

AGENDA



1:00 P.M.

CITY COUNCIL MEETING

THURSDAY, NOVEMBER 13, 2025

NOTES:

- Meeting room is wheelchair accessible. American Disabilities Act (ADA) accommodations and translation services 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

THE MEETING CAN BE VIEWED
LIVE ON THE CITY'S WEBSITE AT
WWW.SEDONAAZ.GOV OR ON
CABLE CHANNEL 4.

- **PUBLIC COMMENTS
WILL NOT BE HEARD
DURING THIS
MEETING.**

1. CALL TO ORDER

2. ROLL CALL

3. SPECIAL BUSINESS

LINK TO DOCUMENT =

- a. **Discussion/consideration and possible action** regarding the employment, assignment, and appointment of a City Council applicant including interview of the following applicants.

I. Allan Affeldt, 1:00 p.m.

II. Charlotte Hosseini, 2:00 p.m.

III. Jean Buillet, (Virtual) 3:00 p.m.

IV. Ernest (Ernie) Strauch, Jr., 4:00 p.m.

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) and A.R.S § 38-431.03(A)(1).
- b. Return to open session. Discussion/possible action regarding executive session items.

5. ADJOURNMENT

Posted: 11/04/2025

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 a quorum of 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. 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.

RECEIVED

OCT 27 2025

CITY OF SEDONA
CITY CLERK'S OFFICE



CITY COUNCIL 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 MUST BE SUBMITTED, AND, YOU MUST COMPLETE ALL INFORMATION REQUESTED ON THE APPLICATION.

POSITION APPLIED FOR: CITY COUNCIL

APPLICANT'S NAME: Allan Affeldt

PHYSICAL ADDRESS: [REDACTED] Sedona AZ 86336
(Street) (City) (State) (Zip)

MAILING ADDRESS: [REDACTED] Sedona AZ 86336
(Street or PO Box) (City) (State) (Zip)

PHONE: Home: _____ Work: _____ Cellular: [REDACTED]

EMAIL: [REDACTED]

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

5 - 9 November (i will be in New Mexico but reachable by phone)

Are you a resident of the City of Sedona? Yes ☒ No ☐ How many Years? 17

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, what and length of term? _____

Are you a registered voter? Yes ☒ No ☐

In answering the following questions, if more space is required, please attach a separate sheet of paper.

BACKGROUND INFORMATION WHICH YOU BELIEVE QUALIFIES YOU FOR THE APPOINTMENT. (This should include education, employment history, community service, special interests and skills, and personal philosophy.)

I have extensive government, business and non-profit experience. I was twice elected mayor of Winslow AZ - a town about the size of Sedona - so i know about the work of a City council. I have been on many government committees, from the New Mexico Economic Recovery Council (representing the entire NM hospitality industry) to the Arizona Humanities Council. I restored and own La Posada Hotel and the Turquoise Room restaurant in Winslow AZ (and many other properties), so i know the hotel and restaurant industry, which drives the Sedona economy. I have restored many historic properties in Arizona and New Mexico, so i know first-hand about economic development and creating a sense of place. I have served on many non-profit boards, from Lowell Observatory to Museum of Northern Arizona. I created my own non-profit - the Winslow Arts Trust - to promote art and artists along Route 66. I built a museum - the Affeldt Mion Museum - in Winslow AZ, so i know how to design, fund, build and operate cultural institutions. Most of my time, talent and resources are dedicated to philanthropy. Sedona is my home and i would like to contribute and be more involved here, using my many years of directly relevant experience.

1. What are your perceptions of the duties, responsibilities, and role of the City Council?

Sedona, like Winslow, has a council-manager form of government. In that structure, the council sets policy and hires the City Manager, who implements policy and oversees the staff. It is the responsibility of council members to listen to and understand the issues facing the community, and to use that understanding to craft sound policy and budgetary decisions. Council members should also learn how similar issues have been addressed in other communities, so that hard-earned experience can be used here in Sedona. Council members should be aware of best practices in small town government, from budgeting to staff management. Our community is aware that the prior mayor did not always follow best practices and basic rules for council-manager government, which led to various forms of unproductive conflict for staff, residents, and the business community. I believe the council can fix these problems with a renewed dedication to best practices, and a better understanding of how the challenges we face in Sedona have (and have not) been solved in other places of outstanding beauty.

2. What do you believe are the major issues facing this City Council?

First, council must regain the trust and respect of the residents and business community, because without that it will be difficult to make progress on substantive issues. Our substantive issues range from managing the conversion of housing to STR short-term-rental (which has severe negative impacts on everything from the number of children in our schools to the decline of our neighborhoods), to managing tourism and related traffic impacts. However, it is important to recognize that progress in these matters requires intergovernmental agreement, which is slow and difficult, and sometimes not possible. More important, in my opinion, is for the community to believe that council is aware of these challenges, but focused first and foremost on the quality of life issues for which cities are directly responsible for: police, fire, infrastructure, parks and recreation etc. We are blessed with strong tax revenues, mostly from tourism. We need to use that money wisely to create the best possible quality of life for our residents, a supportive work environment for our businesses, and a fine place to work for our staff.

3. What do you hope to accomplish as a City Councilor?

A renewal of community trust and respect for council and staff.

An improvement in our housing options so more families with children, city and private business staff, and seniors can live here.

A focus on quality of life investments for our community, ranging from developing the culture park and a recreation center, to creating sustainable infrastructure and sound tourism/traffic management.

4. Have you read the following City of Sedona documents?

Community Plan Yes ☒ No ☐

City Code Yes ☒ No ☐

Land Development Code Yes ☒ No ☐

5. Have you reviewed the current City of Sedona Budget? Yes ☒ No ☐

6. Have you attended any Sedona City Council meetings? Yes ☒ No ☐ If yes, please estimate the number you have attended and provide further explanation.

Maybe a dozen council meetings over the years. Like most people, i attend council meetings when there is an issue that concerns me or that i would like to address. Most recently, that has been related to the Culture Park and workforce housing - both issues in which i have done extensive research and have considerable experience. I have been dismayed at the lack of progress in creating housing of any kind in Sedona, and especially the lack of workforce housing. I have been alarmed at the City's misinformed plan to demolish the amphitheater, without any understanding of what would be lost, or of what would replace it, and at what cost. In both cases, i was deeply frustrated in speaking with the prior Mayor, who simply dismissed my concerns (and the clear concerns of the community), by saying nothing would happen at the Dells for at least a decade, that the amphitheater wasnt worth saving and nobody wanted it, that the city was doing all it needed for for workforce housing etc. I believe we can do better!

7. Please provide any additional information which you believe may be pertinent for consideration of your application.

I believe my combination of governmental, business and philanthropic experience makes me rather uniquely qualified for a city council position. My reputation is broad and well established, and could therefore help council through some current difficulties. I have a deep understanding of hospitality - the business sector that drives our economy - and of the related workforce and infrastructure challenges. I have the time and desire to work with the current mayor and council to help my community become an even better place to live and visit. Thank you for the opportunity to participate!

Allan Affeldt

BACKGROUND INFORMATION WHICH YOU BELIEVE QUALIFIES YOU FOR THE APPOINTMENT. (This should include education, employment history, community service, special interests and skills, and personal philosophy.)

Please see attached.

1. What are your perceptions of the duties, responsibilities, and role of the City Council?

Please see attached.

2. What do you believe are the major issues facing this City Council?

Please see attached.

3. What do you hope to accomplish as a City Councilor?

Please see attached.

4. Have you read the following City of Sedona documents?

Community Plan Yes ☒ No ☐

City Code Yes ☒ No ☐

Land Development Code Yes ☒ No ☐

5. Have you reviewed the current City of Sedona Budget? Yes ☒ No ☐

6. Have you attended any Sedona City Council meetings? Yes ☒ No ☐ If yes, please estimate the number you have attended and provide further explanation.

I regularly watch City Council meetings live as they are occurring.

7. Please provide any additional information which you believe may be pertinent for consideration of your application.

I truly care about making Sedona a great place to live for all, now and for the future. I may not be a fresh face, but I am an experienced face with the energy and knowledge needed to contribute.

BACKGROUND INFORMATION WHICH YOU BELIEVE QUALIFIES YOU FOR THE APPOINTMENT. (This should include education, employment history, community service, special interests and skills, and personal philosophy.)

Please see attached resume for my employment history and education. Since retiring full time to Sedona in 2015 I have completed the following:

- 2022 Citizens Healthcare Work Group
- 2019-2020 Expenditure Limitation Options Work Group (Home Rule vs. Permanent Base Adjustment)
- 2017 Fiscal Sustainability Work Group- examined options and recommended a permanent fund source for the Transportation Master Plan (SIM) projects
- FY 17-FY 20 Citizens Budget Work Groups (4 fiscal years)
- 2015 Citizens Academy

In November 2018 I was appointed to the Planning and Zoning Commission and have completed two three-year terms; I am now beginning the second year of my third term and have been Vice Chair for several years.

In 2016 I was appointed briefly to the Board of Adjustment before it was dissolved as a Board within six months.

In the community I am a regular volunteer (over eight years) at the Sedona Community Food Bank. I have served on the boards of the Sedona Arts Center and the League of Women Voters of Northern Arizona, in Treasurer roles with both. Through these commitments I believe I have gained a good working knowledge of the city, its public processes, groups that are active in the community and our range of residents, both enfranchised and disenfranchised.

I like to understand how organizations (including the city) work. I am happily retired and have the time to be engaged in things which interest me. I also believe in giving back with time, energy and what resources I can where needed. As to my philosophy or approach, I believe in using data to drive decision-making but, as importantly, to understand the assumptions behind the data. Small changes in assumptions can, for example, lead to quite different conclusions about traffic impacts or revenue projections; and what can we make of input based on very small sample sizes?

Bottom line, at this stage of my life I will quote from my resume mission statement: "To contribute my professional and life skills towards sound public policy decision making and to increase transparency and interest in civic life among residents."

1. What are your perceptions of the duties, responsibilities, and role of the City Council?

The Sedona City Council's role is to serve as the legislative arm of the City and provide policy direction to the City Manager. The duties are set out in various ordinances and clarified through its rules of

procedure. Because it is the policy making group for the city it is the focus for residents to voice concerns about the direction of the city in its provision of various projects and services. As an elected body it has gained a measure of authority from the voters but the council must always seek to keep in touch with the needs of the city as priorities change. There will always be fiscal constraints and the budget adopted by the City Council must reflect the tradeoffs of priorities. I believe there are options for accomplishing capital projects, including pay as you go versus long-term financing (bonding) that take into account cash on hand; fund reserve levels; length of the project and whether future beneficiaries should participate in the financing; advantageous borrowing costs; whether it is a one-time purchase versus whether there will be ongoing operating costs, etc. Each situation is different.

2. What do you believe are the major issues facing this City Council?

I believe the #1 issue facing this particular City Council at this point in time is regaining the trust of the community. I hope this is a relatively short term issue because there is a lot of work to do on other fronts. These include determining an appropriate mix of components for the Western Gateway and a candid assessment of revenues and priorities for FY 2027 (and FY 2026 if necessary). Declining population, school enrollment and the loss of worker housing all contribute to a different future for Sedona if strategies are not put in place as soon as reasonably possible.

3. What do you hope to accomplish as a City Councilor?

Given that the opening is basically for one year, I hope to participate in the prioritization of projects before the Council now. I believe my experience, particularly on the Planning and Zoning Commission and the budget work groups has taught me the importance of balancing individual and community needs and I would continue that balance on Council. I believe my combined city experience and knowledge will enable me to hit the ground running and maximize the effectiveness of a one year appointment.

Charlotte Hosseini

[REDACTED]
Sedona, AZ 86336
[REDACTED]

INTEREST

To contribute my professional and life skills towards sound public policy decision making and to increase transparency and interest in civic life among residents

RELEVANT WORK EXPERIENCE

State of Arizona (various)

Phoenix, AZ 1989-2013

Special Projects Administrator, Office of the Attorney General (AGO)

Deputy Director-Finance, Arizona Department of Administration

Budget Manager, Arizona Department of Administration

Special Projects Administrator, Arizona School Facilities Board (FSB)

Controller, Arizona Criminal Justice Commission (ACJC)

Budget Analyst, Executive Budget Office

Key Accomplishments:

- As Deputy Director, directed and set policy for state infrastructure in the areas of accounting, benefits, risk management and procurement covering over 100 state agencies and an agency budget exceeding \$1 billion annually
- As Budget Manager, developed, managed and lobbied for the Arizona Department of Administration budget covering all areas above as well as IT, Capital projects, Facilities, Human Resources and Capitol Police
- As Budget Analyst, reviewed and recommended Governor's Executive budget proposal to the State Legislature for a variety of state agencies, including the Courts system, Department of Public Safety, Department of Juvenile Corrections, Game and Fish, State Parks and others
- As Special Projects Administrator FSB, oversaw audit of over \$1 billion in state funds for state-wide school facilities improvements, recovering significant funds from various construction firms
- As Special Projects Administrator (AGO), developed and implemented procedures to improve collections undertaken by the Office of the Attorney General's Collection Enforcement division
- As Controller of ACJC, distributed a variety of federal grant funds to various jurisdictional levels of law enforcement, monitored contracts and reported on receipt and use of Racketeering Influenced Corrupt Organizations (RICO) funds

China America Resources Corporation

Atlanta, GA 1987-1989

Exhibition Coordinator

- Organized, publicized and oversaw presentation of exhibits from the People's Republic of China's Imperial Museum

**United States Peace Corp
Volunteer**

Republic of Togo, 1983-1985

- *Analyzed problems and developed solutions for small farmer cooperatives and stores, encouraging the adoption of basic business skills*
- *Assisted the American International School with financial analysis*

**United Energy Resources
Budget Manager**

Houston, Texas 1975-1983

- *Analyzed monthly operating expenses for various departments and compiled reports of expenditures and variances for executive staff*
- *Team member liaison between departments and architects during buildout and furnishing of new corporate headquarters (75 story Pennzoil Tower)*
- *Curator of corporate art collection, assisting corporate art consultant with purchases, commissions and placement of art*

EDUCATION

**Bachelor of Arts, Economics
Louisiana State University**

Baton Rouge, LA 1974

**Master of International Management
American Graduate School of
International Management (Thunderbird)**

Glendale, AZ 1986

COMMUNITY BASED ACTIVITIES

- 2018-Current Planning and Zoning Commission member and present Vice Chair
- 2022 Citizens Healthcare Work Group
- 2019-2020 Expenditure Limitation Options Work Group (Home Rule vs. Permanent Base Adjustment)
- 2017 Fiscal Sustainability Work Group- examined options and recommended a permanent fund source for the Transportation Master Plan (SIM) projects
- FY 17-FY 20 Citizens Budget Work Groups (4 fiscal years)
- 2016 Board of Adjustment
- 2015 Citizens Academy
- 2017-Current Sedona Community Food Bank volunteer
- Prior Board member and Treasurer Sedona Arts Center
- Member and Prior Treasurer League of Women Voters of Northern Arizona

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OCT 6 2025

CITY OF SEDONA
CITY CLERK'S OFFICE



CITY COUNCIL 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 MUST BE SUBMITTED, AND, YOU MUST COMPLETE ALL INFORMATION REQUESTED ON THE APPLICATION.

POSITION APPLIED FOR: CITY COUNCIL

APPLICANT'S NAME: Jean Christophe Buillet

PHYSICAL ADDRESS: [REDACTED] Sedona, AZ 86336
(Street) (City) (State) (Zip)

MAILING ADDRESS: [REDACTED] Sedona, AZ 86336
(Street or PO Box) (City) (State) (Zip)

PHONE: Home: [REDACTED] Work: [REDACTED] Cellular: [REDACTED]

EMAIL: [REDACTED]

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

No

Are you a resident of the City of Sedona? Yes ☒ No ☐ How many Years? 28

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, what and length of term? _____

Are you a registered voter? Yes ☒ No ☐

In answering the following questions, if more space is required, please attach a separate sheet of paper.

BACKGROUND INFORMATION WHICH YOU BELIEVE QUALIFIES YOU FOR THE APPOINTMENT. (This should include education, employment history, community service, special interests and skills, and personal philosophy.)

Jean-Christophe Buillet is a long-time Sedona resident and entrepreneur whose diverse background spans hospitality (A Sunset Chateau in Sedona), finance, taxation (Buillet Tax & Consulting) real estate (Devstar Realty & Buillet Real Estate) , and ministry. He studied Computer and Electrical Engineering at Northern Arizona University before completing two years at the Bethel School of Supernatural Ministry, which shaped his heart for service and integrity.

Over the past two decades, Jean-Christophe and his family, have built and operated A Sunset Chateau, a boutique hotel in Sedona, while also managing commercial and residential rental properties. In addition, he is a licensed real estate broker, accountant, and financial adviser, offering clients the benefit of both technical expertise and hands-on business experience.

Alongside his professional endeavors, Jean-Christophe is a father of 4 young children and has traveled extensively in itinerant ministry, teaching and encouraging communities across the U.S. and abroad. This combination of business leadership and ministry experience gives him a unique perspective: one rooted in both practical stewardship and a commitment to helping others flourish.

1. What are your perceptions of the duties, responsibilities, and role of the City Council?

I see the City Council as the body entrusted with stewarding the well-being and future of our community. Their role is to represent the interests of residents, to make policy decisions that balance growth with preservation, the needs of the business community (tourism) and residents, and to oversee the responsible use of public resources.

The duties and responsibilities of the Council include setting the vision for the city, enacting ordinances, approving budgets, and providing high level oversight of departmental directions. Beyond the formal responsibilities, I believe an effective Council should also act as a bridge between government and citizens — listening carefully to diverse viewpoints, fostering transparency, and ensuring that decisions are made with fairness, prudence, and long-term sustainability in mind.

In essence, the Council serves not only as policymakers but also as caretakers of the community's values, resources, and future, with a duty to create a thriving, safe, and livable city for both current and future generations.

2. What do you believe are the major issues facing this City Council?

I believe one of the foremost issues facing this City Council is the need to restore trust and confidence in local leadership following the mayor's departure. Rebuilding transparency, accountability, and open communication with residents will be essential for moving forward productively.

Another significant challenge is setting clear direction for large-scale capital projects, such as the Western Gateway and other infrastructure initiatives already on the books. These projects must be carefully prioritized, assessed, and aligned with the community's long-term vision so that they strengthen, rather than burden the city.

Housing also remains a pressing concern. Sedona needs thoughtful, balanced solutions that provide attainable housing for those who work and live here, without compromising the natural beauty and character of our community.

At the same time, we must continue addressing the balance between tourism and local quality of life. Tourism provides vital sales tax revenue that sustains city services, but it must be managed in a way that does not overwhelm residents or erode the character of Sedona.

Finally, everyday citizen concerns such as traffic, congestion, and access to services should remain a top priority. These are the issues people feel most directly, and addressing them consistently will go a long way toward building trust and improving quality of life.

In short, the Council must provide steady leadership, ensure responsible stewardship of major projects and finances, and keep the voices of residents at the center of every decision.

3. What do you hope to accomplish as a City Councilor?

As a City Councilor, I hope to bring a fresh perspective rooted in both professional and personal experience. As a father, I understand the importance of building a safe, supportive, and vibrant community for families. As a hotel owner, I see firsthand how tourism impacts our city and how important it is to balance economic vitality with quality of life for residents. As a real estate broker and someone deeply involved in local business and development, I recognize the challenges of housing, growth, and infrastructure. And with a background in finance and economics, I have a keen eye for ensuring that city projects deliver real value and strong returns for the resources invested.

My goal is to help the Council steward public funds wisely, manage growth responsibly, and make decisions that strengthen both our economy and our sense of community. Ultimately, I want to contribute to a Sedona that continues to thrive — not just as a destination, but as a place where residents feel proud to live, raise their families, and build their futures.

4. Have you read the following City of Sedona documents?

Community Plan Yes ☒ No ☐

City Code Yes ☒ No ☐

Land Development Code Yes ☒ No ☐

5. Have you reviewed the current City of Sedona Budget? Yes ☒ No ☐

6. Have you attended any Sedona City Council meetings? Yes ☒ No ☐ If yes, please estimate the number you have attended and provide further explanation.

This past year i have been to three city council meetings and spoken at 2 to my recollection in the past year. I have attended when I was passionate about an issue, the last meeting I went to was regarding the flock cameras.

7. Please provide any additional information which you believe may be pertinent for consideration of your application.

Was a member of the citizen budget committee this year.

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OCT 13 2025

CITY OF SEDONA
CITY CLERK'S OFFICE



CITY COUNCIL APPLICATION

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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 MUST BE SUBMITTED, AND, YOU MUST COMPLETE ALL INFORMATION REQUESTED ON THE APPLICATION.

POSITION APPLIED FOR: CITY COUNCIL

APPLICANT'S NAME: Ernest (Ernie) C. Strauch Jr.

PHYSICAL ADDRESS: [REDACTED] Sedona, AZ 86336
(Street) (City) (State) (Zip)

MAILING ADDRESS: (Same)
(Street or PO Box) (City) (State) (Zip)

PHONE: Home: N/A Work: N/A Cellular: [REDACTED]

EMAIL: [REDACTED]

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

OCTOBER 30, After 2 PM

Are you a resident of the City of Sedona? Yes ☒ No ☐ **How many Years?** 27

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, what and length of term? Sedona Sustainability Commission, 2010-2013
Sedona City Council Liaison to Coconino County Sustainable Economic Development Initiative, 2010.

Are you a registered voter? Yes ☒ No ☐ Sedona Community Plan Advisory Group, 2014
Sedona Community Plan Working Group, 2022

In answering the following questions, if more space is required, please attach a separate sheet of paper.

BACKGROUND INFORMATION WHICH YOU BELIEVE QUALIFIES YOU FOR THE APPOINTMENT. (This should include education, employment history, community service, special interests and skills, and personal philosophy.)

I believe that my *Curriculum Vitae* (attached) includes most of the answers to this request. My experiences in life have been extremely diverse and as a Director of New Product Development for much of my working career, I am always looking for new, innovative and creative solutions to challenges. My former Council service put this to the test. I believe our Council delivered. (See attached Council Accomplishments)

My personal philosophy is summarized by "The Golden Rule" which forms the foundation for every major religion in the world. 7 years ago I wrote the following:

What I believe: I support and stand for equal rights for **all** - women, men, children, all people of color, all sexual orientations and new immigrants to our country. I will protect and preserve our beautiful environment, clean air, clean water, dark skies, and trust the best current knowledge of science - especially regarding climate change. I believe in healthcare for all and desire to preserve free public ed. for our kids.

1. What are your perceptions of the duties, responsibilities, and role of the City Council?

DUTIES: As mentioned in the Application Directions, there are 29 duties enumerated in A.R.S. 9-240. I have read them all. Primary duties revolve around City Financial and Budgetary direction and oversight. Strategic Planning involving community input into the Community Plan is essential. All aspects of the smooth functioning of infrastructure are key, including oversight of Planning and Zoning issues. Attending meetings fully prepared from reading and understanding City Staff background material in Agenda Bills.

RESPONSIBILITIES: In a representative government, it is a primary responsibility of a member of a legislative body (Councilor) to represent his constituency. Council members serve as the bridge between the public and the municipal government, voicing community concerns and advocating for residents' needs. This means staying attuned to local issues and being accessible to the people they serve.

THE ROLE: The most important factor here is truly understanding the Councilor's role. They set guidance and policy within the realm of their authority under State and City Codes and the Council Rules of Procedure. They do not execute the policies and procedures promulgated - that is under the purview of the executive City Manager. Another less often acknowledged role is of "Collaborator". Establishing respect for, and developing personal working relationships with other council members, city staff, and local organizations, helps drive consensus and fosters partnerships to get things done!

2. What do you believe are the major issues facing this City Council?

Unfortunately, I believe the **Most Important** immediate issue is the establishment or re-establishment of Trust in City Government. I do not have specific ideas to propose here, other than desiring to participate in a significant collaborative effort to effectuate an obvious public distinguishing event/activity that promotes the concept that the city is truly listening and CARES.

Back to "Regular Order", the continuing saga of the Western Gateway/Cultural Park will remain a massive issue but has some possibilities within the realm of the paragraph above.

Transportation issues ALWAYS take a top priority in any questionnaire or public poll. And, housing affordability as it relates to the community's economic vitality must be substantially addressed.

Finally, I find it both curious and disheartening to realize that every single National Community Survey since they were started by the Council I sat on in 2004, has indicated that Sedona City Government is "not on the right track" (including "mine"). Examples from the 2024 Survey:

- The overall direction Sedona is taking - 32% good
- Overall confidence in Sedona government - 34% good
- Generally acting in the best interest of the community - 36% good

This points out a fantastic opportunity for incremental change as mentioned in the first paragraph above.

3. What do you hope to accomplish as a City Councilor?

First of all, it should go without saying that no city councilor accomplishes ANYTHING on his/her own. It always takes a majority of those voting to accomplish something, which means again that collaboration (within the obvious bounds of the OPEN MEETING LAW) is often the most effective means to an end.

That said, I would hope that my background, and a thorough understanding of my role, will allow me to "hit the ground running ". I believe I have shown myself to be analytical, logical and detail-oriented while seeking creative solutions. I come to a meeting with an opinion on how I will LIKELY vote on an issue, but, I believe a strength is to carefully listen to not only each councilor during discussion, but also to members of the public who choose to speak. My mind remains open enough to be able to change with better information, or thoughts I had failed to consider thoroughly.

I am convinced that we have an outstanding Council and Staff. In the year I would serve, I'd hope to contribute in a positive way for the betterment of my wondrous community.

4. Have you read the following City of Sedona documents?

Community Plan Yes ☒ No ☐

City Code Yes ☒ No ☐

Land Development Code Yes ☒ No ☐

5. Have you reviewed the current City of Sedona Budget? Yes ☒ No ☐

6. Have you attended any Sedona City Council meetings? Yes ☒ No ☐ If yes, please estimate the number you have attended and provide further explanation.

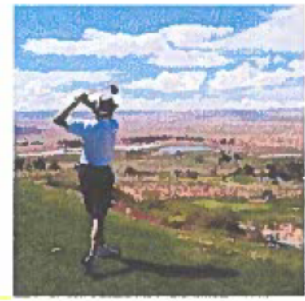
My best guess is that I have attended a minimum of 100 Council Meetings in my 27 years in Sedona. That would include 7 in the 2 years before being elected; minimum 20 per year X4 + 80 on Council, plus another 13 meetings since leaving Council 19 years ago.

7. Please provide any additional information which you believe may be pertinent for consideration of your application.

When I ran for Council in 2002, the 3 members who sought re-election were proud to announce in public forums that they served on a Reactive Council. That meant that they only dealt with issues that had to be addressed. They had no use for the Community Plan - it was only a futuristic Proactive "dream". As you can tell from the list of our Council Accomplishments, we turned that 180° and became extremely PROACTIVE. Our current Council, thank goodness is more oriented toward the latter.

An interesting side-note: I could be very helpful on the transportation front when needing to work with ADOT. The current Director of ADOT is Jennifer Toth (formerly Livingston). Jennifer Livingston was the ADOT Project Manager that I worked very closely with during the SR 179 reconstruction. We have what I would call a "warm bond". It doesn't mean we get what we want; only that we will be closely listened to.

Curriculum Vitae, Ernie Strauch



PERSONAL:

Ernie met and married his wife Karen, also a Chicagoan, 63 years ago, while still in college. Karen Lee Strauch, a retired Elementary Educator, has been active in many local groups, ie., League of Women Voters; the Sedona Women; Northern AZ Indivisible Group, among others. One married daughter, Cinda Strauch in Bend, OR, who traded her B.A. in English Lit. for an LMT (Licensed Massage Therapist) is a triathlete, Pilates, yoga, and water aerobics instructor in the Bend Recreation Dept.

INTERESTS:

Avid horseman, accomplished downhill skier and occasional golfer. Enjoy hiking when not riding, love music and art.

A "preservationist", I want to be remembered as having earned the title,
"Steward of one of the Earth's Great Treasures".

EARLY - PRE-SEDONA EXPERIENCE:

- Ernie grew up in a near-west suburb of Chicago, Northlake. His high-school accomplishments with National Honor Society, Student Council, 1st Chair Percussionist and six different sports gained him a full-tuition, room and board scholarship to Beloit College, WI. He earned the distinction of being a "Porter Scholar" (the top 5% of the entering Freshman Class). Having spent 3 months in Europe at age 16, (he had been required to personally earn every dollar for the trip), Ernie declared a double major in *International Relations* and *Russian Studies*, hoping for a career in the U.S. Foreign Service. A Draft Notice 2 weeks before graduation interfered with these plans significantly.
- B.A. Degree in Political Science; Minors in International Relations and Russian Studies, missing only a 3rd year of Russian Language. Varsity Wrestling and Treasurer of Beta Theta Pi Fraternity. Awarded Johnson Foundation Scholarship to study International Organizations in Geneva, Switzerland, summer, 1962. Graduated in 1963.
- USAF Officer, Captain, C-130 Flightline Aircraft Maintenance Officer (1963 - 1966), then Commander of both the 402nd and 505th Field Training Detachments (1967 - 1969.) Vietnam Veteran; awarded the Air Force Commendation Medal for exceptional service in Vietnam.
- Chartered Financial Consultant, licensed by National Association of Securities Dealers and earned a Life and Health Insurance License, 1969 - 1971.
- One of 7 Executive Team Members of Orthodontist Research and Manufacturing Company (ORMCO) having served as Director in the Marketing, Product Development, and Professional Liaison Departments, 1971 - until retirement in 1996.
- LaVerne University Law School, completed 3 years, 60 classroom hours toward Juris Doctor degree - 1976-1979.

Curriculum Vitae, Ernie Strauch

SEDONA EXPERIENCE:

Purchased property - 1992, frequent visitor until retirement and move to Sedona in 1997. Since the year 2000, Ernie became active in community affairs and has held membership and participation in the following organizations:

- Westerners Hiking Club, 1999
- Sedona Art Center, 1999
- Vice-president, Voice of Choice for State Route 179, 1999 - 2008
- Board of Trustees, Sedona Public Library, 2002 - 2006
- Board Member, Keep Sedona Beautiful, 2001 - 2006
- Founding Board Member, Sustainable Arizona, 2002
- Founder and Board Member, Vision Sedona, 2001
- Member, Sedona Public Transit Advisory Committee, 2001
- Member, Chamber of Commerce Tourism Bureau, 2004 - 2006
- Member, Verde Valley Transportation Planning Organization, 2002 - 2006
- Exec. Team, ADOT's Hwy 179 Needs-Based Implementation Plan, 2002 - 2006
- Councilman, Sedona City Council, 2002 - 2006
- Vice-Mayor, City of Sedona, 2005 - 2006
- Invited speaker at the Center for Environmental Excellence by AASHTO (Thursday, Sept 7, 2006 - Small Urban Projects)
- Invited speaker at the American Society of Civil Engineers - Transportation Division on "Context Sensitive Solutions" 11/15/06
- Commentator on city affairs 2007-2010
- Elected President, Keep Sedona Beautiful 2008-2009
- Chairman & Website Creator, Sedona Reusable Bag Initiative, 2009
- Member, Inter-Community Dialogue Group, 2009
- Sedona City Council Liaison to Coconino County
Sustainable Economic Development Initiative, 2010. Board Member, 2011-2013
- Selected Vice-Chair, Sedona Sustainability Commission, 2010-2013
- Board Member, Sustainable Arizona 2011-2015
- Appointed to Coconino County Transportation Citizens Advisory Committee as sole representative of Sedona - Oct., 2013
- Invited as Career Councilor to Humanities Students, N. A. U., 2013
- Appointed to Sedona Community Plan Advisory Group, 2014
- Keep Sedona Beautiful Board of Trustees Executive Committee 2014-15
- Chair, Sedona Verde Valley Red Rock National Monument Executive Committee 2014-15
- Keep Sedona Beautiful Community Service Award - 2015
- Ordained into Order of Holy Rascals -
- Co-Led Community Group to successfully oppose rezoning of El Rojo Grande 2018-19
- Served on the Sedona Community Plan Working Group - 2022
- Actively involved in Chapel Neighbors Work Group (congestion and evac.) 2022-present

City Council Accomplishments Since June, 2002

(Listing compiled by Ernie Strauch, Jan. 18, 2006)

Open Communication Issues

- Authorized and accomplished 2 biennial Random Citizen Surveys in 2002 and 2004 in order to evaluate citizen satisfaction with city services and environment. (see <http://www.sedonaaz.gov/egov/sidePage.aspx?dID=205>)
- All Council Agendas and Council Minutes, City Codes, Community Plan, Strategic Plan and all current Studies and Reports are now available on the City of Sedona Website, <www.sedonaaz.gov>
- Initiated a City Cable Access Channel (Channel 4) for future televising of City Council and Planning and Zoning Commission meetings, hopefully early in 2006.
- Initiated Annual Town Halls.
- Initiated semi-annual Newsletters on major issues sent to every resident.
- Initiated the publishing of City Council Agendas in the Red Rock News every Friday before a Tuesday meeting.
- Initiated the allowance for citizen speaking at Council Work-Sessions. (Not required, and previously not allowed).
- Changed the speaking length for the public to address Council from 2 minutes to 3 minutes.
- Initiated a ballot issue to directly elect the mayor rather than Council selection. Passed by the voters overwhelmingly.

Transportation Issues

- Brought SR 179 stalemate to a community desired conclusion (preferred by a 2 to 1 margin). Unlike prior proposals, this has striped bike lanes, 8-foot shoulders, full sidewalks, full curbs and gutters and NO additional traffic signals (would have been 7).
- Requested and accepted a turn-back of SR 89A to the city in uptown, to keep from removing all on-street parking. Designed and initiated an Uptown Enhancement Program.
- Established a 3-Phase Transit Plan, to begin service in April '06; the initiation of each phase depending on the success of the one preceding.

Community Organizations Issues

- Successfully fought to retain the Sedona Medical Center Emergency Room.
- Agreed to accept the Teen Center as a city facility and arranged to operate it.
- Increased funding with stable multi-year contracts for Sedona Humane Society, The Adult Community Center, Sedona Recycles
- Provided 40% increased funding for Sedona Public Library.
- Vastly improved relationships with Sedona-Oak Creek Chamber of Commerce and Sedona Main-Street.

- Partially funded a Visitor Survey in conjunction with the Chamber of Commerce to determine source geographical locations, average stay, average expenditures, demographic data such as ages, incomes, interests etc. to better manage future targeted marketing programs and spend limited resources more efficiently.

Infrastructure Issues

- Built Sunset Park with excellent tennis courts and child playground.
- Re-built the swimming pool at Posse Grounds Park with new locker and shower facilities. (Significantly increased summer utilization). Re-constructed ball fields and fencing.
- At very little cost (mostly volunteer professional participation) initiated a Long Range Planning Process to address the “Heart” of Sedona (from Hillside Shops to the Hyatt to the existing end of Forest Service Property). Ideas for private development (not city dollars) include a Town/Historical Park, a Village Green and a Civic Plaza.
- Re-instated a process directed toward the establishment of a long awaited creek access plan and “Creekwalk” integrated into a wider trail system.
- Installed many trailheads, sidewalks, fire-hydrants, and “sewered” 5-6 subdivisions.
- Completed and adopted the first Sedona Stormwater Management Plan and will begin funding improvements in compliance therewith.
- Paved Parking lot and upgraded facilities at Posse Grounds Park
- Encouraged and supported the preservation and re-utilization of the Barbara Antonsen Pavilion.
- Revised Wireless Communication Ordinance to unobtrusively allow full “Broadband” coverage of Sedona.

Quality of Life - Environmental Issues

- Turned down a 150 room hotel proposed for the Sedona Cultural Park (would have been largest in Sedona) and would have guaranteed nothing but the existence of the Hotel.
- Insisted upon major modifications to Park Place project at Sedona’s west entrance. Insisted upon less visual impact, more open space, and less density. Successfully defended our case via settlement proceedings (when everyone said we couldn’t win fighting a developer)!
- Played “hardball” and forced the 585 single unit (195 double “lockouts”) *“The Cliffs”* Timeshare project at the North entrance to uptown to dissolve (These were fully authorized by a previous city council in 1998). It was replaced with *“The Preserve at Oak Creek”*, 138, 3-week minimum (no point programs) Timeshares and the donation of 6 Affordable housing units. Now that project has been halted, and negotiations have been completed for 158 Condo units, (no spa or restaurant-previously authorized), less parking (asphalt) required, significantly less excavation, over 2000 fewer truckloads through uptown and 12 Affordable Condo units to be built before occupancy permits are issued for phase 2.
- Revised building height and “massing” codes to correct loopholes, particularly modified “alternate standards” so they only applied on hillsides.

- Completed a Feasibility Study for a future Performing Arts Theatre – Private funding and initiative required to bring to fruition.
- Protected a neighborhood by temporary purchase of a private home to avoid an addiction dependency treatment center in a residential neighborhood.
- Obtained recognition as one of only 30 finalists in the entire U.S. for All-America City designation for 2005.
- Re-vitalized the Sedona Arts and Culture Commission, now playing a greater and more proactive role in the arts.
- Insisted upon a long range plan submission to ADEQ for a “point-source” discharge system to replace the “broadcast” effluent spraying discharge system---- currently the only one that ADEQ will authorize Sedona to use.
- Insisted that the Gas Company Pipeline be designed to correspond with the footprint of the SR 179 project so no additional Forest Service lands were impacted (A 6 month negotiation with “hardball” overtones)
- Just insisted upon the construction of 40 affordable apartments by Fairfield **before** they are authorized to build 24 timeshares.
- Outlawed wood-burning fireplaces in new construction. Had heard that 120 fireplaces were intended to be installed in the Sedona Rouge Hotel at one time.
- Continued and expanded the under-grounding of power and phone lines, as funds are available.
- A “Native Plants Ordinance” designed to conserve water by using plant material for landscaping that is adapted to Sedona’s climate and is drought resistant is due soon.

Efficiency in Government Issues

- Streamlined and integrated City Staff Strategic Management and Planning Systems.
- The first long-term, 3-5 year City Financial Plan is an accomplishment and updated annually.
- Initiated a rotating subject matter **Proactive** Code Enforcement Program. (Prior to 2002, the only code enforcement was reactive; ie., based upon a complaint).
- This council meets with all Commissions annually over a 2-day period, – a new initiative.
- During tenure & above accomplishments, Sedona’s bond rating improved, showing an even stronger financial footing, without raising taxes!
- Brought city employees into State Retirement System.

New Initiatives overlapping other areas

- Established a Child and Youth Commission.
- Established a Housing Commission to be proactive in protecting valuable workforce.
- Established a committee on “Aging”. Accepted their recommendation to provide a Half-time person as an “Ombudsperson”, housed within the Adult Community Center to provide assistance and direction to resources available to elderly.
- Completed a thorough Parking Study for Uptown. Pointed out many misconceptions.

- Authorized a Dog Park on city property if all fences, facilities and clean-up operations are privately funded.
- As a result of the Visitor Survey, the Council has allocated several hundreds of thousands of dollars to the Chamber's Destination Marketing Program. For every \$1 contributed by the city, roughly \$2 has been returned in increased taxes paid.
- A Tourism Bureau Advisory Committee has been established for the first time with participation from City Council, City Staff and the Chamber of Commerce.
- Passed one of the toughest ordinances in the country dealing with "off-premises canvassing", otherwise known as timeshare hawking. Defended our ordinance in court and won.
- Passed an ordinance restricting "go-peds" motorized scooters and "pocket-rockets" to 2-lane roads with speed limits not exceeding 25mph. Required age limitations, safety helmets and prohibited structural and performance modifications.
- Passed an ordinance controlling the dispensing of pseudo-ephedrine –the prime ingredient in methamphetamine.
- Passed an ordinance in January '06, making Sedona the first "Smoke-free" city complying with a likely 2006 state-wide initiative...but doing so at least a year earlier. Tougher than Flagstaff's...no exception for stand-alone bars.
- Authorized the establishment of a "Teen Court".
- Established a formal "Water Conservation Committee". Recommendations due soon.
- Passed a "Covered Load Ordinance" requiring all loads carried in Sedona to be covered or secured. This will significantly reduce the roadside trash and will provide easier enforcement. No longer will one have to observe trash falling off a vehicle and then be able to identify the driver in court. The mere fact that the load is uncovered or unsecured is an enforceable violation.
- Accomplished a 2 year study of means to diversify our economy and reduce reliance on drive-through tourism; Focused Future II.
- Initiated the first action plan to hire an Economic Diversification Planner. (In place as of 11/8/05).
- Established a simple, inexpensive Business Registration program to assist Economic Planner with statistical baseline measures.
- Created and contributed to a professionally staffed Sedona Film Commission housed at the Chamber of Commerce.
- Created a City Foundation that will accept grants and bequests in a number of areas.
- Proposing a code restriction regarding building on ridges, promontories or rock out-crops.
- Revised Land Development Code to allow residential uses in commercial zones (living areas above stores).
- Initiated financial grants directly to artists via a competitive process.
- Established a Police Volunteer Program