



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 March 27, 2024 at 2:00 p.m.

COUNCIL ATTENDANCE: Mayor Scott Jablow, Vice Mayor Holli Ploog, Councilor Melissa Dunn, Councilor Brian Fultz, Councilor Pete Furman, Councilor Kathy Kinsella, and Councilor Jessica Williamson.

		TOPIC	COUNCIL ACTION	STAFF
SPECIAL BUSINESS	AB 3037	Presentation/discussion/possible direction on the Tourism Program’s research results, draft brand description, results of the winter destination marketing campaign, concepts for the summer destination marketing campaign and media plan.	<p>Presentation by Robert MacMullan and marketing firm DVA Advertising & Public Relations, Mary Angelo, Principal and Christian Folk, Principal.</p> <p>Owner of Front Burner Media Heather Hermen spoke on the potential of increased international travel to Sedona with the addition of more non-stop international flights to and from Phoenix. She spoke on the importance of having an extensive and strategic marketing plan and data driven decision making.</p> <p>Open to public comment at 5:47 pm</p> <p>Alexis Parker, Sedona, spoke about her experiences visiting and living in Sedona and offered her insight on the item.</p> <p>Closed public comment at 5:50 p.m.</p> <p>Mayor Jablow thanked everyone for their hard work.</p> <p>By majority consensus, Council directed staff to:</p> <ul style="list-style-type: none"> -Remove the word “ethos” and consider changing the phrase or paragraph on the brand description. -Move forward with concept two using “embrace the moment” for out-of-market messaging and “be in the moment” for in-market messaging. -Council approved staff’s full recommendation on the Media plan. 	MacMullan
	<p>EXECUTIVE SESSION: None.</p> <p>If an Executive Session is necessary, it will be held at Sedona City Hall, 102 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:</p> <ol style="list-style-type: none"> 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. 			
<p>ADJOURNMENT: The meeting was adjourned at 5:54 p.m.</p>				