

# AGENDA



# 3:00 P.M.

## CITY COUNCIL MEETING

## WEDNESDAY, MAY 10, 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 2949 **Discussion/possible direction/action** regarding the development of a municipal destination marketing and management program, including consideration of an Resolution to establish an 11-member Tourism Advisory Board.
- b. **Discussion/possible action** regarding future meetings/agenda items.

### 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 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.

### 5. ADJOURNMENT

Posted: 5/04/2023

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 2949  
May 10, 2023  
Special Business**

**Agenda Item:** 3a  
**Proposed Action & Subject:** Discussion/possible direction/action regarding the development of a municipal destination marketing and management program, including consideration of a Resolution establishing the Tourism Advisory Board.

<b>Department</b>	City Manager
<b>Time to Present</b>	15 minutes
<b>Total Time for Item</b>	2 hours
<b>Other Council Meetings</b>	January 17-19, 2023, March 29, 2023, April 12, 2023
<b>Exhibits</b>	A. Resolution B. DRAFT Application for Membership

<b>City Attorney Approval</b>	Reviewed 5/01/23 KWC	<b>Expenditure Required</b>	
		\$	0
<b>City Manager's Recommendation</b>	Approve Resolution establishing a Tourism Advisory Board.	Amount Budgeted	
		\$	0
		Account No. (Description)	
		Finance Approval	<input checked="" type="checkbox"/>

**SUMMARY STATEMENT**

**Background:** On April 12, 2023, the City Council met to discuss next steps for tourism management, including the development of a municipal destination marketing and management program. During that meeting the City Council took official action to designate the City of Sedona government as the official destination marketing organization (DMO) with the Arizona Office of Tourism, effective July 1, 2023, and directed staff to begin the process of establishing a City tourism program.

With the anticipated build-out of that program comes the need to develop methods to ensure that the voices and perspectives of all community stakeholders and stakeholder groups are equally and fairly represented in all future conversations regarding tourism and tourism related goals and actions. One such method is the establishment of a standing Tourism Advisory Board (TAB), made up of individuals who represent various interests and perspectives, vetted and appointed by the City Council. This group would serve in an advisory capacity to the City Council and staff on decisions related to tourism strategic planning, branding and marketing, visitor management programs, regional tourism efforts, and any other tourism related matters assigned to it by the City Council.

The purpose of this work session is to consider the establishment of such a public body, identify the basic framework for its function, and to establish a process by which applications would be sought, interviews would be conducted, and appointments to serve would be made. Several recommendations are being made for Council's consideration. These recommendations are focused only on the things that have the most relevance at this stage, in order to reasonably be able to invite potential members to apply.

- Tourism Advisory Board (TAB) membership would consist of eleven (11) individuals. While an 11-member body is larger than our other boards and commissions, the primary goal of establishing this advisory body is to ensure sufficiently broad diversity in representation, perspectives, and opinions. That may be difficult with fewer members.
- Terms should be staggered for the best continuity of service. The first group of board members could be appointed to a combination of two- and four-year initial terms, with the length of terms becoming four years for all seats once the initial terms have been served. The Planning and Zoning and Historic Preservation seats are all four-year terms, but also staggered.
- To achieve the desired diversity of membership, the City Council could establish a list of interest areas such as the trail system/USFS; business including hoteliers, restauranteurs, retail, arts, and amusement categories; other environmental groups; special events organizers or promoters; and residents. Through the interview and selection process the Council would do its best to appoint a mix of members who represent as many of those different areas as possible. It is suggested that Council identify those categories now, as part of the establishment of this new Board, so prospective members understand what participants are being sought.
- Applicants shall be residents of the City of Sedona, own or operate a business within City limits, or represent an organization serving the City of Sedona community.
- Members would be appointed by the City Council through a formal application, interview and selection process. Member selection for the existing boards and commissions is conducted by a subset of councilors and the chairperson of that body, with the full council ultimately approving their recommendation. Council could conduct this inaugural selection process by 1. using a subset of City Council (no more than three members chosen by the City Manager) which may be delegated to the existing council tourism work group (Fultz, Kinsella, Ploog) to screen the initial applications and narrow those down for interviews and 2. conduct the full interview process for final selection as a full body of all seven councilors.
- Meetings of the TAB would be publicly noticed, recorded, and subject to all open meeting laws.
- If establishment of this Board is approved by the City Council, staff would work to develop a schedule for advertising for the opportunities, accepting applications, vetting applications, and ultimately interviewing and selection. A DRAFT application is included as Exhibit B with a sample written questionnaire to use to narrow the candidate pool to those Council would like to invite in for a full interview.

- This group is tentatively anticipated to meet monthly to start. Over time as the initial work lessens, meetings could transition to being held quarterly. It is anticipated, at least initially, that subcommittees may be formed to tackle specific issues and/or special meetings may periodically be needed.

As the City's tourism program is barely in its infancy, a full scope of work, meeting schedule, rules of procedure, etc. will be developed in tandem with the recruitment of its members and in preparation for and anticipation of the commencement of their work. This process is expected to take several months.

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

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

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

## **MOTION**

**I move to:** approve Resolution No. 2023-\_\_\_, establishing an 11-member Tourism Advisory Board.

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

**A RESOLUTION OF THE MAYOR AND COUNCIL OF THE CITY OF SEDONA,  
ARIZONA, ESTABLISHING THE TOURISM ADVISORY BOARD FOR THE CITY OF  
SEDONA.**

WHEREAS, Rule 5 of the Council Rules of Procedure and Policies authorizes Council to create Committees, Boards, and Commissions to assist Council in the conduct of the operation of the City government; and

WHEREAS, the Sedona City Council wishes to create a Tourism Advisory Board to provide advice to Council on tourism management and marketing; and

WHEREAS, the establishment of a Tourism Advisory Board is in the best interest, and promotes the welfare, of the residents of Sedona.

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

Section 1. There is hereby formed a Tourism Advisory Board ("TAB"), which shall be comprised of no more than eleven (11) members appointed by City Council.

Section 2. The TAB shall make recommendations to the City Council regarding destination management and marketing.

Section 3. City Council shall appoint TAB members for four (4) year staggered terms. To establish staggered terms, up to five of the initial TAB members shall be appointed to serve two (2) year terms and up to six of the initial members shall be appointed to serve four (4) year terms.

Section 4. TAB members shall be residents of the City of Sedona, own or operate a business within City limits, or represent an organization serving the City of Sedona community.

Section 5. The TAB shall propose rules of procedure, that are not inconsistent with this Resolution, to the City Council for adoption.

Section 6. The TAB shall comply with the Arizona Open Meeting laws and that City Manager shall appoint City Staff to support the mission and function of the TAB.

PASSED AND ADOPTED by the Mayor and Council of the City of Sedona, Arizona this 10<sup>th</sup> day of May, 2023.

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

ATTEST:

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

APPROVED AS TO FORM:

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Kurt W. Christianson, City Attorney

**DRAFT**



**TOURISM ADVISORY BOARD 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 MAY BE SUBMITTED, HOWEVER, YOU MUST COMPLETE ALL  
INFORMATION REQUESTED ON THE APPLICATION.**

Resume Attached: Yes      No

**All information submitted in this application is public information and subject to  
disclosure in response to a public records request.**

**APPLICANT'S NAME:** \_\_\_\_\_

**MAILING ADDRESS:** \_\_\_\_\_  
(Street or P.O. Box)                      (City)                      (State)                      (Zip)

**HOME ADDRESS:** \_\_\_\_\_  
(Street or P.O. Box)                      (City)                      (State)                      (Zip)

**PHONE: Home:** \_\_\_\_\_ **Work:** \_\_\_\_\_ **Cellular:** \_\_\_\_\_

**EMAIL:** \_\_\_\_\_

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

\_\_\_\_\_

**Sedona residency, ownership of a business within City limits, or affiliation with an  
organization serving the City of Sedona community is a requirement to serve on the  
Tourism Advisory Board.** How do you meet this criteria? \_\_\_\_\_

For how many years have you been a resident, business owner, or organizational  
representative? \_\_\_\_\_

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, for which board/commission and for what length of term?

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In answering the following questions, please attach a separate sheet of paper containing the questions and your responses.



1. Qualifications – Please indicate your qualifications, experiences, employment history, etc. that you believe are relevant and qualify you for this appointment.
  
2. What do you believe are the most important duties, responsibilities, and role of a Tourism Advisory Board?
  
3. What is your understanding of the impacts, both positive and negative, of tourism and visitation to our area?
  
4. What do you believe are the major issues facing the City and the Tourism Advisory Board at this time?
  
5. What do you hope to accomplish as a Tourism Advisory Board member?
  
6. What experience do you possess that would enable you to effectively work with others with which you may not agree, and to help achieve consensus on difficult and sometimes contentious issues?
  
7. What do you see as the highest priorities for the Tourism Advisory Board and a new municipal tourism marketing and management program?
  
8. What is your perspective on the importance of branding and marketing for Sedona as a destination?
  
9. What do you see as the city's role in providing support to private business?

10. Initial appointments to the Tourism Advisory Board, will be two or four years. Do you have a preference for a length of term?

11. What is your availability for standing meetings during regular business hours (Monday through Thursday between 7 a.m. and 6 p.m.)?

Thank you for your interest in serving on the Tourism Advisory Board. Please return your completed application to the City Clerk's office located at 102 Roadrunner Drive, Sedona Arizona. If you have questions about the application and selection process the City Clerk's office is glad to assist you, please call 282-3113.