessor of his current company, Mountain Pacific Development, where he managed all day-to-day operations, and administered all financing and financial management of his companies, averaging 700 units, and \$100 Million to \$125 Million in Revenues per year.

Bob and his partner are currently developing INSPIRATION AT COTTONWOOD, a \$44 Million, 192 unit rental apartment community in Cottonwood, Arizona. The Project is being financed, in part, by a \$37 Million loan from the Department Of Housing & Urban Development (HUD), under Section 221(d)(4). They hope to break ground in April/May, 2021.

PERSONAL

Bob's distinguished career has included service in a number of civic and public organizations:

- ◆ Board of Directors -- Home Builders Association of Central Arizona
- ◆ Board of Directors -- Southern Nevada Home Builders Association
- ◆ Advisory Committee -- Nevada Housing Authority
- ◆ Charter Member -- Dean's Council of 100; Arizona State University
- ◆ President's Inner Circle -- UNLV Foundation; Las Vegas, NV
- ◆ Founding Member -- Keystone Group; Las Vegas, Nevada
- ◆ Board of Directors -- Goodwill Industries; Las Vegas, Nevada
- ◆ Chairman – We Care Ministries; Las Vegas, Nevada
- ◆ Board of Directors – Old Town Mission; Cottonwood, AZ
- ◆ Board Of Trustees – Fine Arts Museum of Sedona (FAMoS)
- ◆ Advisory Board Member – ASU Catholic Newman Center; Arizona State University
- ◆ Advisory Board Member – YoungLife of Northern Arizona; Sedona, AZ
- ◆ Advisory Board Member – City of Sedona, Arizona General Plan Committee
- ◆ Advisory Committee Member – Rainbow Acres
- ◆ Member – Sedona 30



CITY COUNCIL APPLICATION

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All requested information must be furnished. If an item does not apply to you or if there is no information to be given, write in the letters "N/A" for "Not Applicable".

A RESUME MUST BE SUBMITTED, AND, YOU MUST COMPLETE ALL INFORMATION REQUESTED ON THE APPLICATION.

POSITION APPLIED FOR: CITY COUNCIL

Jon Thompson

APPLICANT'S NAME: _____
_____, Sedona, AZ 86336

PHYSICAL ADDRESS: _____
(Street) (City) (State) (Zip)
_____, Sedona, AZ 86336

MAILING ADDRESS: _____
(Street or PO Box) (City) (State) (Zip)

PHONE: Home: _____ Work: _____ Cellular: _____

EMAIL: _____

Are there any days you will not be available for an interview?

March 10 all day and March 22 in the morning

15
Are you a resident of the City of Sedona? Yes No **How many Years?** _____

Have you previously been appointed by the City of Sedona to any position or commission/board other than the one for which you are currently applying?

Community Plan Steering Comm., 3.5 years

Yes No If so, what and length of term? _____

Are you a registered voter? Yes No

In answering the following questions, if more space is required, please attach a separate sheet of paper.

BACKGROUND INFORMATION WHICH YOU BELIEVE QUALIFIES YOU FOR THE APPOINTMENT. (This should include education, employment history, community service, special interests and skills, and personal philosophy.)

My current resume is attached separately.

My personal philosophy of government is that it should be as small as possible, but as large as necessary. For a model, it should look for policy inspiration primarily at the family unit, rather than at the individual. That is, if our governments can think of their cities, states, nations, and world as family units at scale, they stand a better chance of governing successfully than if they focus too broadly on entire populations as inanimate masses or focus too closely on purely individual needs, desires, and expectations.

I have a special interest in environmental issues and long-term strategy. I enjoy the exchange of ideas and collaboration with open-minded people of all persuasions to achieve creative solutions to complex issues and problems. I believe in community service for everyone, based on their primary skills; I consider mine to be leadership and communication.

1. What are your perceptions of the duties, responsibilities, and role of the City Council?

The primary role of Council is to set and maintain the policies that guide the city staff in managing city operations and to hire and manage directly the people in key staff leadership positions. When a city is functioning effectively, voters elect Councilors who reflect the broad values of the community and allow them to craft appropriate policy on their behalf; the Councilors do so by applying those values to policy decisions themselves, even if many or even most of the voters may voice a preference for opposing policy decisions; and Councilors empower and motivate city staff by entrusting them to execute those policy decisions through their own skills, creativity, and commitment to excellence.

Council can and should take on the additional responsibility of managing relationships laterally (other cities and counties) and upward (state and national legislatures), especially when doing so is necessary to preserve the values of the residents or when there is an opportunity to share policy or implementation successes with others who share those values.

2. What do you believe are the major issues facing this City Council?

From a threat elimination perspective, it is essential first of all for Council to identify and implement the policies that must be adopted to meet or exceed reductions in greenhouse gas emissions that are necessary to ensure a sustainable future for our city. This threat is far more serious than any we have ever faced, including the worst projections of the coronavirus crisis, and it will take unprecedented levels of local commitment as well as intergovernmental cooperation and influence at the state and national levels. Second of all, we must seek ways to avoid the whiplash of economic peaks and valleys that have a disproportionate effect on tourism as our primary source of revenue. Diversification is a key strategy here.

From an opportunity perspective, I believe it's within our power to change the equation that tries to balance tourism with residential quality of life. Sedona as a desirable place to visit should not vary inversely with Sedona as a desirable place to live. We can attract and support the kind of visitors who respect our values, and we can educate and encourage our residents to welcome and appreciate those visitors as they would out-of-town friends as guests in their own homes.

3. What do you hope to accomplish as a City Councilor?

This is a difficult question for me, because I don't think as much in terms of accomplishments as facilitation. Because they operate at a policy level, it seems to me that Councilors should be focused more on the direction we're headed than on the success or failure of reaching any particular destination. We can and should certainly set targets for the policies we enact, but we cannot be afraid to set targets that are desirable, let alone necessary, rather than ones we feel confident we can achieve, just so we can add them to a list of accomplishments.

4. Have you read the following City of Sedona documents?

Community Plan Yes No

City Code Yes No

Land Development Code Yes No

5. Have you reviewed the current City of Sedona Budget? Yes No

6. Have you attended any Sedona City Council meetings? Yes No If yes, please estimate the number you have attended and provide further explanation.

I attended maybe a dozen or so prior to my full term on Council. During that time I was Chair of the Citizens Steering Committee for the New Community Plan, so in addition to attending to get a sense of the Council's priorities and modus operandi, I also participated in presenting and defending the Community Plan draft to P&Z as well as Council.

In my four years as a member of Council, I believe I missed only 2-3 meetings.

Since the end of my term, I have attended another 2-3 meetings, and watched all or parts of several others on video, when issues of particular interest to me have been on the agenda. I have spoken during Public Forum twice.

7. Please provide any additional information which you believe may be pertinent for consideration of your application.

If selected, I am available to begin immediately (as on the same day as selected, if that can be arranged). I served on McKenzie Jones's Climate Action Plan committee and have monitored Council decisions on Sedona In Motion and other key issues. I am confident that I can fit seamlessly into the Council's decision making dynamic and be helpful from day one. Also, I hope that if selected I can be seated soon enough to participate fully in the review and approval process of the FY22 budget, as I know that those decisions more than any other are what will drive what can be done during at least the following year.

Thank you for considering this application and for your continued dedication to service in Sedona.

JON THOMPSON

Sedona, AZ 86336

OBJECTIVE: Appointment to vacated term on Sedona City Council

RELEVANT EXPERIENCE

Sedona City Councilor
Volunteer with Sedona nonprofits, including the Sustainability Alliance and Healthy World Sedona (board member)
VP of Business Development for startup electronic publishing company
Director/Manager of technical writing, editing, and production departments at IBM, SGI, Apple, and other software companies

EDUCATION

1971-1972 Graduate study in English, University of Southern California
1970-1971 M.A., English (Creative Writing), Stanford University
1966-1970 B.A., English, *magna cum laude*, California Lutheran College

EMPLOYMENT

2014-2018 Member of Council, **City of Sedona, AZ**
2002-2007 Senior Manager, **IBM**
1999-2002 Publications Director, **CrossWorlds Software** (acquired by IBM)
Managed the department that writes, edits, and produces documentation for WebSphere Business Integration software.
1998-1999 Vice President of Business Development, **Sidana Systems**
Developed markets and managed communications for this startup electronic publishing software company.
1992-1998 Manager of Technical Publications, **Silicon Graphics**
Managed two writing groups and a centralized organization of editorial and production specialists for all writing groups.
1990-1991 Director of Technical Publications, **Vitalink Communications**
Managed the writers, editors, and producers of all hardware and software user manuals for this telecommunications firm.
1981-1990 Sr Technical Writer, Publications Manager, **Apple Computer**
As Sr Technical Writer, wrote reference and tutorial guides for a programming language and an educational software product; as Publications Manager developed a two-level organization to provide editorial, art, and production services for the groups writing all Apple's user and developer guides.
1972-1981 Sales Rep, Acquisitions Editor, **Wadsworth Publishing Company**

REFERENCES

Provided on request.