

**Action Minutes**  
**Special City Council Meeting**  
**City Council Chambers, Sedona City Hall**  
**102 Roadrunner Drive, Sedona, Arizona**  
**Wednesday, March 27, 2024, 2:00 p.m.**

**1. Call to Order**

Mayor Jablow called the meeting to order at 2:00 p.m.

**2. Roll Call**

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

**Staff in attendance:** City Manager Karen Osburn, Deputy City Manager Andy Dickey, City Attorney Kurt Christianson, Web Content Manager Robert MacMullan, Special Initiatives Coordinator Kegan Moorcroft, City Clerk JoAnne Cook, and Deputy City Clerk Marcy Garner.

**3. Special Business**

**a. 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.**

Presentation by Robert MacMullan and marketing firm DVA Advertising & Public Relations, Mary Angelo, Principal and Christian Folk, Principal.

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.

Questions and Comments from Council.

Break at 3:57 p.m. Reconvened at 4:10 p.m.

Presentation continued.

Questions and Comments from Council.

Open to public comment at 5:47 pm

Alexis Parker, Sedona, spoke about her experiences visiting and living in Sedona and offered her insight on the item.

Closed public comment at 5:50 p.m.

Mayor Jablow thanked everyone for their hard work.

By majority consensus, Council directed staff to:

-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.

**Discussion/possible action regarding ideas for future meetings/agenda items – None.**

**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 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.**

**5. Adjournment**

Mayor Jablow adjourned the meeting at 5:54 p.m. without objection.

**I certify that the above are the true and correct actions of the Special City Council Meeting held on March 27, 2024.**

*Marcy Garner*  
Marcy Garner, Deputy City Clerk

4/09/2024  
Date