

# AGENDA



# 3:00 P.M.

## CITY COUNCIL MEETING

## REVISED

## WEDNESDAY, APRIL 12, 2023

### 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](http://www.SedonaAZ.gov)

THE MEETING CAN BE VIEWED LIVE ON THE CITY'S WEBSITE AT [WWW.SEDONAAZ.GOV](http://WWW.SEDONAAZ.GOV) OR ON CABLE CHANNEL 4.

### 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:

- 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

### 2. ROLL CALL

### 3. SPECIAL BUSINESS

LINK TO DOCUMENT =

a. AB 2930 **Discussion/possible direction/action** regarding next steps towards the development of a municipal destination marketing and management program, including a Resolution designating the City of Sedona as the official Destination Marketing Organization.



b. **Discussion/possible action** regarding ideas for future meetings/agenda items.

### 4. EXECUTIVE SESSION

If an Executive Session is necessary, it will be held at City Hall, 102 Roadrunner Drive, Sedona, AZ 86336. 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:

- To consult with legal counsel for advice regarding matters listed on this agenda per A.R.S. § 38-431.03(A)(3).
- Return to open session. Discussion/possible action regarding executive session items.

### 5. ADJOURNMENT

Posted: 4/10/2023

By: DJ

JoAnne Cook, 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](http://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.

**NOTICE TO PARENTS AND LEGAL GUARDIANS:** Parents and legal guardians have the right to consent before the City of Sedona makes a video or voice recording of a minor child, pursuant to A.R.S. § 1-602(A)(9). The Sedona City Council meetings are recorded and may be viewed on the City of Sedona website. If you permit your child to attend/participate in a televised City Council meeting, a recording will be made. You may exercise your right not to consent by not allowing your child to attend/participate in 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 2861  
April 12, 2023  
Special Business**

**Agenda Item: 3a**  
**Proposed Action & Subject:** Discussion/possible direction/action regarding next steps towards the development of a municipal destination marketing and management program, including a Resolution designating the City of Sedona as the official Destination Marketing Organization.

<b>Department</b>	City Manager
<b>Time to Present</b>	10 minutes
<b>Total Time for Item</b>	2 hours
<b>Other Council Meetings</b>	January 17-19, 2023, March 29, 2023
<b>Exhibits</b>	A. Resolution B. AOT Designation of DMO Affidavit

<b>City Attorney Approval</b>	Reviewed 4/10/23 KWC	<b>Expenditure Required</b>	
		\$	0
<b>City Manager's Recommendation</b>	Approve a resolution designating the City of Sedona as the official Destination Marketing Organization (DMO) for the City of Sedona.	<b>Amount Budgeted</b>	
		\$	0
		Account No. (Description)	
		Finance Approval	<input checked="" type="checkbox"/>

**SUMMARY STATEMENT**

**Background:** This work session was originally scheduled for the City Council and the Sedona Chamber of Commerce and Tourism Bureau (SCC&TB) to discuss their respective goals and roles relative to tourism management and the future contractual relationship between the two entities, specifically for fiscal year 2024.

On Wednesday April 5, 2023, the SCC&TB provided written notice of their intent to not renew the service contract between the City and the SCC&TB for tourism marketing and management and the provision of visitor services for fiscal year 2024. For this reason, that discussion is no longer necessary.

The agenda has now been updated to reflect the changing nature of the discussion. This work session will now provide an opportunity for the City Council to discuss the changing relationship with the SCC&TB and to consider next steps for tourism management, including but not limited to the development of a municipal destination marketing and management program and/or the designation of the City as the official destination marketing organization.

**Climate Action Plan/Sustainability Consistent:**  Yes -  No -  Not Applicable

**Board/Commission Recommendation:**  Applicable -  Not Applicable

**Alternative(s):** N/A

**MOTION**

**I move to:** approve a resolution designating the City of Sedona as the official Destination Marketing Organization (DMO) for the City of Sedona.

**RESOLUTION NO. 2023-\_\_**

**A RESOLUTION OF THE MAYOR AND COUNCIL OF THE CITY OF SEDONA, ARIZONA, DECLARING THE CITY OF SEDONA AS THE OFFICIAL DESTINATION MARKETING ORGANIZATION FOR THE CITY OF SEDONA.**

WHEREAS, the Arizona Office of Tourism (AOT) recognizes only one Destination Marketing Organization (DMO) per established community and requires that a DMO must be recognized by official action by a municipality, county, or tribal entity for the purpose of coordinating tourism promotion with AOT; and

WHEREAS, the Sedona Chamber of Commerce and Tourism Bureau has elected not to renew its Tourism Promotion and Visitor Services Agreement with the City of Sedona ending on June 30, 2023; and

WHEREAS, the City of Sedona is a governmental unit responsible for the promotion and marketing of the City as a tourism destination on a year-round basis, having a dedicated tourism marketing budget, and a website and social media presence; and,

WHEREAS, the Sedona City Council has determined that it is in the best interests of the City and the residents thereof to become the official DMO for the City of Sedona.

NOW, THEREFORE, BE IT RESOLVED BY THE MAYOR AND THE COUNCIL OF THE CITY OF SEDONA, ARIZONA, that:

Section 1. That as of July 1, 2023, the City of Sedona is designated as the official Destination Marketing Organization for purposes of recognition by the AOT.

Section 2. That the City Manager is hereby designated and authorized to execute on behalf of the City of Sedona the AOT Designation of DMO Affidavit and other documentation necessary to maintain the City's DMO designation.

PASSED AND ADOPTED by the Mayor and Council of the City of Sedona, Arizona this 12<sup>th</sup> day of April, 2023.

\_\_\_\_\_  
Scott M. Jablow, Mayor

ATTEST:

\_\_\_\_\_  
JoAnne Cook, CMC, City Clerk

APPROVED AS TO FORM:

\_\_\_\_\_  
Kurt W. Christianson, City Attorney



## Destination Marketing Organization Affidavit Cover Sheet

The **<DMO NAME>** has been designated by the City of Sedona as the official Destination Marketing Organization (DMO) for the purpose of coordinating tourism promotion with the Arizona Office of Tourism (AOT). AOT **does not** designate local DMOs across the state. The local designation decision lies with a **municipality, or county (the “Entity”)**, and must conform to the following requirements:

1. AOT recognizes only one DMO per established community and requires that a DMO must be recognized by the Entity (municipal or county leadership) through official action, which also designates a position within the organization that is authorized by the official action to execute the DMO Affidavit on behalf of the Entity.
2. The official action may be a resolution, ordinance, contract, or other official action by the Entity (municipality or county), and the action must be effective until July 1, 2023, or an unspecified period of time.
3. Renewal of DMO Affidavits will only be required when a change in the DMO designation occurs or upon request from AOT. Renewal on an annual basis is no longer necessary.
4. A DMO is defined as a not-for-profit organization or governmental unit that is responsible for the tourism promotion and marketing of a destination on a year-round basis.
5. DMOs must have and present to AOT annual proof of 1) a dedicated tourism marketing budget; 2) a website/microsite and 3) social media presence.

# ARIZONA

OFFICE OF TOURISM

## DESIGNATION OF DESTINATION MARKETING ORGANIZATION AFFIDAVIT

STATE OF ARIZONA )  
 )  
COUNTY OF \_\_\_\_\_ ) ss.

I, \_\_\_\_\_, being first duly sworn, state as follows:

1. I am a duly authorized representative of \_\_\_\_\_ (the "Entity"), located at the physical address of \_\_\_\_\_, and I may be reached at the following telephone number: \_\_\_\_\_.
2. This affidavit attests that the following organization meets the Arizona Office of Tourism requirements and is designated as the DMO for the Entity: \_\_\_\_\_.
3. The above-listed organization has been designated as the Entity's DMO, by official action, to wit: \_\_\_\_\_, on \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_.  
(List official action, such as Resolution, Ordinance, and/or Contract) and date of execution)
4. I am attesting that, per the listed official action, the Entity agrees that such DMO designation will be effective indefinitely or until the Entity amends the designation. AOT can request written verification at any time.

I certify that, under the penalty of perjury of the law of the state of Arizona, that the above written statements herein are true and accurate to the best of my knowledge, and that I have authority granted by the Entity to sign this affidavit.

\_\_\_\_\_  
(Signature)

\_\_\_\_\_  
(Printed or typed name)

\_\_\_\_\_  
(Title)

SUBSCRIBED AND SWORN to before me, the undersigned notary, this \_\_\_\_ day of \_\_\_\_\_, 20\_\_, by a person demonstrated to me to be \_\_\_\_\_ based on \_\_\_\_\_.

\_\_\_\_\_  
Notary Public