



ACTION ITEM LIST

The AIL is intended to comply with the requirements of A.R.S. § 38-431.01.E regarding the posting on the City website within 3 days of a statement of legal actions taken at the Special City Council meeting held on April 12, 2023 at 2:00 p.m.

COUNCIL ATTENDANCE: All present.

	AB #	TOPIC	COUNCIL ACTION	STAFF
<p>SPECIAL BUSINESS</p>	<p>AB 2930</p>	<p>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. This agenda item will also include a discussion of possible action regarding ideas for future meetings/agenda items.</p>	<p>Bob Pifke, Sedona, stated that during the assessment process there were areas Council and the SCC&TB agreed on regarding vision, goals, and guiding principles.</p> <p>Ernie Straugh, Sedona, urged Council not to declare a DMO for one year and voiced concerns with the City bringing the function in-house,</p> <p>The following spoke in favor of the item and urged Council to take a slow approach to the process, consider the impacts of tourism, and to work with all stakeholders, and look at models from other cities during the program development process: Mark Tenbroek, Sedona, DonnaJoy Varney, Sedona, Christina Collori, Sedona, Roberta Armstrong, Sedona, Shelley Evans, Sedona, Cameron Wylde, Sedona, Ayana Alejandra, Sedona, Saundra Tanner, Sedona, Michael Wright, Sedona, Teresa Montenino, Sedona, Alicia Schneider, Cottonwood.</p> <p>John Martinez, Sedona, asked Council to consider the .5 cent bed tax.</p> <p>Approved a Resolution, 2023-12, designating the City of Sedona as the official Destination Marketing Organization (DMO) for the City of Sedona.</p> <p>Vote 7-0 (Ploog/Kinsella)</p> <p>By majority consensus, Council directed staff to hire a consultant to assist staff with the process of bringing the DMO program in-house, and to bring the recommendations back to Council for consideration at a future date.</p>	<p>Osburn</p>
<p>FUTURE AGENDA ITEMS: None</p>				

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.

ADJOURNMENT: The meeting was adjourned at 4:55 p.m.