

AGENDA



Revised 2

CITY COUNCIL
RETREAT

TUESDAY, DECEMBER 16, 2025 9:30 A.M., WEDNESDAY, DECEMBER 17, 2025 8:00 A.M.,
& THURSDAY, DECEMBER 18, 2025 8:00 A.M.

NOTES:

There will be no Public Forum or Public Comment, as this is a City Council Retreat.

- 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

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

I. CALL TO ORDER

2. ROLL CALL

3. SPECIAL BUSINESS

a. Day 1- Visioning & Priority Setting (Shared visioning and collective priority setting for FY27, facilitated by Jonathan King)

- Overview of Retreat Format and Schedule
- State of the City Overviews

1. Current Council Priorities

- Wildfire Preparedness and Community Resilience
- Circulation Goal (continued from FY25 priorities)
- Housing Goal
- Environment and Sustainability Goal
- Land Use Goal
- Community Goal
- Economy and Tourism Goal
- Other Projects/Initiatives

2. Key Demographic Trends

3. Economic Overview

Items not completed on Tuesday, December 16, 2025 will be continued on Wednesday, December 17, 2025 at 8:00 a.m.

b. Day 2 - Environment & Budget

- Economic Update
- Tourism Update
- Expenditure Limitation
- Budget Assumptions
- Budget Models & Zero-Based Budgeting
- Council Discussion/Direction on Budget Assumptions

Items not completed on Wednesday, December 17, 2025 will be continued on Thursday, December 18, 2025 at 8:00 a.m.

c. Day 3 - Bringing It All Together - Legislative Priorities & Wrap-up

- Review Days 1 & 2
- Leadership Team Report Back on Core Priorities
- Legislative Priorities & Protocols with Kathy Senseman
- Council Discussion/Direction/Possible Action Items
 - Council Champion Assignments for Core Priorities
 - Western Gateway Master Plan Next Steps Regarding Sedona International Film Festival and Other Planning Activities
 - Adding Hope House and Sedona Food Bank to Community Service Providers List and Establishing New Service Contracts for FY27
 - Establishment of a Council Subcommittee for Performance Audit

**SEDONA CITY HALL, 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.

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Page 2, City Council Meeting Agenda Continued

5. Community Engagement Plan and Community Events
6. Transportation Master Plan Review
7. Addition of Sustainability Performance Measures to FY27 Community Service Provider Contracts
8. Review Policy for Maintenance of Substandard Roadways Formerly Owned by County; Current Status of these Roadways
9. Tourism Advisory Board Appointments
10. Council Compensation
11. Council Liaison Assignments

v. Wrap-up

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

Posted: 12/15/2025

By: JC

JoAnne Cook, CMC, City Clerk

Note: Pursuant to A.R.S. § 38-431.02 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 materials 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.

**SEDONA CITY HALL, COUNCIL CHAMBERS
102 ROADRUNNER DRIVE, SEDONA, AZ**

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MEMO

To: City Council
From: Anette Spickard, City Manager
Date: December 15, 2025
Subject: Council Retreat Discussion Topics Suggested by Councilors



Office of the City Manager

As part of the planning for the annual retreat on December 16-18, 2025, I asked you to provide me with the topics you wanted to discuss for policy and/or budget priorities. Listed below are the topics submitted, in no particular order, along with a recommendation from me on how to move the topic forward if there is majority support for the item.

We've dedicated time to this discussion on day three of the retreat at which point we will have discussed your high-level policy priorities, reviewed financial forecast & budgetary information, and identified your legislative priorities. That will set the stage for this closing discussion. Given the time constraints of the day's agenda, I recommend that Councilor(s) who suggested the item provide an overview of their request and answer any clarifying questions, after which the Council can indicate their support for the item to move forward as an agendized topic for action at a future meeting.

Participation in the Verde Valley Wide Homelessness Strategy – Request to add Hope House and Sedona Food Bank to Community Service Provider List - Councilor Dunn

Reviewing the items suggested by the foundation document presented to Council and understanding the concerns and hesitancy of the residents of Sedona, there are very few options in which I believe the community will be willing to participate or consider. Some items, such as contributing to a fund to help keep residents from sliding into homelessness, require more understanding and discussion and should not, in my opinion, be a consideration without understanding the overall Verde Valley wide strategy.

I do not believe the community has any interest in creating a drop-in center, or any additional services already being provided by non-profit organizations already within the community. Based upon this assumption, I would like council to consider adding Hope House and the Sedona Food Bank as current Sedona contributions to help the homeless within the community as service contractors, if those facilities are interested in such a contract. Both facilities focus on helping members of our community as a crisis living center (Hope House) and a basic services provider (Sedona Food Bank). They are both known and accepted within the community. They both have a strong focus on ensuring those being served reside within Sedona, though the food bank has a broader scope that includes Cornville, Village of Oak Creek, and Page Springs. These are communities

neighboring Sedona, which currently do not have their own food bank. I suggest these organizations provide for members of our community and nearest neighbors in the same way the Verde Valley Caregivers Coalition provides for seniors in need throughout the Verde Valley, and the Community Center provides nourishing meals and social activities for those seniors living within the Greater Sedona Area.

Proposal: Consider adding the Sedona Food Bank and Hope House as service contractors, based on their interest in participating

City Manager recommendation: Direct staff to prepare a decision package for the Council to consider during the budget process to include funding for all current Community Service Providers plus the Sedona Food Bank and the Hope House.

Council Subcommittee on Performance Metrics and Independent Auditor – Vice Mayor Fultz, Councilor Dunn, Councilor Furman

This is a phased approach to creating more accountability through greater transparency and providing future councils with the information needed to make the best possible policies and decisions on projects deriving from those policy decisions and priorities. The first area is performance metrics. There are two types of performance metrics: those metrics or performance indicators that assist Council in understanding how well the projects budgeted and in play meet the community goals as set down in the Community Plan, from which should be derived the other various plans (e.g. Sustainability, Transportation, Housing when there is one) and goals of each of the planned Community Focus Areas. These community enabled plans should always be reflective of the Council priorities, and projects within the city boundaries should always be aligned with these various plans.

The policy metrics, dashboards, and reporting cadence should be agreed upon by both the council and the City Manager. There are other administrative goals and preferences that are strictly within the purview of the City Manager and outside the scope of the Council. The City Manager is responsible for managing all performance metrics and reporting. The second area is the creation of an independent auditor function reporting into the Council. The goal of the auditor function is to promote transparency and accountability, building public trust, and confidence in government operations.

Typically, the audit function has these characteristics:

- A formal mandate from the Council
- Organizational independence from other City departments
- Unrestricted access to information, beyond the metrics dashboards and reports
- Stakeholder support (Council, Residents, Staff)
- Adherence to professional audit standards

Proposal:

Phase 1: hire a consultant to work with a council subcommittee and designated members of staff to create a committee determining appropriate performance metrics, including but not limited to: what metrics are typically used within the broader best practices, how the new ERP system could be used to create those metrics and the contents of the associated publicly accessible dashboards, reporting frequencies, etc. Further, this individual should craft the role and capabilities of an independent auditor whose purpose would be to monitor and report to council on whether policies are being met and best practices are being followed.

Note: resident input should be reflected through their elected representatives on council with the council members ensuring transparency regarding the conversations and decisions following A.R.S. § 38-431 and A.R.S. § 38-431.01 wherein Council subcommittees are required to be held as Open Meetings. At the direction of the City Manager, the appropriate staff members may also provide a reporting cadence to the public via appropriate channels.

Phase 2: creation of an office of independent performance auditor whose function would be to hold government accountable, both elected officials and city management; recommend ways to improve services; report how government funds are being spent; assess emerging risks and showcase successes; ensure compliance with policies, laws and regulations; and identify cost savings.

City Manager recommendation: Council should agendaize for discussion/possible action at a future meeting to amend the Council Rules of Procedure to create a Council Audit Subcommittee (phase 1). Direct staff on creation of a decision package to create a budget for the subcommittee's work to bring through the budget process. Recommend the subcommittee, if created, work with our existing external audit firm and the Deputy City Manager/Finance Director on creation of an audit work plan before hiring another consultant. Our external audit firm may be able to perform additional audit services for the city depending on the program or contracts requested to be audited. The city is in the midst of implementing our new ERP computer system which will provide the functionality for performance metrics, dashboards, and enhanced reporting. Council can work with staff on designing reports and dashboards that fit their needs for transparency.

Citizen Engagement and Community Events – Vice Mayor Fultz

"I continue to think about the pre-conference session at the League conference where Engagement was such a significant topic. "Engagement as Infrastructure" a la Casa Grande comes to mind. We have a citizenry that wants to engage with council and staff and have more opportunity to engage with us than what our current council meeting structure allows. We need to come up with more ways to enable our residents, businesses, and other stakeholders to engage and learn about what is coming to council or might be coming to council. Some ideas I have on this:

1. Bi-monthly instead of a Wednesday council work session, have a listening session (need a good name) at the library or somewhere other than council chambers. Have round tables with one council member and one staff member at each table. Advertise the 1 or 2 topics that will be discussed, so there can be real dialogue on key items under consideration at the city. Have some open time as well for the participants to discuss other items of interest.
2. Have a weekly 30-60 minute video podcast to cover city topics and have the podcast accessible from the city homepage. Park City does a 5 days a week radio program like this on their local NPR station.
3. Resident/stakeholder working groups. I think we should look at more opportunities for short term working groups for stakeholders to participate in.
4. I continue to hear people long for more community. My conversations have pointed to a desire for more events that residents wish would come back or might first exist. I'd like to see this explored with a resident/stakeholder working group. Another Park City example is annual community dinner on Main St. I've heard interest for Jazz on the Rocks returning as another example."

City Manager recommendation: A fresh look at ways to engage our public is always a good idea. Included in this packet is a background memo describing the history of Council commissions and workgroups for reference. There is a concern about giving up a Wednesday work session every month as the Council's meeting schedule is normally full each month and will remove the opportunity for other policy or business items to be presented to Council. However, there have been a couple of instances when the Wednesday work session has been canceled for lack of an item. Perhaps a semi-annual formal listening session/town hall could be scheduled without compromising the overall meeting calendar. These sessions would require staff attendance for minutes and public meeting law compliance as there will be a quorum of councilors present. The City's new communications manager starts on December 22nd and has experience with creative public engagement strategies, as well as producing podcasts, so I believe we will be able to come up with a comprehensive public engagement plan for Council to consider and approve, along with any associated budget, at a future meeting. Council could direct staff to bring forward a decision package for the budget process for an enhanced community engagement plan. As for the idea to create more community events, staff can prepare a decision package for Council's consideration during the budget process on what would be needed to build the capacity for creating, sponsoring or partnering on more community events than what is already provided by the City. We have a great team at the Parks and Recreation department and many potential community partners.

Status of the overall Transportation Master Plan- Councilor Hosseini Proposal – staff provide a "reconciliation" of the Transportation Master Plan to Council showing all of the strategies that were adopted, what has been completed, what is yet to be done, and a potential timeline in FY 27 to begin planning for its extension/ new planning.

City Manager recommendation: Direct staff to agendize this status update at a Council work session in lieu of a regular SIM update.

Add sustainability performance measures to the FY 27 service provider contracts – Councilor Hosseini

Proposal – develop sustainability performance measures for inclusion in Community Service Provider Contracts beginning in FY 27

City Manager recommendation – Council provide direction to staff during budget process as to what sustainability measures should be added to the contracts during the review of the decision package(s) for CSP contract renewals. Sustainability department staff can provide recommendations. Council could also ask the Citizens Budget Work Group to provide a recommendation of what sustainability measures should be included in the contracts.

Update on any county owned streets within the city limits dating to annexation in order to understand the city's intent re: repair – Councilor Hosseini

City Manager recommendation – Direct staff to agendize a discussion item at a future council meeting.

Review Council Compensation – Councilor Furman

A strong, effective city council depends on elected officials who can dedicate the substantial time and energy required to serve their community well. In Sedona, council pay has historically been kept low, reflecting both fiscal conservatism and the city's long-standing volunteer spirit. However, the current level of compensation is a practical barrier for many residents. Individuals who are not financially secure, or who cannot afford to take unpaid time away from work, are often unable to consider serving, no matter how committed they may be to Sedona's future.

If we want a council that truly reflects and represents the community it governs, we must make it possible for people from a range of ages, backgrounds, ethnicities, and employment situations to serve. A diverse council brings broader perspectives and richer debates, benefiting all Sedonans. Increasing the pay and benefits for the Mayor and Councilors is one meaningful step toward opening the door to wider participation and ensuring that service on the Council is accessible to more than just those with the financial means to absorb the time commitment.

Potential Process for Reviewing Council Compensation:

- Council establishes preliminary guidelines to help shape the discussion.

- A citizens' committee, operating under Arizona Open Meeting Laws, is formed to study the issue in depth.
- Council reviews the committee's findings and refines the recommendations as appropriate.

City Manager Recommendation: A change to Councilor compensation is accomplished through an Ordinance amendment to the city code and cannot take effect until after the November 2026 election. Council could agendize this discussion for September/October 2026.



City Council Retreat

December 16-18, 2025

DAY 1 – VISIONING & PRIORITY SETTING – 10 AM TO 4 PM

Day 1 will focus on shared visioning and collective priority setting for FY27, facilitated by Jonathan King. This will be a fully collaborative process with Council. There will be no individual presentations from the Leadership Team.

We will spend the day looking ahead to the next year and identifying three core priorities for the City.

The morning will include three brief “state of the city” overviews:

- Current Council Priorities – Anette Spickard, City Manager
- Key Demographic Trends – Tony Allender, Director of Community Development
- Economic Overview – Barbara Whitehorn, Deputy City Manager

Afterward, participants will work individually, in small groups, and then as a whole group guided by Jonathan King, to shape and refine the top three priorities.

End-of-Day Goal

Identify three agreed-upon priorities to guide Day 2’s planning and align staff work for FY27.

DAY 2 – CONTEXT, ENVIRONMENT & BUDGET – 8 AM TO 5 PM

On Day 2, Council will review the current operating environment and financial forecasts.

The Leadership Team will attend the morning session and then reconvene in the Vultee conference room to use this day to outline the work, resources, and actions needed to support the three selected priorities, for report back on Day 3.

DAY 2

Time	Item
8:00 a.m.	Settle-in, BREAKFAST provided
8:20 a.m.	Economic Update
9:00 a.m.	Tourism Update
9:40 a.m.	Expenditure Limitation
10:40 a.m.	Budget Assumptions
12:00 p.m.	LUNCH provided
1:00 p.m.	Budget Models & Zero-Base Budgeting
3:00 p.m.	Council Discussion and Direction on Budget Assumptions

End-of-Day Goal

Confirm budget assumptions for FY27 Budget Preparation.

DAY 3 – BRINGING IT ALL TOGETHER – 8:00 AM to 6 PM

Legislative Priorities and Wrap-up

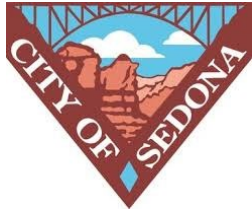
We will focus on bringing the retreat to a close by reviewing and clarifying the work from the previous two days. Staff will present a summary of the selected priorities and begin translating them into action, outlining what implementation will require and how Council and staff will partner moving forward.

DAY 3

Time	Item
8:00 a.m.	Settle-in, BREAKFAST provided
8:15 a.m.	Carryover from Day 2 (if needed); Review Days 1 & 2
8:30 a.m.	Leadership Team Report Back on Core Priorities
10:30 a.m.	Legislative Priorities & Protocols with Kathy Senseman
12:30 p.m.	LUNCH provided
1:00 p.m.	Council Discussion, Direction and Possible Action Items 1. Council Champion Assignments for Core Priorities 2. Western Gateway Master Plan next steps regarding Sedona International Film Festival and other planning activities 3. Adding Hope House and Sedona Food Bank to Community Service Providers list and establishing new service contracts for FY27 4. Establishment of a Council Subcommittee for Performance Audit 5. Community Engagement Plan and Community Events 6. Transportation Master Plan Review 7. Addition of Sustainability Performance Measures to FY27 Community Service Provider Contracts 8. Review policy for maintenance of substandard roadways formerly owned by county; current status of these roadways 9. Tourism Advisory Board appointments 10. Council Liaison assignments
5:30 p.m.	Wrap-up

End of Day Goal

Priorities and budget assumptions set for FY27; Council Champions and liaisons assigned.



**FY 2025-2026
City Council Priorities
Document
Update: December 2025**

Wildfire Preparedness and Community Resilience	1
Circulation Goal (continued from FY25 priorities)	5
Housing Goal	18
Environment and Sustainability Goal	24
Land Use Goal	28
Community Goal	31
Economy and Tourism Goal	32
Other Projects / Initiatives	35

Wildfire Preparedness and Community Resilience

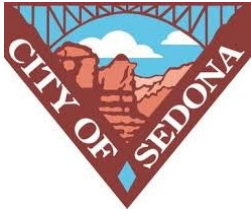
Partner with Sedona Fire District on Firewise program

Project Summary: Because wildfires are a significant concern for the City, a collaborative effort among Community Development, Public Works, Sustainability, and the Sedona Fire District is strengthening wildfire preparedness and resilience. The initiative will focus on educating the public about Firewise practices, actively engaging HOAs, and developing programs to help offset the costs of removing dead or hazardous trees.

Another important aspect involves working with the insurance industry to recognize Firewise programs and maintenance as an effective measure for reducing wildfire risk and supporting the continued insurability of Sedona residents' homes.

Timeline: This will likely be an ongoing program that, if successful, will expand in scope and duration. Starting in FY26, budgeted funds will support the services of a certified arborist to assess and identify dead or hazardous trees, and to provide subsidies for their removal.

Updates: Discussions between the departments and educational programs for our residents have already begun. Several City staff are Firewise-certified, enabling them to provide on-site inspections and advice to our residents and business owners. A total of 10 staff members across three departments (Public Works, Community Development, and Sustainability) are now Firewise Certified. As of October 16, 2025, Code Enforcement is working with a resident and their neighbor to determine eligibility as the first applicants in our Tree Removal Program. Legal is reviewing the Tree Removal Program Application, as well as the program policy and procedures, in anticipation of the program's commencement. There is one confirmed case and a second possible case, which will be approved for the program once legal clears us to start. Additionally, staff have received information and application documents for Yavapai Fire Wise grants to fund subdivisions that wish to remediate issues to gain subdivision-wide Fire Wise Certification, and will be meeting with representatives of one of our subdivisions in the very near future to try to get them in the program.



**FY 2025-2026
City Council Priorities
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Update: December 2025**

The Sedona Fire District has invited the City of Sedona to participate in a regional Community Wildfire Protection Plan (CWPP). Having an approved CWPP can influence and prioritize future funding for hazardous fuel reduction projects, including where and how federal agencies implement them. The CWPP will work in conjunction with Firewise efforts to create better fuel management across both public and private lands.

Completed: Two Firewise workshops were held at the library, and a multi-agency event was held at the SPAC. The Sedona Fire District held Firewise training and certification on September 25, 2025, with multiple City staff members completing accreditation through this collaborative program. Community Development staff have met with various area Insurance Agents from different Insurance companies to determine Insurance industry criteria for assessing properties in Sedona and better understand how our program can help our residents.

Staff Lead: Steve Mertes, Assistant Director of Community Development

Upgrade the police radio communications system.

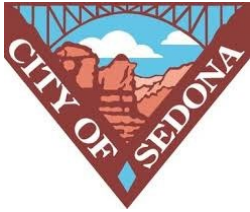
Project Summary: The Sedona Police Department, in partnership with the Sedona Fire District, has contracted with Zetron Inc. to replace the current radio infrastructure and convert to a P25 digital radio system. This project includes the installation of additional equipment sites, which will enhance reception and coverage, meeting not only the functional and operational needs of officers but also significantly improving emergency response capabilities.

Timeline: City Council approved the linking agreement between the City and Zetron, Inc. on April 8, 2025. Site buildouts and equipment installation began on July 1, 2025, with project completion estimated within FY26 and a projected cutover date of July 1, 2026.

Updates: A project kickoff meeting was held via Zoom on July 21, 2025, with representatives from the Sedona Police Department, Zetron, and the Sedona Fire District. Ongoing coordination continues as the project prepares for site construction. The team meets biweekly to discuss progress and project updates. The due date for shipment of the equipment and the start of build-out is projected for December 31, 2025. Project engineers are working on antenna sweeps at all remote sites. Recent project enhancements that will expand coverage limitations in critical areas and improve operational flexibilities have been identified. These enhancements will be presented to the City Council for review at one of its January 2026 meetings.

Completed: Pre-construction work continues. Frequencies search and coordination have been completed, and licensing requirements have been submitted for FCC approval.

Staff Lead: Erin Loeffler, Police Support Services Manager



**FY 2025-2026
City Council Priorities
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Create a dedicated emergency management coordinator position.

Project Summary: The Sedona Police Department requested the addition of a full-time position to its current staff, dedicated to emergency management coordination. Some of the duties assigned to the position of Emergency Management Coordinator/Manager include serving as the liaison between the city and both county emergency management departments, fire districts, and the Forest Service to coordinate efforts, providing community education through engagement, and managing intergovernmental agreements and mutual aid contracts.

Timeline: Funding for this position was approved to begin in FY26. Proactive recruitment efforts began on July 1, 2025, with the position expected to be filled within approximately 45 days of candidate selection, following interviews, background investigations, and onboarding.

Updates: The Police Department has collaborated with Human Resources to develop the job description and salary range. Recruitment is now underway, with hiring and onboarding for this position anticipated in the first quarter of FY26. An offer has been made and accepted, and the applicant is in the background process with an expected start date of November 2025.

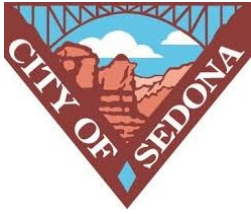
Completed: Chance Wnuck started his employment with the City of Sedona on Monday, November 17, 2025. Chance was introduced to the council and community at the council meeting on Tuesday, November 25.

Staff Lead: Stephanie Foley, Chief of Police

Install the Uptown emergency alert system in partnership with Coconino County.

Project Summary: Over the course of the past two years, the Sedona Police Department has been working towards the implementation of an Emergency Siren System in Uptown Sedona in partnership with Coconino County Emergency Management (CCEM). CCEM secured a federal (FEMA) grant of \$269,200 to fund the design, construction, administration, and associated costs for the first year of this project. Uptown Sedona has been identified as the ideal location to implement the siren program, as it generally has a higher concentration of tourists, who may not be alerted during an emergency situation through Nixle, Sedona's emergency notification system. It is estimated that the funding will cover the installation of four sirens in optimal locations, as determined by the selected vendor.

Timeline: The grant has been awarded, and the solicitation process for the project vendor is underway. Proposals have been evaluated, and negotiations with a vendor have commenced. Locations for the sirens are currently under consideration. Once these locations are determined, Environmental and Historical Preservation reviews (as required by FEMA) will begin. This process is expected to take approximately 10-11 months, after which installation of the sirens will begin.



**FY 2025-2026
City Council Priorities
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Update: December 2025**

Updates: Ongoing updates will be provided by the Chief of Police and (once hired) the Emergency Management Coordinator. The vendor solicitation process is complete. The vendor will conduct a siren and site test at the end of October 2025, and a presentation with results will go to Council in November. The communications team will notify the committee before the siren test is conducted.

Chance Wnuck was hired and started with the City of Sedona on November 17, 2025.

A siren test was conducted at three potential site locations to determine sound quality and the distance at which sound frequencies are audible. An online survey was sent out to the community to get feedback on the siren test. The vendor, Genasys, compiled this information. A Genasys representative, along with Tim Carter (CCEM), Chief Foley, and EM Coordinator Chance, will give a presentation to the council on December 9, 2025. This presentation is for the council to consider approval of two recommended siren site locations. After authorization for locations, installation will begin and is estimated to be done by June 30, 2026, to fulfill the requirements of the grant.

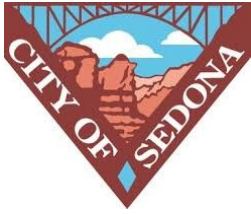
Completed: Program projected to be completed by the end of summer 2026.

Staff Lead: Stephanie Foley, Chief of Police

Public outreach to increase individual awareness and preparedness

Project Summary: The City of Sedona has consistently prioritized increasing awareness and education about emergency preparedness to better prepare its citizens and visitors and protect them. One of the city's significant accomplishments has been the creation and implementation of the Sedona Evacuation and Re-Entry Plan – an all-hazards life and safety response plan that establishes city officials' and partner roles and responsibilities during evacuation and re-entry operations. This plan was recently translated into Spanish to extend its reach and educate a broader segment of our city's population. Additionally, we have requested that a full-time Emergency Management Coordinator position be added to the city staff. This position would be responsible for public outreach and education on emergency preparedness. The Emergency Management Coordinator would also ensure that alert systems are up to date and properly functioning and would provide presentations to the community to promote proactive approaches to personal preparedness. The city is also dedicated to producing and distributing Sedona-specific educational materials (brochures, handouts, swag, etc.) to localize and deepen our public engagement efforts related to emergency preparedness and awareness. One recent example of this distribution of materials was at the April 2025 Fire District's community meeting, which the City played a supportive role in.

Timeline: The Evacuation and Re-Entry Plan has been completed, and although awareness and preparedness efforts are ongoing, we anticipate that these efforts will intensify over the course of FY26 with the addition of the Emergency Management Coordinator position.



**FY 2025-2026
City Council Priorities
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Update: December 2025**

Updates: The Police Department and Human Resources have developed the job description and salary range for the new position, and recruitment is now underway. The Chief of Police will provide ongoing updates and, once hired, the Emergency Management Coordinator.

Over 60 applications were received, and interviews were conducted. One individual was selected and moved into the background in late October 2025.

Chance Wnuck completed the background phase. Chance was hired and started on November 17, 2025. He has begun reviewing current EM documents and preparing updates to the Evacuation and Re-Entry Plan, Preparedness Guide, and other documents.

Chance is working with the Communications team to have a monthly awareness video to be promoted on social media platforms to enhance public outreach. He will look for other opportunities to attend community meetings and spread awareness in hopes that our community increases its preparedness for when an emergency occurs.

Chance is conducting an internal review of training for all PD personnel and pushing out refresher training to be completed before January 2026. Chance will hold both a PD and a City tabletop exercise by June 30, 2026.

Completed: Evacuation and Re-Entry Plan completed and translated into Spanish; ongoing education and outreach efforts underway.

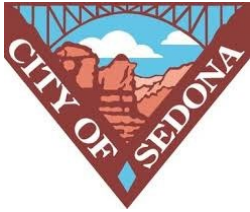
Staff Leads: Stephanie Foley, Chief of Police and Emergency Management Coordinator, Chance Wnuck

Circulation Goal (continued from FY25 priorities)

Implement traffic mitigation improvements identified in the Sedona In Motion plan

The Sedona In Motion (SIM) program includes the strategies developed in the 2018 Transportation Master Plan. The main strategies of SIM include the following:

- SIM-1 – Uptown Roadway Improvements
- SIM-2 – Uptown Pedestrian Improvements
- SIM-3 – Uptown Parking Improvements
- SIM-4 – SR 179 Improvements
- SIM-5 – Major Roadway Connections
- SIM-6 – Neighborhood Street Connections
- SIM-7 – Enhanced Transit Service (local traffic)
- SIM-8 – Enhanced Transit Service (visitor traffic)
- SIM-9 – Neighborhood Vehicles
- SIM-10 – SR 89A/West Sedona Access Improvements
- SIM-11 – Bicycle and Pedestrian Improvements



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- SIM-12 – Traveler Information

SIM-1 – Uptown Roadway Improvements

SIM 1A Uptown Southbound Improvements

Projects Summary: The project primarily involved adding a second southbound lane, median improvements, and roundabouts at Jordan Road and Owenby Way. The project was completed in 2020.

SIM 1B Uptown

Project Summary: The project is substantially complete. On March 22, the Council approved a change order to fund additional pavement rehabilitation work. This work was completed in June.

Traction traffic data continues to confirm that the zipper merge is regularly effective and has maximized vehicle storage capacity, reducing conflicts at the Y Roundabout.

Pending improvements (now completed):

- Repair tension cracking in SUP panels – completed.
- Pavement prework – completed.
- Mill and fill pavement – completed.
- Replacement of concrete seat wall cap – completed.
- Installation of new interpretative panels – completed in collaboration with the Historical Preservation Commission, Heritage Museum, Public Works, Community Development, Arts and Culture, and City Manager's Office staff.

This meets City and ADA standards and includes the Call of the Canyon Sculpture. Nine of ten panels along the View Walk are complete, with the final panoramic panel (center location) now in final fabrication. A grand opening of the completed View Walk is expected in early 2026.

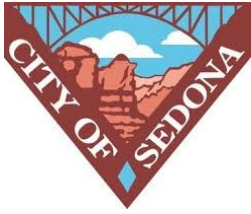
Completion Percentage: 99%

SIM-2 – Uptown Pedestrian Improvements

Projects Summary: There are currently no active projects under this strategy.

SIM 3A Uptown Parking Garage

Projects Summary: McCarthy Building Company has full control of the site and has ramped up efforts to complete underground structure features. The shotcrete-stabilized wall system and site excavation/subgrade work are now complete. Followed by the vertical elements, such as foundations



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for the columns and the elevator shaft, are constructed with underground utility infrastructure. Then, by the basement level columns, floor slabs, interior ramp walls, and masonry construction of the elevator shaft and exterior perimeter walls. Currently, the second-floor/street-level concrete decking and columns, including sleeving and conduit placement for mechanical/electrical/plumbing systems, are under construction.

Schedule:

Upcoming work for the next 4 months includes the following:

1. Complete Third/Top Level Decking.
2. Completion of All Support Columns.
3. Completion of Deck Ramps
4. Start Interior Garage Buildout (Masonry Walls, Topping Slabs, Finishes, MEP, etc).
5. Start/Complete Exterior Striated Walls (Exterior Architectural Walls at East and West Ends of Garage).
6. Start Elevator Construction.
7. Start Site Stormwater Drainage/Management System.
8. Start Utility Service Connections.
9. Start Fire Sprinkler System.

The latest completion date is May 2026.

Staff Lead: Bob Welch, Associate Engineer

SIM 3D East Forest Road Improvements

Project Summary: The design is 90% which includes public outreach for input and support. Upon gathering information on right-of-way alignment, property corners, drainage, and utility locations, we are now entering the design phase of the roadway, which includes a shared-use path running alongside it. The design began in February, with the final design package due in October. The construction bid and award are to follow. Breaking ground for construction in early 2026 is expected to take three to four months. Emphasis will be on allowing free-flow traffic during Spring Break.

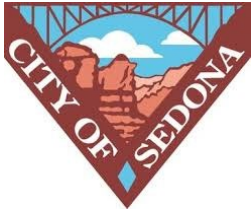
Staff Lead: Bob Welch, Associate Engineer

SIM-4 – SR 179 Improvements

SIM 4C Pedestrian Crossing at Oak Creek

Project Summary: Construction of the main project was complete in 2024. Median barriers and crosswalk improvements are currently in the design and permit review process with ADOT. The bid process will begin once the permit is issued, presently expected later this winter.

Staff Lead: Kurt Harris, Director of Public Works



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SIM 4E Ranger / SR179 Intersection Improvements

Projects Summary: Design funding for FY27.

SIM 4F 'Y' Roundabout Adaptive Signals

Project Summary: This project offers a relatively low-cost yet high-impact solution to reduce congestion. By maintaining free-flow conditions at the roundabout, the metering system creates vehicle gaps and prevents unnecessary stops. The final report memo summarizes results from five metering tests conducted during peak holiday visitation, confirming improved traffic flow and measurable reductions in travel time. An encroachment permit application has been submitted to ADOT, accompanied by the report memo, for approval to proceed with design and construction in FY26. A key finding indicates that metering must begin before the roundabout reaches saturation to achieve optimal effectiveness. The current design contract extends through winter, with installation planned for spring/summer of FY26.

Staff Lead: Kurt Harris, Director of Public Works

SIM-5 – Major Roadway Connections

SIM 5A Portal Lane to Brewer Road Connection

Project Summary: The concept design is complete, with construction funding programmed for FY26. The project aims to reduce congestion along SR179 by directing vehicles exiting the Tlaquepaque parking lot onto Brewer Road for West Sedona and Uptown destinations. The preferred alternative, a single-lane bridge over Soldiers Wash, has received concurrence from Tlaquepaque partners to improve parking circulation and overall traffic flow. Two concept revisions have been shared to date, with a third currently in progress as part of ongoing coordination with property owners. Those property owners are in the concept phase of improving their parking lots, which will incorporate controlled access features. The City's project will proceed independently and is anticipated to be completed before the property owners' parking lot improvements in FY26. Meetings continue with City staff and Tlaquepaque representatives to review outstanding issues and advance the project.

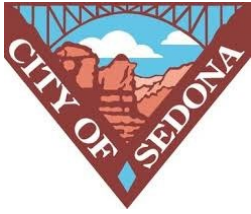
Staff Lead: Kurt Harris, Director of Public Works

SIM 5B Forest Road Connection

Project Summary: Forest Road is open! The ribbon-cutting ceremony was held in May 2025. Final close-out efforts are ongoing between the contractor, the city, and an adjacent private landowner.

Completion Percentage: 99%

Staff Lead: Bob Welch, Associate Engineer



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SIM-5D Ranger/Brewer & SIM-5E Forest/Ranger/SR89a Intersections with Ranger Extension

Projects Summary: These projects are classified as “imperative”, or “must-do,” improvements that will enhance connectivity around the Y Roundabout. Completion of the Forest Road Connection (SIM-5B) and the under-construction Parking Garage (SIM-3A) will work in tandem with the planned Shared Use Paths to improve access, enable convenient parking, and strengthen multimodal connections for pedestrians and cyclists throughout the commercial areas. The projects also emphasize the optimal location for a future Transit Hub.

Both designs are 100% complete, positioning them as shovel-ready and strengthening competitiveness for construction grant opportunities. This readiness allows the City to pursue value engineering through alternative analyses and explore potential economies of scale—adjusting construction footprint, sequencing, or phasing to maximize available grant funding and connectivity benefits, even if only one project advances initially.

The remaining efforts focus on value engineering to reduce costs and improve constructability, as well as on securing right-of-way (ROW) and temporary construction easement (TCE) agreements that achieve mutually beneficial outcomes for the City and adjacent landowners. Although both grant applications were unsuccessful for FY26, construction will proceed once funding becomes available.

Completion Percentage: 100 for design only

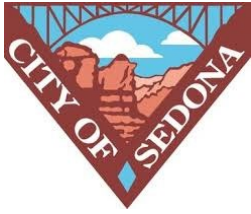
Staff Lead: Kurt Harris, Director of Public Works

SIM-6 – Neighborhood Street Connections

Project Summary: There are currently no active projects under this strategy. An online budget survey was completed as part of the FY26 budget preparation process. Respondents were asked if they supported neighborhood street connections. The results indicated 56% were opposed. At the request of specific neighborhoods, a few connections are being reviewed by staff to determine their benefits and potential impact on emergency response/evacuation. No projects are currently budgeted.

SIM-7-9 – Transit

Projects Summary: Please see transit priorities covered below under “Public transit system enhancements.”



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SIM-10 – SR 89A/West Sedona Access Improvements

SIM 10A SUP SR89A from Pinon to Dry Creek and SUP Dry Creek from SR 89A to White Bear

Project Summary: Design is currently underway with the project consultant. The design includes an expanded stormwater component to mitigate localized flooding affecting adjacent commercial properties and to accommodate the additional right-of-way required for bicycle lanes.

Staff Lead: John Hall, Associate Engineer

SIM-11 – Bicycle and Pedestrian Improvements

Project Summary: The shared-use path network across Sedona is also known as the Sedona Trails & Pathways System (ST&PS). More information can be found on the webpage located here:

www.sedonaaz.gov/stps

SIM-11m Dry Creek SUP from Gringo to White Bear

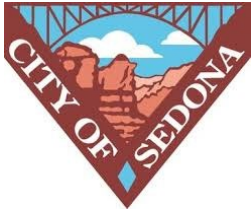
Project Summary: The construction contract has been approved by Council, and the Notice to Proceed has been issued. The project kickoff meeting has taken place, and clearing and grubbing activities are largely complete. Culvert installation is underway, and all critical permanent easements have been secured. Construction is on schedule and expected to be completed in spring 2026

SIM – 11n Andante SUP

Project Summary: Permanent easements have been secured, and construction is underway following the Notice to Proceed. Clearing and grubbing activities are in progress; fiber-optic conduit has been installed; and concrete forming and pouring have begun at the north end of the project. Culvert installation near Circle K is also underway. Construction is on schedule and expected to be completed in spring 2026.

SIM-11p Brewer Rd SUP

Project Summary: Design is being completed under an ADOT grant. The City applied for a Transportation Investment Act (TIA) grant for construction, requiring a 5.7% local match, and has been awarded



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\$2,628,411 to support construction costs. An intergovernmental agreement (IGA) for the grant will be presented to Council in early 2026.

SIM – 11q Shelby II SUP

Project Summary: Design is nearly complete and has achieved ADOT and Federal approval. City Council approved the allocation of funds on August 12, 2025, and payment has been transmitted to ADOT. Bidding is anticipated to occur in spring 2026.

SIM-11s Little Horse SUP

Project Summary: The construction contract was approved by the City Council, and a kickoff meeting was held in July 2025. City and Forest Service staff completed the final construction review; the project is now complete.

SIM- 11t Coffee Pot SUP

Project Summary: The project is currently in design. Although the RAISE Grant application was not awarded, coordination with utility providers has begun, and communication with adjacent property owners regarding required and temporary construction easements continues. Construction is planned for FY27.

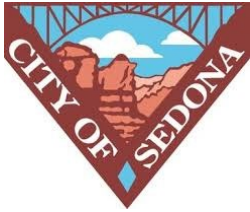
SIM – 11u Navoti State Land

Project Summary: This project is in the design process.

Staff Lead (All SIM-11 projects): Sandy Phillips, Assistant Director of Public Works

SIM-12 – Traveler Information

Project Summary: ADOT is fully funding this project, and the State Transportation Board awarded the construction contract on May 16. The contractor received the Notice to Proceed on June 18. Field construction will begin once ADOT finalizes the revised schedule, which depends on long-lead electronic components.



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A new Dynamic Message Sign (DMS) will be installed on northbound I-17 near the General Crook Trail interchange (milepost 285.1). This sign is one of several being installed between Sunset Point and Flagstaff.

The sign will display real-time travel times to Sedona, helping drivers choose between the SR 260/SR 89A route or SR 179, and will also include wrong-way driver detection technology. The project supports the State's rural broadband initiative ("Digital Highways to the Digital Deserts") and is intended to reduce congestion by giving motorists better, real-time information.

Staff Lead: Kurt Harris, Director of Public Works

Public transit system enhancements

1st priority is Micro transit and Shuttle expansions

These transit services are a key component of Sedona's broader strategy to manage tourism impacts, reduce carbon emissions, and enhance residents' quality of life. Without continued investment, Sedona risks worsening congestion and environmental degradation.

Sedona Shuttle Trailhead Transit Service

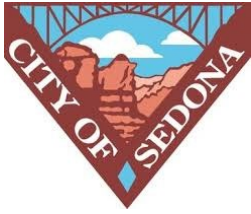
Project Summary: The Sedona Area Transit Implementation Plan outlined a seven-year strategy to improve mobility, reduce traffic congestion, and protect natural resources. The city launched the Sedona Trailhead Shuttle Program in March 2022, marking the first phase of its public transportation system.

The Trailhead Shuttle operates from three park-and-ride lots and serves five popular trailheads: Cathedral Rock, Little Horse, Soldier's Pass, Dry Creek, and Mescal. Service runs Thursday through Sunday, 7:00 a.m.–5:30 p.m., with daily operations during peak holiday periods. By March 2025, the program had surpassed 1 million rides, significantly reducing illegal parking and congestion at trailheads.

Timeline: Staff collaborates closely with the Sedona Transit Advisory Committee (STAC) and the U.S. Forest Service (USFS) to monitor the performance and effectiveness of the Trailhead Shuttle program. Monthly meetings are held with both the Trailhead Shuttle Parking and Trails Planning Committee, including a USFS representative, to review trailhead access, parking conditions, operational challenges, and opportunities to improve route efficiency and enhance service. Additionally, STAC meetings focus on transit performance metrics, community and hospitality partner outreach strategies, and public engagement to ensure the system continues to meet the evolving needs of both residents and visitors.

Updates:

5/2025 - As of April 30, 2025, the Sedona Shuttle system recorded 1,069,712 passenger boardings since launch.



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7/2025: FY25 annual ridership reached 358,813 rides, the highest since inception and a 2.74% increase over FY24.

8/2025: Due to high summer heat, Route 11 (Dry Creek/Mescal) was temporarily modified to reduce afternoon hiking risk. Regular service resumed September 4. Route 12 (Dry Creek/Mescal) out of Posse Grounds Park and Ride was suspended in August due to low performance, as higher-frequency service on Route 11 better served demand. The USFS and City will pilot a 30-minute frequency on Soldier's Pass (Route 14) this fall and are analyzing alternatives for Route 12.

12/2025: Implementation of the six-month, 30-minute frequency pilot on Route 14 is still in progress due to the furlough of key USFS staff in October. Route 12 remains suspended as riders continue to rely on the more frequent and productive service offered by Route 11 from the West Sedona Park and Ride.

Completed: Service launched March 2022; As of October 31, 2025, total ridership of 1,184,160 since service inception.

Staff Lead: Amber Wagner, Transit Administrator

Sedona Shuttle Connect On-Demand Microtransit Service

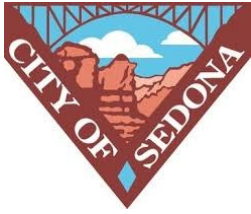
Project Summary: To further address traffic and accessibility gaps, the city launched Sedona Shuttle Connect in August 2024—an on-demand, app-based transit service offering shared rides within a defined service area, including West Sedona, Uptown, Tlaquepaque area, and the Hillside area. Initially operating Thursday through Sunday, 6:00 a.m.–5:30 p.m., the service expanded to daily operations and extended hours to 8:30 p.m. during spring break, when the community experiences high visitation.

Microtransit has filled a critical transportation gap for both visitors and residents, offering convenient, car-free mobility and reducing vehicle miles traveled.

Timeline: Staff continue to actively monitor and fine-tune the service to ensure it meets the mobility needs of both residents and visitors. Ongoing evaluation includes analyzing key performance metrics, such as ridership trends, wait times, and service coverage. The Sedona Transit Advisory Committee (STAC) plays a central role in this process, with regular meetings dedicated to reviewing system performance, gathering community and hospitality partner feedback, and refining outreach and engagement strategies to maximize service effectiveness and public awareness.

Updates:

5/2025 - As of Sunday, April 27, 2025, the Sedona Shuttle Connect on-demand service has been in operation for 174 days since its launch on August 22, 2024. During that time, the service has completed 6,330 trips and transported 11,673 passengers. While the service returned to its regular Thursday–Sunday schedule after spring break, the extended evening hours will continue through June to support ongoing marketing and outreach efforts to increase awareness and ridership.



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7/2025 - As of July 2025, Sedona Shuttle Connect has provided 14,396 rides since launch. A Community and Hospitality Partners Outreach Campaign was implemented during the summer of 2025, offering free ride coupons distributed through local hotels, concierges, and business and community partners. Over 230 coupons were redeemed within two months, reflecting strong community and visitor engagement.

9/2025 - Staff are working with the Chapel area neighbors (including the Mystic Hills) volunteer team to develop a Connect service pilot in this area. Outreach, service design, and input collection are underway, with a pilot launch scheduled for October/November 2025.

The next potential expansion area is the area North of Sanborn, anticipated for Spring 2026, following evaluation of the Chapel area pilot.

12/2025 - The Connect Service expansion to the Chapel/Mystic Hills neighborhood was launched on November 6th, 2025. The expansion area has been fully integrated into the Connect operating zone and is functioning as a seamless part of the microtransit network. Staff are actively monitoring performance by geographic zone to identify early trends and prepare for service adjustments in early 2026. The pilot is expected to continue through Winter and Spring 2026, after which a full evaluation will determine long-term service recommendations. The next potential expansion area, north of Sanborn, remains planned for Spring 2026, pending results from the Chapel pilot. Coordination with the Chapel and Mystic Hills neighborhood volunteer team continues to be instrumental, supporting education, outreach, and early troubleshooting within the new service area. Updated performance data and early pilot findings will be presented to STAC during the first meeting cycle of 2026.

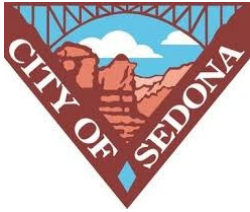
Completed: Service launched August 2024; expanded operations during Spring 2025; extended evening hours; community and hospitality partner outreach campaign completed; Chapel/Mystic Hills service pilot launched November 6th, 2026.

Staff Lead: Amber Wagner, Transit Administrator

2nd priority is the Review and Refresh of the Transit Implementation Plan

The Sedona Area Transit Implementation Plan outlined a seven-year strategy to enhance mobility, reduce traffic congestion, and protect the region's natural resources. As part of this phased approach, the city launched the Sedona Shuttle Trailhead Shuttle Program in March 2022, followed by the introduction of a microtransit on-demand service in August 2024.

Recognizing that community needs, travel patterns, and demand continue to evolve, the implementation plan is intended to remain flexible. Ongoing evaluation of each phase—including service performance, community partnerships, and user demand—will inform future decisions and adjustments



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to ensure the transit system remains responsive, efficient, and aligned with Sedona's broader mobility and sustainability goals.

Uptown Circulator Study

Project Summary: This study will evaluate the feasibility of a future fixed-route circulator shuttle connecting the new parking garage with key visitor destinations, including Uptown, Tlaquepaque, and the Hillside shopping center. The study will also review existing transit services to identify opportunities for improved connectivity and system integration. The overall goal is to promote a seamless "park once" experience, enabling visitors and residents to easily access major activity centers without the need to drive between them.

Timeline: Completion - Spring FY 2026

Updates:

9/2025 - Project underway; ongoing updates to Council and stakeholders. Current efforts focus on testing the feasibility of potential circulator options and receiving feedback from residents, visitors, employees, and businesses through surveys, small-group interviews, and a public workshop. Input will help determine demand, preferred routing, and integration opportunities with existing services.

12/2025 - Data analysis and route alternatives were presented to STAC in November for initial review, with strong engagement and constructive feedback from committee members. Detailed analysis continues, with draft recommendations and findings on track for completion in January–February 2026. The final Uptown Circulator Study, including implementation recommendations, funding considerations, and phasing options, is expected to be presented to the City Council in February 2026.

Completed: Project initiation, consultant contract with AECOM executed, preliminary data collection, and initial stakeholder engagement launched (Summer 2025).

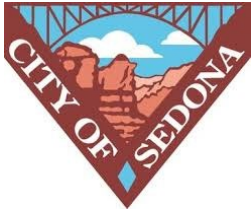
Staff Lead: Amber Wagner, Transit Administrator

Transit Maintenance & Operations Facility

Project Summary: The city is currently in the design phase for a proposed Transit Operations and Maintenance Facility, which will be constructed based on available grant funding. This facility is a crucial component of the City's long-term transit strategy and essential to supporting a safe, efficient, and sustainable low- to zero-emission transit fleet.

Timeline: Tentative Completion - August 2026

Updates: We have received 30% design drawings from Kimley-Horn for the future facility near the Wastewater Treatment Plant, including preliminary site, building, and water-use feasibility designs



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confirming the use of reclaimed water for bus washing, landscaping, and fire protection. A potable water well source with IT improvements is to be addressed through wastewater.

Completed: Consultant contract executed; project kickoff held; site layout design is underway.

Staff Lead: Amber Wagner, Transit Administrator

Focus on building neighborhood connections as part of multi-modal improvements and emergency access.

SIM-6 Neighborhood Connections

Project Summary: Lack of support has resulted in this effort being on-hold. Staff are considering the feasibility of a couple of connections at the request of the neighborhoods to demonstrate the benefits of connectivity and access. No projects are scheduled for implementation or construction at this time.

Implement parking management plans and enforcement strategies.

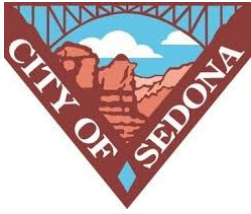
Project Summary: This project includes the development and implementation of a comprehensive parking management system for Uptown. Key components include construction of the new Uptown parking garage; evaluation of a potential residential parking permit program; coordination with businesses to explore dedicated employee parking options; development of updated parking fee structures; integration of technology improvements to enhance parking operations and efficiencies; and assessment of potential parking lot integration and consolidation strategies to improve overall system performance and access.

Timeline: Planning, development, and outreach ongoing through calendar year 2025, with phased implementation beginning in early 2026.

Updates: Athena Partners Strategy Group initiated work in the Summer of 2025 and is assisting with efforts.

10/2025: Key progress included finalizing public outreach and data collection strategies, developing rollout plans (mailer, STR email, door-to-door engagement), and preparing outreach FAQs and materials. Athena also advanced garage technology recommendations and is currently working on dynamic fee structure modeling.

12/2025: City Staff and Athena Partners Strategy Group advanced development of an RFP to support a pilot parking management program and future integration with existing City-managed parking, including technology, occupancy monitoring, payment, and enforcement components. A second round of Uptown outreach is scheduled for December 11, with separate open house sessions for businesses and residents to review proposed parking strategies—including the potential residential permit program, garage integration, employee parking options, and parking lot consolidation considerations and gather targeted



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feedback before final recommendations are prepared. Internal capacity was strengthened with the onboarding of the new Parking Administrator on December 1. Athena continues to refine dynamic pricing models and finalize engagement materials to support the next phase of project development.

Completed: Project initiation, preliminary outreach, and data collection framework finalized, garage technology recommendations and fee modeling development, draft engagement materials prepared. The new parking administrator started on December 1st, 2025.

Staff Leads: Amber Wagner, Transit Administrator, and David Velasco, Parking Administrator

Congestion Management

Project Summary: Over the past decade, the City has experienced increased tourism, resulting in increased traffic at the Y roundabout.

Status: The SPD will continue to assist the Public Works Department by conducting traffic control details at the Y intersection during high-tourist times until the adaptive signals can be procured and installed.

Timeline: Traffic control detail will continue until the adaptive signals are installed in the summer of FY26.

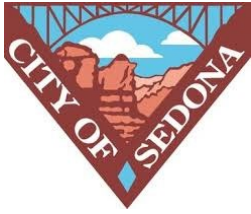
Staff Leads: Chris Dowell, Police Commander, and Kurt Harris, Public Works Director

Traffic Safety and Enforcement

Project Summary: The Sedona Police Department has been approved to add three motor officers (a sergeant, an officer, and a commercial vehicle inspector), who will form a dedicated motor unit to enhance traffic safety, educate the community on safe driving behavior, and provide traffic enforcement city-wide.

Status: Internal recruitment for the three motor officers began in the first quarter of FY26, and recruitment and training for three new officers to backfill those vacancies are/is ongoing. This process will take 4-9 months, depending on the new hire and recruitment process.

Staff Lead: Heather Penner, Police Commander



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Housing Goal

First Priority

Complete construction of already approved projects to create housing units with rents affordable for residents with up to 120% of the average median income.

Villas on Shelby

Project Summary: The Villas on Shelby is a 30-unit multifamily housing development located at 2250 Shelby Drive. The project features a mix of one- and three-bedroom units, serving households with incomes up to 60% of the Area Median Income (AMI). The development utilizes 4% Low-Income Housing Tax Credits (LIHTC) along with tax-exempt bond financing. The project is supported by a long-term ground lease with the City, a \$2.25 million loan from the City, \$5 million in funding from the Arizona Department of Housing (ADOH), and additional private funding sources.

Timeline: April 28, 2025 - City Council approved the ground lease. May 9, 2025- Financial closing completed. June 2025- Groundbreaking ceremony (date to be confirmed). June 2026 (Projected)- Construction completion. July-August 2026- Lease-up period to begin. Fall 2026- Grand Opening event planned.

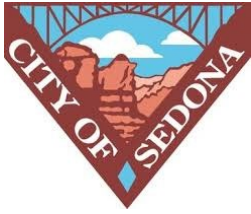
Updates: Building permits have been issued, and a groundbreaking ceremony took place in June. 8/25: Construction is ongoing: buildings are framed. It is anticipated that the contractor will be scheduling the start of their rough inspections by the end of October 2025. The first two floors have passed their Rough Framing Combo inspections and are in various stages of insulation and drywall installation. As of December 1, staff has a list of 76 interested households, which will be passed on to the property management company when they are ready to begin accepting applications. The project is anticipated to be completed in the Summer of 2026.

Completed: Council approved long-term ground lease—financial closing, including City loan, ADOH funding, and private investment. Construction is ongoing.

Staff Lead: Tony Allender, Director of Community Development

Jackson Bennet Landing

Project Summary: Jackson Bennet Landing, located at 2411 West State Route 89A, is a proposed 30-unit multifamily housing development situated on City-owned land. The project includes a mix of one-, two-,



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and three-bedroom units, intended to serve households earning up to 60% of the Area Median Income (AMI). If awarded funding, the development will utilize 9% Low-Income Housing Tax Credits (LIHTC) through the Arizona Department of Housing (ADOH). City Council selected HS Developers to submit 9% LIHTC application to ADOH for a 30-unit multifamily housing development. The application was submitted to ADOH on April 1, 2025. Awards to be announced June 2, 2025.

Timeline: March 11, 2025- Council selected HS Developers to advance a 30-unit proposal for 9% LIHTC submission. April 1, 2025-LIHTC application submitted to ADOH. June 2, 2025 (Expected) ADOH to announce 9% LIHTC award decisions. PENDING: Plan design, review, approvals, and permitting (following award). The financial closing and construction timeline will be confirmed post-award.

Updates: June 2025 - The project was not selected for a 9% LIHTC award. The future use of the site and next steps are pending further policy direction.

Completed: Developer selection by City Council. LIHTC application submission to ADOH. PENDING: LIHTC award notification from ADOH (expected June 2, 2025). PENDING: Plan design, review, approvals and permitting (following award). The financial closing and construction timeline will be confirmed post-award. PENDING: The project was not awarded the funding. The future use of the site and next steps are pending further policy direction.

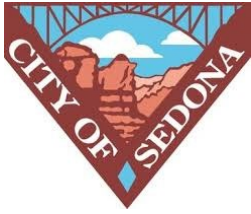
Staff Lead: Tony Allender, Director of Community Development

Sunset Lofts

Project Summary: The Sunset Lofts, located at 220 Sunset Drive, is a proposed 46-unit multifamily housing development situated on City-owned land. The project was initially envisioned to serve households earning up to 120% of the Area Median Income (AMI), with a mix of one- and two-bedroom units. However, the final composition of income levels and unit types may evolve in response to future developer proposals, funding strategies, and community input.

Initially proposed by a private multifamily housing developer, the project faced significant financial challenges due to rising construction costs. As a result, the developer requested additional city funding beyond the initial estimate. When the developer failed to meet required building deadlines, the land and architectural plans reverted to the City under the terms of the development agreement.

Timeline: 2022- Initial proposal submitted by a private multifamily developer. Early 2023- Project planning and review advanced. Late 2023: Rising construction costs created a funding gap, prompting the developer to request additional city support. The project was not recommended to move forward. Early 2024-Developer failed to meet key building deadlines; development rights reverted to the City. Spring 2024 – The city regained control, including the architectural plans. November 2024 - The city



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issued a Request for Proposals (RFP) to identify a new development partner. August 2025: The project was subsequently discontinued. The future use of the site and next steps are pending further policy direction.

Staff Lead: Tony Allender, Director of Community Development

Goodrow Housing

Project Summary: Goodrow Housing, located at 60 Goodrow Lane, is a proposed 54-unit multifamily development that aims to provide a mix of housing options, with 27 units designated for households earning up to 120% of the Area Median Income (AMI), thereby supporting the city's workforce housing objectives. The remaining units are planned as market-rate rentals. This is a privately initiated project, currently under plan review.

Timeline:

Updates: September 2024- Initial project submittal received by City staff. January 2025- Second submittal provided for staff review. The Planning Department's resubmission deadline passed, but the developer submitted new plans. The project is scheduled to be heard by the Planning & Zoning Commission at their December 2 meeting.

Completed:

Staff Lead: Cari Meyer, Planning Manager

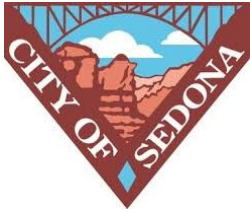
The Village at Saddlerock Crossing – Workforce Housing

Project Summary: The Village at Saddlerock Crossing – Workforce Housing is a mixed-use development located at 82 Saddlerock Circle in West Sedona. The project includes a 100-room hotel and 46 units of workforce housing. These residential units are deed-restricted for a minimum of 50 years—or as long as the hotel operates—and are intended to serve households earning between 80% and 120% of the Area Median Income (AMI). The housing component comprises 24 studio units and 22 one-bedroom units.

Timeline: February 6, 2024- Planning and Zoning recommended approval of the project. March 26, 2024- City Council deferred decision to allow for additional public outreach and plan revisions. September 24, 2024 - The City Council approved the zone change and development agreement—2025 (anticipated)- Building permit application and review process. The deadline for the building permit is September 2026. 2026 (estimated) Construction phase for workforce housing units.

Updates: Awaiting applicant's submittal of building permits.

Completed: Approval of zone change and development agreement by City Council. Finalization of deed restrictions for workforce housing units.



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Staff Leads: Cari Meyer, Planning Manager, and Steve Mertes, Assistant Director of Community Development

Complete Homelessness Strategic Plan

Homelessness Strategic Plan

Project Summary: The City contracted with a consultant in May 2024 to complete a Homelessness Needs and Services Assessment. This assessment identified key service gaps and highlighted the need for improved coordination across jurisdictions in the Verde Valley. In response, the City is now expanding the project scope to include regional resource mapping and stakeholder engagement—critical next steps in shaping a data-driven, regionally coordinated plan to address homelessness.

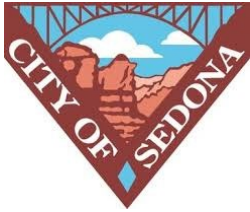
The issue of homelessness in Sedona and the surrounding area is rooted in a regional housing shortage and a fragmented system of services. A coordinated, cross-jurisdictional strategy is essential to aligning housing, health, and social services, reducing duplication, and improving outcomes for vulnerable residents. This work also supports Policy 5.5 of the Community Plan, which calls for increased affordable housing options for the workforce and unhoused populations.

Timeline: March 2024 - The City issued an RFP for a Homelessness Needs Assessment and Strategic Plan to Address Homelessness. May 2024 - Contract awarded to the consultant. November 2024- Draft findings presented to Council; staff was directed to pursue a regional strategy and return to Council with stakeholder participation. January 2025- Council work session held with ADOH, Yavapai County, and other regional stakeholders. Staff was directed to pursue resource mapping in support of the regional strategy. May 2025- Contract extension approved to complete resource mapping and community engagement.

Updates: Consultant resource mapping work is complete. Stakeholder engagement meeting held on 8/18. Fifty-three stakeholder groups attended, representing various areas throughout the Verde Valley, Prescott/PV, and ADOH, including elected officials, municipal leadership, law enforcement, service providers, non-profits, and the interfaith community. Community engagement meeting date completed on October 15, 2025. On the same day, Council conducted a work session and coined the document as a “foundational document”. The next step was for City leadership to suggest the possibility that VIAM present at a future Mayor and Managers meeting to assess interest in regional participation.

Completed: The community engagement meeting at the SPAC and the Council Work Session were completed on October 15, 2025.

Staff Lead: Tony Allender, Director of Community Development



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Continue legislative advocacy efforts to promote increased local control over short-term rental properties.

Project Summary: Council has contracted with Policy Development Group for legislative advocacy.

Timeline: Ongoing

Updates: Once a new Communications Manager is hired in early FY26, responsibility for intergovernmental relations will transition from the City Attorney's office back to the City Manager's office.

In the interim, City Council re-hired Kathy Senseman as our legislative advocate and Gordon James as our PR agency. City Council will give feedback on the draft policy agenda and protocols at the budget retreat.

Completed:

Staff Lead: Lauren Browne, Deputy City Manager

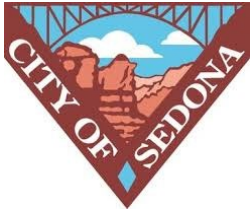
Second Priority

Increased code enforcement of short-term rental properties

Project Summary: Expand the short-term rental citation process to include non-compliance for sex offender screenings, neighbor notifications, permit numbers on listings, hotline response compliance, advertising of weddings or events, and compliance with ADU requirements for short-term rentals as per the ADU ordinance, which took effect in December 2024.

Timeline: The Council approved amendments to the short-term rental code on March 25, 2025, including citations for advertising events, including weddings. The Council approved a decision package to add a Short-Term Rental Code Officer position to the program for FY26. Completed: the Short-term Rental Code Enforcement Officer started July 7, 2025, immediately launching the expansion of the citation process. The Council approved additional amendments to the short-term rental code, including late fees for permit renewals and the ability to suspend short-term rental permits when false information is provided on renewals, on October 14, 2025.

Updates: The Short-Term Rental Code Enforcement Officer has issued 74 citations, including 2 for the illegal operation of a wedding/event venue, and 31 NOVs for illegal kitchens in guest units. An early November E-Notification to owners about late fees resulted in a 25% drop in late permit renewals that month.



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Completed: Ongoing

Staff Lead: Teresah Arthur, Short-Term Rental Program Supervisor

Third Priority

Regional housing collaboration to address long-term challenges

Project Summary: The City is actively engaging in regional housing collaboration to address long-term housing challenges that extend beyond jurisdictional boundaries. Recognizing that the lack of affordable and workforce housing is a regional issue, the initiative emphasizes the development of coordinated solutions through strengthened partnerships with neighboring jurisdictions, counties, housing nonprofits, and state agencies.

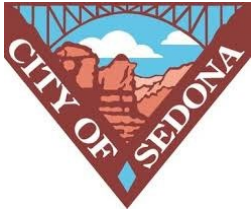
Key goals of the regional housing collaboration include identifying and pursuing regional funding opportunities such as those offered by ADOH, HUD, and other regional grant programs; aligning housing needs assessments and data across jurisdictions to support joint planning efforts; supporting regional capacity building through shared technical expertise and potential staffing resources; exploring collaborative land-use and zoning strategies to unlock housing development sites; and advocating for state-level policies and funding that are responsive to rural and regional housing needs; advancing the update of the Regional Housing Study through active engagement with regional partners. As of mid-2025, the study update is now being advanced under VVREO's direction. Staff is pursuing the creation of a Balanced Housing Strategy tailored to Sedona's needs. This plan will serve as a local framework for identifying Sedona-specific housing actions and policies, aligning with and complementing the broader Regional Housing Study. By filling the local gap, it ensures that regional priorities are translated into actionable steps at the community level.

Timeline: 2024–2025 – Continued participation in quarterly Verde Valley Regional Housing Coordination meetings. March 2025 – Joint discussions initiated on potential regional funding opportunities and shared goals. A negotiated proposal to complete a Balanced Housing Strategy was submitted in November 2025. The Strategy is anticipated to be complete by June 30, 2026.

Updates: Ongoing coordination with regional partners on housing data, project tracking, and legislative advocacy. The Regional Housing Study update transitioned to VVREO leadership. A Balanced Housing Strategy specific to the needs of Sedona has been submitted by Logan Simpson and is awaiting approval of the professional services agreement. The strategy is designed to complement regional and ongoing local efforts while addressing Sedona's unique housing needs.

Completed: Established a standing collaboration with regional housing partners. Participated in multi-jurisdictional homelessness, healthcare, and affordable/workforce housing planning sessions.

Staff Lead: Tony Allender, Director of Community Development



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Creation of an employee housing program

Project Summary: The City is developing a targeted Employee Housing Program in collaboration with Human Resources and Housing/Community Development. This program is intended to address housing affordability and scarcity to support employee recruitment and retention. This initiative will explore opportunities to partner with local housing developments to secure preferred pricing, early reservation access, reduced rent offerings, and other alternatives for City staff. The program may also integrate the Down Payment Assistance Program to help employees achieve longer-term housing stability.

Timeline: June 2025-Initial discussion and planning meetings between Human Resources, Housing, and potential housing partners (negotiations led by Housing staff).

Updates: A coordination meeting is scheduled with Human Resources and Housing/Community Development to define the scope and next steps. Discussions are underway with private rental and homeownership developers regarding potential partnerships. HR will coordinate with IT to explore options to support program design and implementation (i.e., creating a dedicated employee housing information page, accessible to both current and prospective employees)

Completed:

Staff Leads: Russ Martin, Human Resources Manager; Tony Allender, Director of Community Development; Barbara Whitehorn, Deputy City Manager

Environment and Sustainability Goal

First Priority

Develop Water Resource Resilience and Wastewater Treatment/Reuse policy

Project Title: Ripple Effect – Water Conservation Program for Businesses

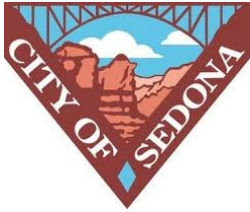
Project Summary: Development of a water conservation program for businesses to conserve water as an expansion of the Ripple Effect efforts with Arizona Water Company, Big Park Water Company, and Yavapai County.

Timeline: Anticipated Launch in January 2026

Updates: An update on the Ripple Effect Program was presented to Council in October. Staff is working on additional water conservation videos and adjusting business programming efforts.

Staff Leads: Bryce Beck, Sustainability Manager, and Sarah Estrada, Sustainability Coordinator

WWRP Facility Plan



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Project Summary: Evaluation of treatment plant capacity, PFAS removal, reclaimed water delivery, and Advanced Water Purification.

Timeline: Anticipated completion in June 2025

Updates: The WWRP Facility Plan is complete. Staff presented the plan alternatives to the City Council on July 9, 2025, and was seeking direction on water resource planning. Staff was directed to conduct a soil investigation of the area known as the Dells to determine if any soil remediation would be necessary to develop that property. Additionally, staff were instructed to initiate a partnership framework with private water providers in Sedona for long-term water resource planning. Environmental studies are complete and indicate that remediation will not be needed for potential future development at the Dells. Staff will present findings and seek further direction at the December 10, 2025, work session.

Completed: June 2025

Staff Lead: Roxanne Holland, Director of Wastewater

Second Priority

Continue efforts to reduce carbon emissions by 50% by 2030 (Sustainability)

Decarbonization Roadmap Planning and Design

Project Summary: The planning and design would target building efficiency, electrical capacity upgrades, EV infrastructure, on-site renewables, and HVAC electrification, aligned with the decarbonization roadmap.

Timeline: Consultant Procurement Summer of 2025. Anticipated completion in Spring 2026.

Updates: Ongoing – RFQ closed and submissions evaluated—proposed contract for planning and design services anticipated to go to Council on December 9th.

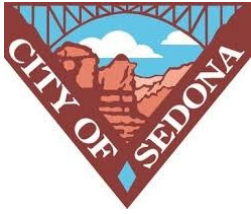
Completed:

Staff Lead: Bryce Beck, Sustainability Manager

EV Charging Infrastructure

Project Summary: Installation of Level 2 EV charging stations at municipal properties to meet municipal charging needs.

Timeline: Anticipated start in Fall/Winter 2025, with installations targeted for the second half of FY26.



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Updates: The initial phase of fleet chargers is being installed at Contractors Road and City Hall. The 2nd phase of installations has not yet started, contingent upon the completion of Decarbonization Planning and Design.

Completed:

Staff Lead: Bryce Beck, Sustainability Manager, and Zach Schwarz, Sustainability Coordinator

Electrical Capacity Upgrades

Project Summary: Electrical panel and infrastructure upgrades to handle increased electricity demand from the municipal electric vehicle fleet.

Timeline: Anticipated start in the second half of 2026.

Updates: Not yet started, contingent on Decarbonization Planning and Design.

Completed:

Staff Leads: Bryce Beck, Sustainability Manager, and Zach Schwarz, Sustainability Coordinator

Home Energy Retrofit Project

Project Summary: Provides home energy audits and funding for building efficiency improvements for low-income households through a partnership with CozyHome LLC.

Timeline: 5th Round Launched in October 2025

Updates: Ongoing Program – Council renewed contract on September 23rd. Nine residences are currently approved.

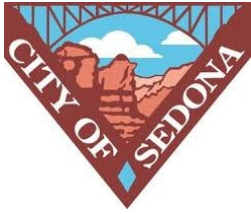
Completed:

Staff Lead: Bryce Beck, Sustainability Manager

Third Priority

Implement heat mitigation and adaptation projects (Sustainability/Comms)

Heat Messaging Campaign



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Project Summary: Develop and distribute heat-messaging awareness materials to community organizations and businesses.

Timeline: First Round of Messaging Launch in Summer of 2025

Updates: Messaging campaign completed with eight local businesses in June of 2025. Staff are collecting results and takeaways from the initiative.

Completed: 90% complete

Staff Lead: Zach Schwarz, Sustainability Coordinator

Cool Pavement Pilot Project

Project Summary: Pilot project on municipal parking lot to apply cool pavement coating for evaluation in future Public Works projects.

Timeline: Application in Spring 2025, Monitoring in Summer 2025, Assessment in Fall 2025

Updates: Cool pavement coating applied to the municipal uptown parking lot. Initial evaluation complete.

Completed: Installation completed in June 2025

Staff Lead: Zach Schwarz, Sustainability Coordinator

Green Infrastructure Opportunity Assessments

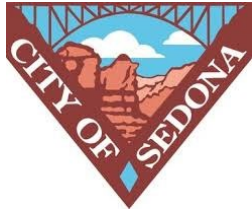
Project Summary: Assessment of municipal locations for additional green infrastructure (i.e., tree plantings, green canopies).

Timeline: Spring 2026

Updates: Municipal site evaluations in development. AmeriCorps team member project: transitioning to permanent team member. Delayed due to project capacity at the moment.

Completed:

Staff Lead: Sarah Estrada, Sustainability Coordinator



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Create an invasive species reduction program (PW/Sustainability)

Invasive Species Management and Monitoring

Project Summary: Assessment and mapping of municipal properties for priority invasive species. Identifying preferred mitigation controls and community programming options for residential spaces.

Timeline: Mapping and monitoring pilot through Summer 2025. Goal to launch additional community and educational programming options in the first half of 2026.

Updates: Updated agreement with Oak Creek Watershed Council to map municipal properties starting in the Fall of 2025. Sustainability staff developed educational cards on invasive species management. Invasive species cards will be uploaded to the city website.

Completed:

Staff Lead: Sarah Estrada, Sustainability Coordinator

Fourth Priority

Identify renewable energy projects that could be built at the community scale (Sustainability)

Virtual Power Purchase Agreement (VPPA) Exploration

Project Summary: Participation in an initiative facilitated by Northern Arizona University in the evaluation and possible procurement of a renewable energy project to meet the participating party's energy needs and climate goals. Lessons learned would be applied to the exploration of a similar project at the community scale.

Timeline: IGA in Fall 2025. RFP Launch by NAU in Fall of 2025. Discussion of Results in the 1st half of 2026.

Updates: Staff presented to the Council on August 27. Council approved the IGA with NAU on October 14th. A Request for Proposal through NAU is being developed, with an anticipated release in January 2026.

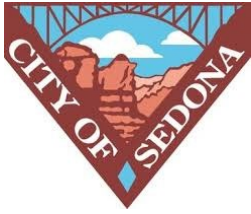
Completed:

Staff Lead: Bryce Beck, Sustainability Manager

Land Use Goal

First Priority

Update Land Development Code



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Project Summary: Consultant-led, full-scale update of the Land Development Code that would look at fully aligning the LDC with the Community Plan and would look at areas that include (affordable) Housing, Sustainability, and Signage.

Timeline: The staff's initial intent was to issue the RFP for the consultant in July or early August 2025. However, due to staff vacancies, the timeline to issue the RFP was delayed. The addition of the new Director of Community Development at the end of October and a new Senior Planner in December will give Com Dev the capacity needed to move this priority forward while also considering and incorporating all other necessary deliverables, including the Balanced Housing Strategy. The Community Development Director proposes initiating amendments to the Land Development Code by a qualified consultant beginning in July 2026, with an estimated completion and adoption within roughly one year.

Updates: The Director of Community Development recommends initiating an update to the Land Development following completion of the Balanced Housing Strategy to allow for a comprehensive update that considers proposed changes related to housing, sustainability, and improved compatibility with the Community Plan.

Completed: Staff has been working with Sustainability and their Consultant SIG and has completed discussions and input on Draft Sustainability Code Recommendations for both the LDC and the Building Codes.

Staff Leads: Cari Meyer, Planning Manager, and Tony Allender, Director of Community Development

Revise the Development Incentives Guidelines for Affordable Housing (DIGAH) policy.

Project Summary: As part of the LDC update, the DIGAH will be revised to facilitate better use and understanding of the document, and to provide incentives that encourage and attract affordable housing.

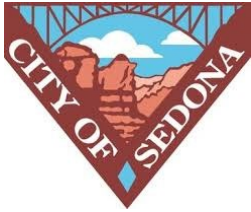
Timeline: The initial recommendation was to issue an RFP for a consultant in July or early August 2025, with the consultant's work completed in parallel with the LDC updates. Due to staff vacancies, the timeline to issue the RFP was delayed. The Director of Community Development recommends that, as with the Land Development Code, changes to the DIGAH be initiated following completion of the Balanced Housing Strategy in June 2026.

Updates: None to date.

Completed:

Staff Leads: Cari Meyer, Planning Manager, and Tony Allender, Director of Community Development

Adopt the Western Gateway Master Plan and create an implementation strategy.



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Project Summary: Consultant-led process to create a Master Plan for the 41-acre Western Gateway property in Phase I. In Phase II, we will contract with a consultant to create an Implementation Plan that provides the City with direction on how to best develop the Western Gateway property in accordance with the Master Plan. Documents can be found at plansedona.com

Timeline: The next step of Phase I is to bring the updated Master Plan back to Planning and Zoning for a second Work Session on May 20, 2025. The anticipated completion is late August or September of 2025.

Updates: Second Work Session with Planning and Zoning scheduled for May 20, 2025. Anticipating completion by September 2025. The process was extended at Council's request to include more public outreach meetings. Council, at the September 10, 2025, meeting, requested additional information and actions from staff, as well as the completion of the Housing Plan, for further discussion. Council, at the September 23 meeting, did not approve the contract extension for Dig Studios.

Completed: Multiple public workshops/forums and surveys, and one work session with Planning and Zoning. Additional public outreach requested by Council was conducted throughout July, during which Staff met with more than 60 people across 17 meetings, representing at least 49 different organizations and businesses. A work session with Council was completed on September 10, 2025. On September 29, 2025 City Council opted not to extend the contract with DIG Studio.

Staff Leads: Cari Meyer, Planning Manager, and Tony Allender, Director of Community Development

Second Priority

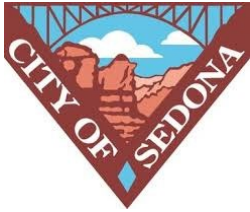
Complete Uptown CFA plan

Project Summary: This will be a comprehensive update of the CFA process and documents initiated several years ago, as many of the objectives have evolved and numerous large CIP projects have been completed, making them now relevant to the update. Additionally, the new/current Community Plan expanded the Uptown CFA to include the Tlaquepaque corridor along SR 179 and the Hart of Sedona area. This newly expanded area was not a part of the original CFA scope. Due to the need for direction in Uptown, it is proposed to phase the CFA, with Phase I encompassing the traditional Uptown area and Phase II expanding the CFA area. The CFA will address, in part, the vision, streetscape design, traffic flow, parking, walkability, and design standards.

Timeline: Phase I was expected to commence in late 2025; however, due to staffing vacancies, the project has been delayed. The Director of Community Development estimates that an assessment of work done to date will be completed by the end of March 2026, with an update scheduled for April 2026.

Updates: Due to staffing vacancies, the commencement of this has been delayed.

Completed:



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Staff Leads: Cari Meyer, Planning Manager, and Tony Allender, Director of Community Development

Third Priority

Begin 89A/West Sedona Corridor plan

Project Summary: The goal is to conduct a review of properties within the West Sedona SR 89A commercial corridor to identify and survey those ripe for redevelopment and housing.

Timeline: The property survey was anticipated to commence in early 2026 and was expected to be completed within 30 to 45 days. The Director of Community Development proposes initiating the property survey upon completion of the Balanced Housing Strategy in June 2026, with an anticipated completion within 4 months of initiation.

Updates: The Director of Community Development has assessed the timeline for completion of this in coordination with other priority projects.

Completed:

Staff Leads: Cari Meyer, Planning Manager, and Tony Allender, Director of Community Development

Community Goal

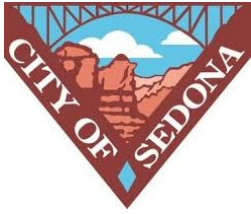
Create a Large Grants program for arts and culture organizations/events.

Project Summary: Establish a new Large Grant program for larger arts/culture organizations and remove those applicants from the small grants process.

Timeline: First year of grant process will be FY26

Updates: The City Manager met with the chair of the Small Grants Committee on May 15, 2025, to develop a grant application and award criteria for the Large Grants process. The Council has agreed to fund the first year of the program at \$200,000, pending adoption of the FY26 budget in June 2025. The criteria and application process will be presented to Council in July 2025 for approval. At the September 9th Council Meeting, Council approved the formation and eligibility criteria for the Arts & Culture Organizations Grant Program and directed staff to implement the program for FY26. Grant applications were accepted from the public from November 1–14, and two local non-profits applied. The Arts & Culture Grant Committee met on Monday, November 17, to review the applications and has submitted its recommendations to Council. Council is scheduled to vote on these recommendations at the Regular Council Meeting on Tuesday, December 9.

Completed:



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Staff Lead: Anette Spickard, City Manager

Complete Ranger Station Park Upgrades

Project Summary: Improvements/Renovation of House & Barn Interior

Timeline: Divided into two separate permits. Barn design at 99%, addressing final comments from Community Development. House design at 99%. Waiting on final plans from the Architect.

Updates: The \$1M budget will be utilized for the barn first, and the house will be started with the remaining funds. The restroom is currently not funded; continue with porta-potties. Neither the barn nor the house can be opened until a permanent restroom is provided. Quotes for shade structures are being received and pursued from vendors for the playground area and throughout the park.

Completed: Barn Spring FY26. House Winter FY27.

Staff Lead: Larry Farhat, Facilities Maintenance Supervisor

Shade Structures – Ranger Station Park

Timeline: Fall FY26

Updates: Design and permits needed. Quotes for the shade structure over the Ranger Station Park playground are out for bid via an RFP. The RFP states that the shade structure must be completed and installed before May 2026.

Staff Lead: Josh Frewin, Parks and Recreation Director

Economy and Tourism Goal

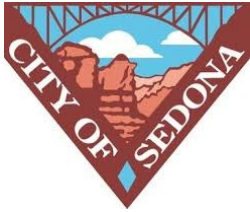
Implement Tourism Strategic Plan strategies

Project Summary: The City Council and the Tourism Advisory Board approved a 2-year Sedona Tourism Plan in the Summer of 2024.

Timeline: Ongoing until mid-2026.

Updates:

- On Oct. 14, 2025, City Council approved the addition of \$558,720 to the DVA contract for another year of advertising and marketing costs. Additionally, City Council approved the launch of the Winter campaign with an extra \$93,720 due to low business performance concerns.



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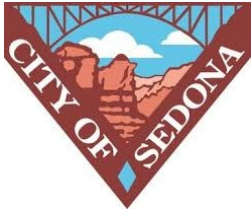
Based on City Council discussion in this meeting, staff is planning to bring a contingency budget ask in the FY27 budget process for additional advertising spend.

- On Oct. 28, 2025, City Council directed staff and TAB to hold tourism town halls to get input on improving the Sedona experience for both locals and visitors. These are in the planning phase.
- On Dec. 9, 2025, City Council will decide on the dates to interview new potential TAB members.
- Always on educational messaging and paid search campaigns are ongoing when winter or summer marketing isn't running
- Visitor Center contract renewed for FY 26. Digital kiosks were delivered in June. We are now setting up the software and user interface with the hopes of launching them in the spring.
- Have begun matching data sets of traffic and occupancy to be more predictive of traffic events. The data indicate that traffic is decreasing with each SIM project added to the system.
- Promotional materials like shirts, water bottles, coffee mugs, soaps, etc., with the Stay Inspired brand are being provided to visiting journalists and travel agents.
- Continue to fund local economic development partners like VVREO, Econa, and Local First.
- Contracted with Dean Runyan to do more analysis on the economic benefit of tourism for 2023. This number showed that residents contribute more to the tax base than was initially thought. Because the number differed significantly from the Chamber's number, we are validating it by paying for 2024 figures through the AOT Co-op.
- Did a deep dive on sales and bed tax data to assess the breakdown between short-term rentals and hotel revenue. This information will be shared with Council at the retreat.
- Are starting to formulate a plan to update the Sedona Tourism Plan. Initial thoughts are to do this in-house. Over the next three months, a more concrete plan will be developed.
- Currently working with Kimley Horn to get an updated visitor analysis for 2024. Results should be final in early January.
- Hired the new Destination Development Coordinator, and are onboarding this person.

Completed:

- Completed Summer 2025 destination marketing campaign; ROAS was 12:1.
- Results for the Winter 2024 campaign had an ROI of 67:1
- Hosted Channel 12 news in August for three segments that played in Phoenix in September on transit, new businesses that have opened this year, and traffic improvements. We will be looking for more opportunities like this in the future.
- Transparency Hub was launched on the city website in November. This will be refined and enhanced over time.
- Tourism Manager went to multiple tourism conferences this year, including GCOT, NTA, Travel Classics West, IPW, and a media and sales mission to the UK and France.

Staff Lead: Lauren Browne, Deputy City Manager



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Fiber-to-the-home in Sedona

Project Summary: Work with the broadband provider to bring fiber to the home.

Timeline: Ongoing through 2029.

Updates: Under Round 1 of the ISP submittals to the ACA, the majority of passings in Sedona were eligible for BEAD funding.

After the NTIA [BEAD Restructuring Policy](#) was released on 6/6/25, the ACA launched a new single-round BEAD application process called the "Benefit of the Bargain Round." All eligible entities, including previous preliminary awardees, were invited to apply. To comply with the new NTIA guidelines, the State Broadband Office must rescind all preliminary BEAD awards from the Round 1 Application window. Benefit of the Bargain Round opened 7/8/25 and closed 7/22/25. The State submitted its final proposal to the National Telecommunications and Information Administration (NTIA) on 9/4/25, recommending Wecom as the ISP for Yavapai project area 2 and Coconino project area 3, both of which cover Sedona.

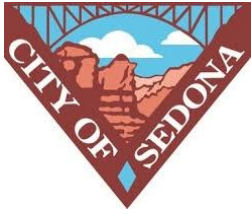
BEAD Restructuring: Reason Code 5: Between 7/23 and 7/28/2025, the ACA invited all Internet Service Providers (ISPs) to submit evidence supporting Reason Code 5 for locations that may already be "Served by Non-Subsidized Service" as defined by the NTIA.

Within the ACA's final proposal to the NTIA, the majority of Sedona passings are no longer recommended for BEAD funding due to reason code 5 (Oct. 2025).

Wecom was the Broadband Committee's second choice for an ISP selection. They are planning to build out and provide internet service to Sedona, with or without BEAD funding. We are currently drafting an agreement to obtain Wecom City permits to start.

Completed:

- The Broadband Committee created an RFI for information on a new ISP to provide internet to all passings in Sedona.
- During the RFI process, the NTIA and ACA introduced BEAD, a federal grant to bring internet to every passing in the State that is considered underserved or unserved (speeds below 100 download, 20 upload).
- A majority of Sedona passings were considered underserved, making Sedona eligible for BEAD.
- Altice challenged those speeds.
- Sedona individually rebutted each challenge, approximately 6000, covering Sedona, VOC, and the surrounding areas.
- The rebuttals were successful.
- The NTIA released a new restructuring policy.
- Both Round 1 and Round 2 results were dismissed, and a new "Benefit of the Bargain" round was completed.
- The ACA submitted its proposal to the NTIA. Most of Sedona was excluded due to reason code 5.
- Wecom is still interested in building out Sedona.



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Staff Lead: Chuck Hardy, Director of Information Technology

Other Projects / Initiatives

Pickleball Courts

Current and planned actions:

- Complete design of the concession stand and restrooms in FY26 and construct in FY27.
- Shade structures and bleachers are ordered after going through the bidding process, and are anticipated to be completed and installed by mid-January.
- The Pickleball Courts hosted the Red Rock Rally Pickleball tournament in April 2025 (189 participants) and the Fest of Fall Pickleball Rally (141 participants) in November 2025. These events generated \$17,200 in combined revenue for the City.

Completed: 8 new lighted courts at Posse Grounds Park were completed and are in heavy use and demand from the community upon completion.

Staff Leads: Sandy Phillips, Assistant Director of Public Works and Joshua Frewin, Parks and Recreation Manager

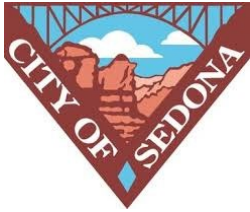
Enterprise Resource Planning

Implementation of the new Enterprise Resource Planning (ERP) System

Project Summary: Replacement of the Springbrook ERP system and other systems throughout the city. This project includes not only replacing the obsolete Springbrook on-site hosted ERP with a new cloud-based ERP but also integrating disparate software systems across multiple city departments. Replacing the current ERP with a cloud-based software-as-a-service (SaaS) model will allow improved functionality, limit duplication of effort, and provide the city with an ERP system that can be seamlessly upgraded as the vendor makes improvements to the system.

Timeline: The complete project is anticipated to take approximately 24 months for all modules across the city, with the formal kickoff in January 2026. City Council approved the contract with Tyler Technologies for the new ERP system and a contract with Abdo Financial Solutions for project management services for the implementation on August 26, 2025.

The first part of the implementation, and the most complex, will be the financial system. This portion of the implementation was initially intended to be complete on October 1, 2026; however, because the



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city's external financial audit runs from August through December each year, October 1 as the go-live for financials would create significant logistical challenges. The financial go-live is now scheduled for January 1, 2027.

Following the financial system will be the other departmental modules, including the permitting and planning module in Community Development, which will allow for the electronic submittal of plans and other documents and streamline the review and approval process. This implementation will begin while the financial system is wrapping up. The full implementation of all modules should be complete by January 2028.

Updates: The initial meeting with Tyler Technology and Abdo occurred on Monday, October 6. Staff also met with Abdo to review proposed timeline options and ensure planning is on track. Staff, Tyler, and Abdo discussed the go-live for the financial component of the new system and agreed to set it for January 1, 2027, to allow staff to complete year-end and the external audit for FY26 before go-live, as discussed above.

Following the October 6 meeting, staff worked with Tyler and Abdo to determine how to best use Tyler's functionality in developing the new chart of accounts, including structuring funds, departments, divisions, programs, and projects in a logical way that will serve the city in the long term.

The official Tyler kick-off meeting with all department project leads is scheduled for January 2026. This meeting is intended to provide staff city-wide a roadmap for the implementation and an understanding of how and when the implementation will impact their area, and set expectations for their participation.

Completed: The RFP, review, selection, and Council approval of the contract with Tyler Technologies is complete.

Staff Leads: Renee Stanley, Accounting Manager, and Jessica Bryson, Senior Accountant, Finance Leads; there are staff leads in each affected department.

Executive sponsors: Andy Dickey, Deputy City Manager; Barbara Whitehorn, Deputy City Manager; Abdo is providing project management.

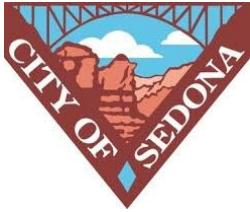
Development Impact Fee (DIF) Update

Completed: Consultant Tischler-Bise presented the draft Land Use Assumptions and Infrastructure Improvement Plan to the Council on August 13 and September 24, 2024. Council adopted the LUA and IIP on October 8.

A public hearing on the proposed DIF fee was held on November 12 and December 10, 2024.

Final adoption occurred January 14, 2025. The effective date of the new DIF was March 31, 2025

Update The Building Code



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Project Summary: This is an in-house effort to update our current Building Codes to the 2024 I-codes and the 2023 National Electrical Code. The update is being conducted in coordination with the surrounding Verde Valley communities, Yavapai County, Prescott, Prescott Valley, Chino Valley, and the Yavapai County Contractors' Association to align our codes and amendments more effectively, thereby ensuring consistency for all contractors, designers, and registrants in these areas. The process will include the use of industry and resident focus groups.

Timeline: It is anticipated that a Council Work Session will be held in November 2025, followed by a Council Public Hearing in December 2025 or January 2026. Internal staff discussions on the updates will continue through October. It is anticipated that contractor and resident focus groups will be convened in late December, and that a Work Session with Council will be scheduled for the middle of January. It is anticipated that many of the International Residential Code appendices will be adopted, including those that provide requirements and allowances for alternate building construction methods and tiny homes.

Completed: Meetings with Yavapai County, Cottonwood, Clarkdale, Camp Verde, Prescott Valley, Prescott, and Chino Valley to coordinate code updates have been completed. Staff have been working with Sustainability and their Consultant SIG and have completed discussions and input on Draft Sustainability Code Recommendations for both the LDC and the Building Codes.

Completion Percentage (if applicable):

Annual Budget (if applicable):

Staff Lead: Steve Mertes, Assistant Director of Community Development



Past Commissions

As early as 1989, various Commissions were appointed by City Council and developed for increased community engagement. After extensive analysis and public input, commissions, other than the Planning and Zoning Commission, the Historic Preservation Commission and the Board of Adjustment were disbanded in 2013. (The Sedona Transit Advisory Committee and the Tourism Advisory Board were created later on.)

Below are the Commissions that were disbanded:

1. Arts and Culture Commission (2003-2013)
2. Budget Oversight Commission (2010-2013)
3. Housing Commission (2003-2013)
4. Parks and Recreation Commission (1989-2013)
5. Sustainability Commission (2010-2013)
6. Youth Council (2003-2008)

The following challenges were identified about Commissions in April 2013:

1. Commissions operated in subject matter silos. Commissions had very specific focus areas, and the passion, background, and expertise of the members reflected that specific area. Without representation from other perspectives, they missed the opportunity to collaborate.
2. Commissions work plan items were established in silos. The structure did not require prioritization of Commissions' work plan and in return, staff were being pulled in many different directions and answering to various public bodies, in addition to their job duties.
3. There was a lack of productivity. Commissions identified work plan items yet struggled to complete projects due to lack of resources including staff support, expertise and/or funding.
4. There was a chicken and egg problem. Commissions wanted independence, autonomy, and freedom to pursue work plans. However, each Commission was required to obtain Council approval prior to working on anything and they weren't always on the same page.
5. There was an inherent staff role issue. Commissions identified work plan items that were too broad or too numerous, and sometimes staff could not provide an honest reality check in these cases, as the commissions were appointed by the City Council and staff may not have felt they had the authority to do so.
6. Education of commissioners took a considerable amount of staff time. Program or service areas that were dealt with by Commissions were technical and required a great deal of staff time to attempt to bring Commissioners up to speed including the explanation and interpretation of City codes, ordinances, and other policies or procedures. With a constant rotation of commissioners, when new members joined, the continuity was lost, and staff-intensive re-training/re-education was done over and over again.
7. Staff, not Commissioners were the ones to lead, manage, and implement projects. Commissioners were volunteers, not paid staff, and were not be expected to perform like staff. Most Commissioners wanted to participate in their local government, have their voices heard, and generate ideas and/or give input, but by and large they did not have any intention of functioning like staff, or spending countless hours doing work staff would do or seeing projects through to fruition.
8. It was hard to meet the quorum requirement. In many cases, new interest in membership came from friends of existing commissioners and/or councilors, decreasing the broad representation originally intended and exacerbating the problem of getting widespread and diverse citizen participation.
9. By virtue of their City Council appointment, some Commissions/Commissioners assumed their role was to direct staff which created a difficult situation for staff whose workload has already been determined by their supervisors.
10. Some thought there was an unfair advantage in that subject area when it comes to City Council access for discussion, and a direct line to staff and the City Council for special projects or budgetary requests, compared to other subjects that are not associated with a Commission.
11. Staff was unsure which operational decisions had to be vetted through Commissions and which had be made administratively.

Prior Commissions/Citizen Engagement Program History



In [April 2013](#), City Council requested that staff identify possible alternatives to the existing structure while still ensuring the City's ability to effectively solicit citizen input and obtain community buy-in. After a few more work sessions at City Council, they voted to end the Commissions listed above, begin the new Citizen Engagement Program, and hire two full time positions: the Citizen Engagement Coordinator (now the Public Relations Analyst) and the Arts and Culture Coordinator (now the Arts and Culture Specialist).

Citizen Engagement Program

It is the culture within Sedona's local government to make citizen participation an integral part of most projects, programs and activities. **The Citizen Engagement Plan was created to:**

- Increase the City government's access to its citizens' ideas and expertise.
- Make information about citizen engagement more transparent, accessible, and interactive for all citizens.
- Engage capable, motivated citizens in actively advancing community projects they care about that will improve their community in a way that is personally meaningful, productive, efficient, and cost-effective.
- Make the system for eliciting, sorting, evaluating, prioritizing, and acting upon citizen initiatives more integrated and effective.
- Improve the collaborative processes among City staff, City Council, and engaged citizens.

The Citizen Engagement program encourages residents to get involved in shaping their community through the following outlets:

- Citizen Work Groups - When a staff member is seeking resident engagement on a project or initiative, a Citizen Work Group will be recruited, moderated and facilitated by the Citizen Engagement Coordinator after the idea has been approved by the City Manager. Engagement from Citizen Work Groups are meant to solicit, organize, prioritize, implement, and report ideas and issues. **They are nimble, can meet when they want, can talk freely inside and outside of meetings, can be created easily, can meet for one day or for many years at a time, and are an innovative way to have real meaningful citizen engagement.**
- Citizen Academy - A free, nine-week program that occurs every autumn with presentations by City Council and each city department, giving a holistic understanding of how local government functions and addresses topics such as workforce housing, transit, traffic, and more.
- Volunteer Recruitment – The Citizen Engagement Coordinator recruits volunteers for Citizen Work Groups and for other departments through the Volunteer Registry. The database serves as pool of volunteers ready to get involved given their chosen topics of interest. Volunteers are recruited to the registry through communication outlets such as social media, press release and community group outreach.
- Volunteer Recognition – Every year, the Citizen Engagement Coordinator invites all City volunteers to a recognition event with food, entertainment, gifts, and special awards given to volunteers who go the extra mile to serve the community.
- Citizen Suggestions – Resident suggestions are constantly encouraged to improve the community. There is a comment box which is received, answered and handed to the appropriate staff lead by the Citizen Engagement Coordinator.

To date, since 2013, there have been 87 work groups on all different topics.

Citizen Engagement Program award

After the creation of the Citizen Engagement Program was up and running, it wasn't long before other cities started to take notice. The Assistant City Manager and Citizen Engagement Coordinator were asked to come speak at Arizona City Management Association conferences, followed by in 2015, the International City Management Association awarding the program with a Program Excellence Award for Strategic Leadership and Governance for the Citizen Engagement Program at its annual conference an awards ceremony.

Prior Commissions/Citizen Engagement Program History



Future considerations

Staff advocates to continue to use this program and the formation of work groups for citizen feedback on decisions we need community input on. The innovative nature of the program allows for meaningful engagement, both for staff, and residents.

Council Assignments – Updated 10-23-25 JC

Assignment	Liaison Role	Estimated Time Commitment	Council Liaison	Staff Support/ Assignment	Group Contact
Agenda Setting Team	SG	Meets twice a month to set Council agenda for upcoming meetings	Holli Ploog (M) Brian Fultz (VM)	City Manager Deputy City Manager City Attorney City Clerk Deputy City Clerk	jcook@sedonaaz.gov
Airport	IV	Monthly	Melissa Dunn		Amin@SedonaAirport.org
Arizona Forward	SG	Quarterly		Sustainability Manager	bbeck@sedonaaz.gov
Coconino Plateau Water Advisory Committee	SG	Meets last Friday of the month	Pete Furman	Roxanne Holland	Ron Doba rdoba@cox.net (best) rdoba@cpwac.org
Greater AZ Mayor's Association (GAMA)	SG	Meets quarterly	Holli Ploog (M) Brian Fultz* (VM)	City Manager	Lea Duke lduke@pvaz.net
Housing Committee	SG	Monthly	Holli Ploog (M) Brian Fultz vacant	Housing Manager	Linda Martinez
Humane Society of Sedona	FR	Meets every month		City Manager or designee	Jennifer Brehler jbrehler@humanesocietyofsedona.org
Keep Sedona Beautiful	IV	Monthly	Pete Furman		
League of Arizona Cities Ad Hoc Policy Committees BFED	SG	Meets 2x per year, (1x month (May 1x June) hybrid –both in person & Zoom	Holli Ploog (M)	City Attorney or Deputy City Manager as needed	Tom Savage tsavage@azleague.org
League of Arizona Cities Ad Hoc Policy Committees GAHRE	SG	Meets 2x per year, (1x month (May 1x June) hybrid –both in person & Zoom	TBD	City Attorney or Deputy City Manager as needed	Tom Belshe tbelshe@azleague.org
League of Arizona Cities Ad Hoc Policy Committees NSQL	SG	Meets 2x per year, (1x month (May 1x June) hybrid –both in person & Zoom	Holli Ploog	City Attorney or Deputy City Manager as needed	Matt Lore mlore@azleague.org

* indicates Alternate

FR = Financial Relationship

IV = Informal Voluntary

SG = Shared Governance

Council Assignments – Updated 10-23-25 JC

Assignment	Liaison Role	Estimated Time Commitment	Council Liaison	Staff Support/ Assignment	Group Contact
League of Arizona Cities Ad Hoc Policy Committees PSMAC	SG	Meets 2x per year, (1x month (May 1x June) hybrid –both in person & Zoom	Pete Furman (makes sense this person also be liaison for NAMWUA)	City Attorney or Deputy City Manager as needed	TBD @azleague.org
League of Arizona Cities Ad Hoc Policy Committees TIPW	SG	Meets 2x per year, (1x month (May 1x June) hybrid –both in person & Zoom	Melissa Dunn	City Attorney or Deputy City Manager as needed	Rene Guillen rquillen@azleague.org
League of Arizona Cities Resolution Committee	SG	Meets 2x per year, (1x month (May 1x June) hybrid –both in person & Zoom	Mayor Holli Ploog Brian Fultz (VM)	City Attorney or Deputy City Manager as needed	TBD @azleague.org
NACOG	SG	Meets bi-monthly	Brian Fultz		Cindy Binkley cbinkley@nacog.org
Northern Arizona Municipal Water Users Association (NAMWUA)	SG	Meets quarterly	Pete Furman (makes sense this person also be liaison for PSMAC)	Roxanne Holland	Ron Doba rdoba@cox.net
Public Safety Personnel Retirement	SG	Meets as needed when a new officer is hired to determine eligibility or an officer retires or applies for disability. They meet at least twice per year.	Pete Furman	HR Specialist	brighi@sedonaaz.gov
Sedona Chamber of Commerce & Tourism Bureau	FR		Brian Fultz	City Manager or designee	David Key dkey@sedonachamber.com
Sedona Chamber of Commerce STERT	IV	Quarterly or more frequently as needed	Holli Ploog Kathy Kinsella	City Manager or designee	David Key dkey@sedonachamber.com
Sedona Historical Society	FR	Monthly	Holli Ploog		Nate Meyers
Sedona Community Center Board	FR	Meets monthly at the Community Center	Kathy Kinsella	City Manager	

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Assignment	Liaison Role	Estimated Time Commitment	Council Liaison	Staff Support/ Assignment	Group Contact
Sedona Lodging Council	IV		Brian Fultz		
Sedona Public Library	FR	Monthly – 3 rd Tuesday at 9:00 a.m.	Melissa Dunn	City Manager or designee	Judy Poe jpoe@sedonapubliclibrary.org
Sedona Recycles	FR		Derek Pfaff	City Manager or designee	Kathleen Ventura srecycles@esedona.net
Sedona Wastewater Municipal Property Corporation	SG	Meets annually in May	Holli Ploog (M) Brian Fultz (VM)	City Clerk	jcook@sedonaaz.gov
Sustaining Flows Council	IV	As needed		Sustainability Manager	Kim Schonek kschonek@tnc.org
Verde Front	IV	Quarterly		Sustainability Manager	
Verde Valley Caregivers	FR	Monthly – 4 th Thursday at 3:00 p.m.	Melissa Dunn		
Verde Valley Mayor/Manager Group	SG	Meets bi-weekly	Holli Ploog (M)	City Manager	Robyn Prud'homme-Bauer 928-639-2426
Yavapai County Mayor/Manager group	IV	Meets semi-annually	Holli Ploog (M)	City Manager or designee	DeShannan.Young@yavapaiaz.gov

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Council Assignments – Updated 10-23-25 JC

Role	Definition
Financial Relationship	Liaisons to these organizations are established based on a significant, ongoing financial contribution, often resulting in a service contract, MOU, IGA, or a specific service rendered in exchange for a fee. Liaisons should play a more active role in observing and assessing fiscal stewardship and alignment between funding and any stated goals or outcomes associated with funding from the City. Whenever practical, Council should provide input to liaisons so they can more effectively represent the City. Input could be related to seeking specific information from the organization such as annual reports or audits or direction given to advocate for certain outcomes. Liaisons should never vote or make commitments on anything without delegation from Council. The Council liaison and staff liaison should coordinate efforts to maximize effectiveness of both positions and eliminate possible conflicting information.
Informal Voluntary	Liaisons to these organizations are voluntary based on interest from Councilors. Liaisons should limit activity to attending meetings, collecting information, and reporting back to Council. If the liaison is asked to give a report on the City, this is discouraged, but, if given, the liaison should ensure that the report reflects all City Council activities and not just the liaison's areas of interest.
Shared Governance	Liaisons should play the most active role; influencing the organization through voting, lobbying, and other means in the interest of the City. Whenever practical, Council should provide input to liaisons so they can more effectively represent the City. Input could be related to seeking specific information from the organization such as annual reports or audits or direction given to advocate for certain outcomes. Liaisons should never vote or make commitments on anything without delegation from Council. The Council liaison and staff liaison should coordinate efforts to maximize effectiveness of both positions and eliminate possible conflicting information.

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