# Sedona Community Plan Update –Work Group

*August 31st, 2022 - 3:00-5:00 PM*

*Zoom*

**Next Virtual Work Session:** September 14th, 3-5 PM

*Zoom*

**Next Work Group Meeting**: September 21st, 3-5 PM

*Location TBD*

## Participants:

**Work Group (WG) members**- Rick Henderson, Linda Martinez, Brian Fultz, Ann Kelley, Mike Taylor, Marci Taylor, Mary Garland, Ernie Strauch, Tonie Hansen, John Sather

**City of Sedona**- Josh Humphrey

**Southwest Decision Resources (SDR) Team**- Andi Rogers, Carrie Eberly, Jessica Archibald

**Additional participants:** Jon Thompson (Sedona City Council), Kegn Moorcroft (Public Relations Coordinator)

## Action Items:

* SDR will share the facilitator agenda and other relevant materials for the night before the event with WG members
* SDR will share meeting notes about the topics and perspectives being covered by each speaker
* SDR follow up with the Sustainability Department about hosting a sustainability table at the Community Forum
* City will revise the process diagram to share with the public
* City will create a deck of slides to show in the auditorium before the speakers begin
* Linda will coordinate with Marci and contacts at the library to potentially have student volunteers at the Community Forum
* SDR will share calendar invites for future meetings

## Meeting Objectives:

* Work session for the Community Event
* Continue planning for Listening and Learning Sessions

## Meeting Summary:

### Welcome, Introductions, and Agenda Review

SDR welcomed the group and reviewed the meeting’s agenda. This meeting was intended to review the Community forum and continue planning for the Listening and Learning Sessions.

WG Member and City Staff Updates

* There were recent efforts to relocate extended-stay campers along 89A
* Residents have expressed frustration with what is happening in the City
  + The Community Forum event needs to emphasize that the listening and learning sessions will be an opportunity for them to be heard and influence meaningful change to improve the city
* WG members have received feedback that residents want to learn more about the plan and the update process as well as how they can get involved
* Unfortunately, the Sedona Art Center is having an event at the same time as the Community Forum
* The promotional video, in part created by the WG, has been launched and is live on Instagram, YouTube, and Facebook
* The City is coordinating a Facebook event online for the Community Forum and is using paid advertising to reach more residents. The event is currently being seen by ~1000 people a day
* The auditorium portion of the Community Forum event will be streamed online for those who cannot participate in the event in person
* XYZ has been promoting the Community Forum event and spreading the word

Community Forum – Update and Discussion

* SDR shared the “Facilitator’s Agenda” that all WG members will receive to guide them through the event. This agenda will not be shared with the public but is instead intended to guide SDR, the City, and WG members. SDR will share this agenda and other relevant materials for the night before the event with WG members so that they can prepare. Details from the agenda include:
  + Arrival for set up will be at 3:00 PM for City and SDR, however WG members can join at this time as well if they would like. SDR asks that WG members arrive by 4 PM at the latest
  + All helpers (WG members, SDR, and City) will receive a yellow nametag as a marker for the public to know who they can ask for help
  + At 4 PM there will be a run through of the evening (stations, locations, etc.). Each WG member will be able to see their assigned stations and roles. WG members will also be able to complete the interactive activities during this time to provide an example for the rest of the public. Instructions will be provided for WG members and the public at each station.
  + At the registration table, the public will share names, emails, and their topical interests. This will allow for follow-up (e.g., results of the event, next meetings and steps, etc.)
  + At 4:30 PM, refreshments, technical support, and the program speakers will arrive
  + At 4:45 PM, registration tables will be ready for early arrivals
  + At 5 PM, the event officially starts; people will be able to engage in the first round of interactive activities, recognizing that they will have the opportunity to complete any remaining activities that they do not finish after the keynote speakers
  + At 5:30 PM, keynotes speakers will begin to present
    - SDR will call everyone to action
    - Mayor Moriarty will likely be the one to welcome participants
    - SDR will review the program and agenda with a gentle reminder about working agreements
    - City staff will provide an explanation of the plan
    - Speakers will then present in the following order (from a more local perspective to a more global perspective)
      * John O’Brien
      * [Tom Binnings](https://summiteconomics.com/tom-binnings-bio)
      * [Francis Reimer](https://directory.nau.edu/person/fjr3)
  + SDR had a conversation with the speakers and the perspectives that they will cover. Takeaways included that:
    - They work well together and will be providing unique contexts
    - All speakers have ties to the Verde Valley and will be able to understand and reflect the nuances of the area
    - The speakers will set a positive, future looking, and motivating tone for the public to continue to contribute to this work
    - The speakers will also provide examples of what other communities look like, how they have used their community plans, and how communities address the similar challenges faced by Sedona
    - SDR will share meeting notes about the topics and perspectives being covered by each speaker
  + WG member recommendations for the keynote presentations include:
    - Emphasize that Sedona has done some powerful things with its Community Plan in the past (e.g., stopping Forest Service trades, creating community development codes). Speakers could ask, “So, what could Sedona do next?”
    - Emphasize that this event and these speeches are a call to action for the community to inform and implement community plans
    - Highlight that communities need to work together to fight off state bills that would have negative impacts for Sedona
    - Explain to locals that roles of the WG, SDR, and City in creating the Community Plan Update. There is a particular need to clarify that the WG will not be writing or determining what is included in the Community Plan Update
    - Highlight next steps for the process and opportunities to participate in the future. The last thing that the public should be reminded of before leaving the auditorium is how they can engage next
      * This could be done by sharing the process diagram. Some WG members had concerns about the design of the process diagram and expressed a desire to not refer to it as a process map or diagram. The City will attempt to revise the diagram before the event to make it easier to understand
      * A WG member suggested that the process diagram could be shared as a handout that the public can take home with them; the other side of the handout could be a map of the interactive tables
    - Create a rolling deck of slides that share resources with the public in the auditorium before the speakers present. The slides could also include prompting questions to get the public in the right frame of mind for thinking about the community. The City will create a deck of slides
      * If it would work from a distance, the slides could include QR codes to participate in the interactive activities or connect to the Plan Sedona website
  + At 6:40 PM, the public will be encouraged to return to the lobby to complete the interactive exercises. Helpers will return to the same roles as before. Registration table helpers will be able to rove and engage with people. Speakers will be available in the lobby for questions
  + At 7 PM, the event ends, but SDR has committed to stay until 8 PM for clean up and to allow the opportunity for any last participation
* SDR shared an example of what instructions will include for WG members and other helpers. Instructions will include:
  + Station goal
  + An explanation of how the activity will be used by the City to inform the Community Plan Update
  + A list of who is working at the station
  + Instructions for how the public can perform that activity
  + Any other relevant information needed to guide the interactive activity
  + There will also be printed, written instructions for the public; instructions will be clear, and alternatives will be available for those who do not feel comfortable using QR
  + There may need to be multiples of some stations (e.g., two of the first station to prevent the line from backing up)
* A WG member recommended that there be more inclusion of youth at the event. One idea suggested was to have members of the Key Club in town hold signs and help direct folks to locations at the event (e.g., hold signs that say start here, refreshments, etc. in fun fonts)
  + Linda is willing to coordinate these volunteers; Marci can also provide contacts to reach these youth (e.g., staff at the library). Brian may also have contacts to share
  + There could be future events that are centered around youth. The WG can discuss this option in future meetings
  + One WG member noted that it is important to not try to do too many things at this event. There will be future meetings and opportunities to incorporate elements that aren’t included in the first meeting
* Next Virtual work session
  + The group agreed to another virtual work session on September 14th from 3-5PM to debrief the Community Forum and discuss next steps
  + SDR will share calendar invites in addition to meeting information to make it easier for WG members to access

## Listening and Learning Sessions – Discussion

* The meeting ran out of time to discuss the Listening and Learning sessions. Listening and Learning sessions will be discussed at the next meeting

### Public Comment

* One City Councilor expressed their excitement to attend the Community Forum

Areas of Consensus**:**

1. The group agreed to another virtual work session on September 14th from 3-5PM to debrief the Community Forum and discuss next steps