

AGENDA



4:30 P.M.

CITY COUNCIL MEETING

TUESDAY, JUNE 9, 2026

NOTES:

- Public Forum:
Comments are generally limited to **3 minutes**.
- Consent Items:
Items listed under Consent Items have been distributed to Council Members in advance for study and will be enacted by one motion. Any member of the Council, staff or the public may remove an item from the Consent Items for discussion. For additional information on pulling a Consent Item, please contact the City Clerk's Office staff, preferably in advance of the Call to Order. Items removed from the Consent Items may be acted upon before proceeding to the next agenda item.
- Meeting room is wheelchair accessible. American Disabilities Act (ADA) accommodations and translation services are available upon request. Please phone 928-282-3113 at least two (2) business days in advance.
- City Council Meeting Agenda Packets are available on the City's website at:

www.SedonaAZ.gov

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

GUIDELINES FOR PUBLIC COMMENT

PURPOSE:

- To allow the public to provide input to the City Council on a particular subject scheduled on the agenda.
- This is not a question/answer session.
- No disruptive behavior or profane language will be allowed.

PROCEDURES:

- Fill out a "Comment Card" and deliver it to the City Clerk.
- When recognized, use the podium/microphone.
- State your:
 1. Name and
 2. City of Residence
- Limit comments to **3 MINUTES**.
- Submit written comments to the City Clerk.

I. CALL TO ORDER/PLEDGE OF ALLEGIANCE/MOMENT OF SILENCE

2. ROLL CALL/MOMENT OF ART

3. CONSENT ITEMS - APPROVE

LINK TO DOCUMENT =



- a. Minutes - May 26, 2026 City Council Special Meeting - Executive Session.
- b. Minutes - May 26, 2026 City Council Regular Meeting.



4. APPOINTMENTS - None

5. SUMMARY OF CURRENT EVENTS BY MAYOR/COUNCILORS/CITY MANAGER & COUNCIL ASSIGNMENTS

6. EXECUTIVE SESSION REPORT

7. PUBLIC FORUM

(This is the time for the public to comment on any issue within the jurisdiction of City Council not listed on the agenda. The City Council may not discuss items that are not specifically identified on the agenda. Therefore, pursuant to A.R.S. § 38-431.01(H), action taken as a result of public comment will be limited to directing staff to study the matter, responding to any criticism, or scheduling the matter for further consideration and decision at a later date.)

8. PROCLAMATIONS, RECOGNITIONS & AWARDS - None.

9. REGULAR BUSINESS

- a. **Discussion/possible action** regarding items pulled off "3. Consent Items".
- b. AB 3348 **Discussion/possible action** regarding approval of the Sedona Police Department's strategic plan for 2026-2029.
- c. AB 3313 **Discussion/possible direction/action** regarding proposed State legislation, short-term rental legislation, lobbying efforts, and State budget and their potential impact on the City of Sedona.
- d. AB 3066 **Discussion/possible action** regarding future meeting/agenda items.



10. 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.

11. ADJOURNMENT

CITY COUNCIL CHAMBERS
102 ROADRUNNER DRIVE, SEDONA, AZ

The mission of the City of Sedona government is to provide exemplary municipal services that are consistent with our values, history, culture and unique beauty.



Page 2, City Council Meeting Agenda Continued

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 a quorum of 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.

Posted: 06/04/26

By: DJ

JoAnne Cook, CMC, City Clerk

CITY COUNCIL CHAMBERS
102 ROADRUNNER DRIVE, SEDONA, AZ

The mission of the City of Sedona government is to provide exemplary municipal services that are consistent with our values, history, culture and unique beauty.

**Action Minutes
Special City Council Meeting
Sedona City Hall, Council Chambers
102 Roadrunner Drive, Sedona, Arizona
Tuesday, May 26, 2026, 2:00 p.m.**

1. Call to Order

Mayor Ploog called the meeting to order at 2:01 p.m.

2. Roll Call

Council Present: Mayor Holli Ploog, Vice Mayor Brian Fultz, Councilor Melissa Dunn, Councilor Charlotte Hosseini, and Councilor Kathy Kinsella. Councilor Pete Furman arrived at 2:13 p.m. Councilor Derek Pfaff was absent and excused.

Staff Present: City Manager Anette Spickard, City Attorney Kurt Christianson, Police Chief Stephanie Foley, Police Support Services Manager Erin Loeffler, Police Commander Heather Penner, Deputy City Manager Lauren Browne, and Deputy City Clerk Marcy Garner.

3. Executive Session

Motion: Councilor Fultz moved to go into Executive Session at 2:02 p.m. Seconded by Councilor Kinsella, Motion carried with six (5) in favor (Ploog, Fultz, Dunn, Hosseini, and Kinsella) and zero (0) opposed.

Kurt Christianson gave the admonition.

Councilor Furman arrived at 2:13 p.m.

- a. Discussion and consultation with the city attorney for legal advice and for discussion and consultation with representatives to discuss security plans and measures per A.R.S. § 38-431.03(A)(3) & (9).**

Police Chief Stephanie Foley, Police Support Services Manager Erin Loeffler and Police Commander Heather Penner left the meeting at 2:16 p.m.

Deputy City Manager Lauren Browne and City Lobbyist Kathy Senseman arrived at 2:19 p.m.

- b. Discussion and consultation regarding personnel matters, specifically to discuss City Lobbyist Kathy Senseman's performance goals and annual evaluation. This matter is brought in executive session pursuant to A.R.S. 38-431.03(A)(1).**

- c. Return to open session. Discussion/possible action regarding executive session items.**

Reconvened in open session at 3:45 p.m.

No action taken.

4. Adjournment

Mayor Ploog adjourned the meeting at 3:46 p.m. with no objection.

I certify that the above are the true and correct actions of the Special City Council Meeting held on May 26, 2026.

Marcy Garner, Deputy City Clerk

Date

Action Minutes
Regular City Council Meeting
City Council Chambers, Sedona City Hall,
102 Roadrunner Drive, Sedona, Arizona
Tuesday, May 26, 2026, 4:30 p.m.

1. Call to Order/Pledge of Allegiance/Moment of Silence

Mayor Ploog called the meeting to order at 4:30 p.m. Mayor Ploog dedicated the Moment of Silence to local Artist, Sunshower Rose. Sunshower designed the City of Sedona logo.

Council Present: Mayor Holli Ploog, Vice Mayor Brian Fultz, Councilor Melissa Dunn, Councilor Pete Furman, Councilor Charlotte Hosseini, Councilor Kinsella. Councilor Derek Pfaff was absent and excused.

Staff Present: City Manager Anette Spickard, Deputy City Manager Lauren Browne, Deputy City Manager Barbara Whitehorn, City Attorney Kurt Christianson, Assistant City Attorney Monique Coady, Director of Financial Services Jordan Corneliusen, Police Chief Stephanie Foley, Police Commander Heather Penner, Public Relations Analyst Kegn Hall, Purchasing Manager Ian Coughbrough, Acting Police Commander Jason Young, Accounting Supervisor Renee Stanley, Director of Wastewater Roxanne Holland, Community Development Director Tony Allender, Planning Manager Cari Meyer, Budget and Investment Manager Sterling West, Parks and Recreation Director Josh Frewin, and City Clerk JoAnne Cook.

2. Roll Call

The roll call was conducted by JoAnne Cook.

3. Consent Items

- a. **Minutes - April 22 & 23, 2026 City Council Special Meeting.**
- b. **Minutes - April 29, 2026 City Council Special Meeting.**
- c. **Minutes - May 12, 2026 City Council Special Meeting - Executive Session.**
- d. **Minutes - May 12, 2026 City Council Regular Meeting.**
- e. **Minutes - May 13, 2026 City Council Special Meeting.**
- f. **Approval of 159th Anniversary Memorial Day Proclamation, May 25, 2026.**
- g. **AB 3343 Approval of contract Amendment #2 to the Questica Budget Software SaaS Agreement with Euna Solutions, Inc. (formerly Questica LTD) to extend the term and cost through June 2029, not-to-exceed \$364,225.67.**

Motion: Councilor Kinsella moved to approve consent items 3a-3g. Seconded by Councilor Dunn. Vote: 6-0 Motion passed with six (6) in favor (Ploog, Fultz, Dunn, Furman, Hosseini, and Kinsella) and zero (0) opposed.

4. Appointments - None.

5. Summary of Current Events by Mayor/Councilors/City Manager & Council Assignments

Mayor Ploog - The Sedona Area Veterans & Community Outreach's Memorial Day Event to honor those who gave the ultimate sacrifice was held on Monday at the Barbara Antonsen Pavilion at the Posse Grounds Park.

Vice Mayor Fultz - The Northern Arizona Council of Governance, in partnership with The Sedona Community Center, will be hosting a symposium on Saturday, October 17, 2026 from 10:00 a.m. - 2:00 p.m. Topics will cover Estate Planning, Dementia Care, Avoiding Scams and Rip-Offs.

Councilor Dunn - The Community Library Sedona's Open Mic Event with Sedona Poet Laureate Gary Every will take place on May 27th at 6:00 p.m.; the Summer Reading Program has begun; the Drop In and Write A Thank You Card for the Veterans of the Verde Valley will take place on Saturday, June 6th, starting at 12:00 p.m. - 4:00 p.m., cards will be provided.

Councilor Furman - The first meeting of the Finance Audit Committee meeting was held; the Committee's focus will be on the performance management dashboard that will be on the City's website and available to the public.

Anette Spickard - Introduced the new Director of Financial Services Jordan Corneliusen.

6. Executive Session Report

Kurt Christianson advised that no action was taken after today's Executive Session meeting.

7. Public Forum

Opened to the public at 4:38 p.m.

Jen Farnsworth, Sedona, voiced concerns with the National Fire Protection Association Standards not being implemented at the parking garage, she requested standards be put into writing prior to issuance of Certificate of Occupancy.

Tim Perry, Sedona, spoke regarding work force housing and the city's housing codes.

Jessica Drom, Sedona, spoke regarding Women's Health Month and services offered by Northern AZ Healthcare.

Mark TenBroek, Sedona and member of the Parking Work Group, expressed his personal opinion of himself regarding the parking in Uptown.

Michael James Long, Sedona, spoke regarding his civil rights.

Brought back to City Council at 4:53 p.m.

8. Proclamations, Recognitions & Awards - None.

9. Regular Business

a. Discussion/possible action regarding items pulled off "3. Consent Items"

None.

Item 9c was moved up prior to item 9b.

b. AB 3289 Public hearing/discussion/possible action regarding approval of

the Tentative City Budget for Fiscal Year 2026-2027, joint management of recreational facilities with local schools, and decision packages.

Presentation by Barbara Whitehorn, Sterling West, Roxanne Holland, and Josh Frewin. Tom Swearinger, Sedona Oak-Creek Unified School District Superintendent, was available to answer questions.

Opened Public Hearing at 7:41 p.m.

Tim Perry, Sedona, spoke against the proposed FY27 budget.

Ed Kettler, Sedona, voiced concerns with capital projects included in the FY27 budget and emergency evacuation.

Closed Public Hearing at 7:47 p.m.

Comments and questions from City Council.

By consensus, Council added the Arbitrage payment into the FY27 budget, estimate \$655-700K.

By majority consensus, Council approved the School District Park/Landscaping Maintenance Project Option 2 City in-house maintenance of one field only for one-time FY27 expense of \$225,000, ongoing expense of \$90,000, and 1 FTE for additional staffing; and, the Turf Football Field Brushing and Infill for a one-time expense of \$45,000 to be included in the FY27 Tentative Budget for approval.

Motion: Councilor Kinsella moved to approve the Tentative Budget for FY 2026-27 and thereby set the expenditure limit for the FY 2026-27 budget at \$97,963,222. Seconded by Vice Mayor Fultz. Vote: 6-0 Motion passed with six (6) in favor (Ploog, Fultz, Dunn, Furman, Hosseini, and Kinsella) and zero (0) opposed.

- c. AB 3323 Discussion/possible action regarding the Western Gateway planning process and approval of a non-exclusive, non-binding Letter of Intent and request for information for any organization wishing to prepare a business plan for the re-establishment of the amphitheater operations at the Western Gateway.**

Presentation by Kurt Christianson.

Questions and comments from City Council.

Opened to the public at 5:40 p.m.

Herb Tiffany, Sedona, spoke regarding the current budget estimates for renovations at the amphitheater.

Tim Perry, Sedona, spoke against the Letter of Intent and Referral For Information.

Jennifer May, Cornville, spoke regarding the Letter of Intent.

Tim Jessup, Sedona, spoke regarding his experience and expertise in the entertainment industry, he relinquished his time to answer question from City Council and offered to assist the city during the planning and development stages. Mayor Ploog asked Council if they had any questions, Council did not have any questions for Tim.

Joetta Winter, Sedona, spoke regarding the Letter of Intent.

Will Durnam, Sedona, spoke regarding his preference for less commercial activity at the Western Gateway and requested meetings pertaining to the Western Gateway item only for the sake of time and public engagement.

Scott Ross, Sedona, spoke regarding his experience and expertise in the entertainment industry, and offered to assist the city during the planning and development stages.

Brought back to City Council at 5:57 p.m.

Comments and questions from City Council.

By consensus, Council directed staff to explore other the other uses that were higher on the list from the recent survey results; including the exploration of possible locations for a recreation center.

By consensus, Council agreed that the Bubble Map will remain in the Letter of Intent.

Motion: Councilor Furman moved to approve the Letter of Intent and the RFI, as amended. Seconded by Councilor Dunn. Vote: 6-1 Motion passed with six (6) in favor (Ploog, Fultz, Dunn, Furman, Hosseini, and Kinsella) and zero (0) opposed.

Break at 6:28 p.m. Reconvened at 6:50 p.m.

d. AB 3351 for consideration by the League of Arizona Cities and Towns' Policy Committees as part of the League's legislative agenda for 2027.

Presentation by Lauren Browne.

Questions and comments from Council.

Motion: Vice Mayor Fultz moved to approve the following resolutions, the two defined in the packet, and submit them to the League of Arizona Cities and Town for further consideration as part of the League's 2027 legislative policy agenda. Seconded by Councilor Kinsella. Vote: 6-0 Motion passed with six (6) in favor (Ploog, Fultz, Dunn, Furman, Hosseini, and Kinsella) and zero (0) opposed.

e. AB 3313 Discussion/possible direction/action regarding proposed State legislation, short-term rental legislation, lobbying efforts, and State budget and their potential impact on the City of Sedona.

Presentation by Lauren Browne.

f. AB 3350 Discussion/direction regarding debrief of Community Conversations of April 29, 2026 and selecting next topic/date for Community Conversations #2.

Motion: Councilor Kinsella moved to hold the next Community Conversations meeting on September 9, 2026 with the topics Community Recreation Center and Fire Wise/Emergency. Seconded by Vice Mayor Fultz. Vote: 6-0 Motion passed with six (6) in favor (Ploog, Fultz, Dunn, Furman, Hosseini, and Kinsella) and zero (0) opposed.

Motion: Councilor Kinsella moved to hold a Community Conversations meeting on

November 12, 2026 with the Arts & Culture topic. Seconded by Vice Mayor Fultz. Vote: 6-0 Motion passed with six (6) in favor (Ploog, Fultz, Dunn, Furman, Hosseini, and Kinsella) and zero (0) opposed.

g. AB 3066 Discussion/possible action regarding future meeting/agenda items.

Councilor Furman requested a future agenda item to discuss potential actions stemming from community conversations about creating a citywide events center calendar and exploring possible partnerships. The Council unanimously supported his request.

Councilor Dunn requested an agenda item to revise Council Procedures and the Council meeting times. There was no support for her request.

10. 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.**

None.

11. Adjournment

Mayor Ploog adjourned the meeting at 9:13 p.m. without objection.

I certify that the above are the true and correct actions of the Regular City Council Meeting held on May 26, 2026.

JoAnne Cook, CMC, City Clerk

Date



CITY COUNCIL AGENDA BILL

AB 3348
June 9, 2026
Regular Business

Agenda Item: 9b

Proposed Action & Subject: Discussion/possible action regarding approval of Sedona Police Department's Strategic Plan for 2026-2029.

Department	City Manager/ Police Department
Time to Present	30 minutes
Total Time for Item	60 minutes
Other Council Meetings	N/A
Exhibits	A. Sedona Police Department Strategic Plan 2026-2029

Finance Approval	Reviewed 6/2/26 BGW	
City Attorney Approval	Reviewed 6/2/26 MKC	Expenditure Required
		\$ 0
City Manager's Recommendation	Recommend approval ABS 6/2/26	Amount Budgeted
		\$ 0
		Account No. N/A (Description)

SUMMARY STATEMENT

Background: In December 2025 the City Manager selected the Center for Public Safety Management (CPSM) from three law enforcement consultant quotes submitted per the City's procurement policy to prepare a strategic plan for the Sedona Police department. Between January and May 2026, Jarrod Burguan and Rob Handy of CPSM reviewed staffing and call data; reviewed department policies and standards; surveyed individual employees; interviewed partner agencies, the city council and city management; conducted a public town hall; and conducted an employee workshop to develop the plan being presented tonight. The goal of the plan is to provide a clear vision and work plan for the city to adopt and implement over the next five years to ensure an ongoing commitment to professional, community-oriented policing in Sedona. If the plan is approved, the department will provide an annual report to the Council on the progress made towards meeting each of the goals laid out in the plan.

Board/Commission Recommendation: Applicable - ☒ Not Applicable

Climate Action Plan/Sustainability Consistent: ☐ Yes - ☐ No - ☒ Not Applicable

Board/Commission Recommendation: ☐ Applicable - ☒ Not Applicable

Alternative(s):

MOTION

I move to: approve the Sedona Police Department Strategic Plan for 2026-2029.

Strategic Plan



Sedona, AZ Police Department

2026-2029



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WWW.CPSM.US • 716-969-1360

ICMA

Exclusive Provider of Public Safety Technical Services for
International City/County Management Association

CPSM Project Contributors

Thomas J. Wieczorek - Director

Jarrold Burguan - Senior Manager

Robert Handy - Senior Associate

Monicque Lee - Associate Editor

Part of ICMA's mission is to assist local governments in achieving excellence through information and assistance. Following this mission, the Center for Public Safety Management, LLC acts as a trusted advisor, assisting local governments in an objective manner.

City of Sedona Contributors

Anette Spickard - City Manager

Stephanie Foley - Police Chief

Heather Penner - Police Commander, Special Ops & Investigations

Erin Loeffler - Support Services Manager



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Sedona Police Department
2026-2029 Strategic Plan

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SECTION 1: INTRODUCTION AND BACKGROUND

Police Chief's Message



I want to thank everyone, both within the Department and outside it, who contributed to developing this plan. It is a living document, designed to guide our organization and community toward a safe, equitable, and effective approach to policing.

Dear Sedona Community,

I am excited to share the Sedona Police Department's 2026-2029 Strategic Plan, which marks an important step forward in our ongoing mission to serve our community. This plan is built upon our commitment to respond thoughtfully to Sedona's evolving needs, provide the highest standard of professional service, and proactively address criminal activity, all while strengthening community policing and nurturing a positive work culture.

The strategic plan lays out clear priorities and objectives that are closely aligned with our vision, mission, and values. With these in place, we aim to deliver police services and programs that are efficient and responsive to the needs of our diverse community. As we move into the implementation phase of our latest Strategic Plan, we look forward to deepening our relationship with the community and partners who have been instrumental in shaping this roadmap.

We are confident that our department's dedication, compassion, accountability, and hard work will help us meet both current and future challenges. The collaborative effort that drives our partnerships and the ongoing support from City Council, City Manager, other City Departments, and community groups will continue to guide us as we pursue our goals.

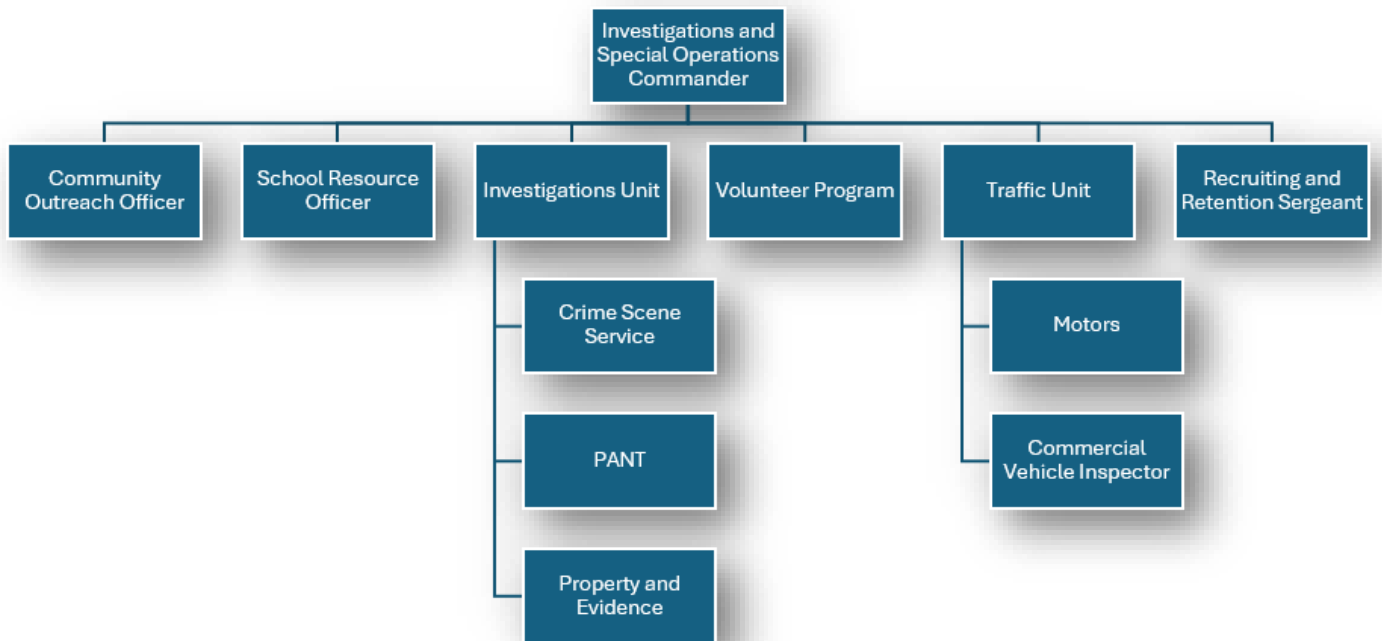
I want to thank everyone, both within the Department and outside it, who contributed to developing this plan. It is a living document, designed to guide our organization and community toward a safe, equitable, and effective approach to policing. Our aim is to foster a collaborative and community-focused relationship, and I am grateful for the commitment and dedication shown by every member of our team, including sworn and professional staff, and volunteers.

Much of our success is a direct result of the leadership and commitment to duty that is demonstrated daily by all members of our Department. We remain steadfast in our promise to deliver the highest level of professional service to the City of Sedona, using our resources wisely to achieve the objectives outlined in this Strategic Plan.

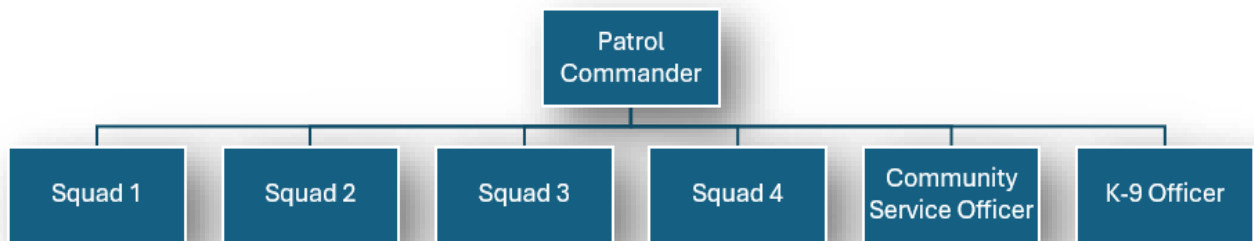
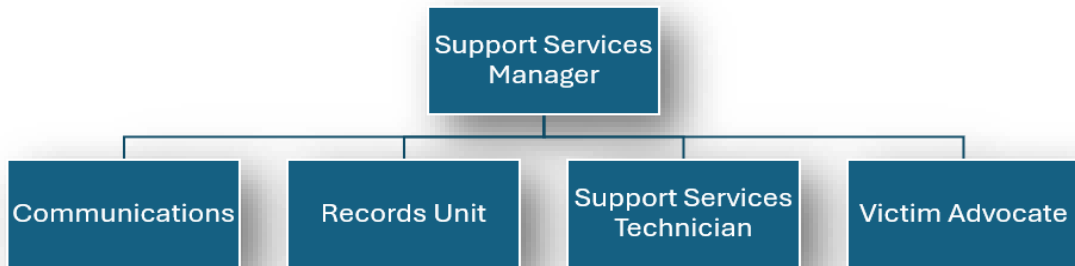
Thank you for your continued support and partnership as we embark on this new chapter together.



Sedona Police Department Organizational Charts



Sedona Police Department Organizational Charts (Continued)



The Sedona Police Department Guiding Principles and Community Values



Mission Statement:

Our mission is to preserve the public peace through the enforcement of the law, protection of life and property, providing exceptional service, and collaborative community partnerships.



Vision Statement:

With a steadfast focus on “Selfless Service For All”, we will continue to foster public trust and strengthen community relationships while striving for excellence through employee development, self-discipline, and strong leadership.



Motto:

Selfless Service for All



Core Values:

Community, Compassion, Honor

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Sedona Police Department
2026-2029 Strategic Plan

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City Council



**Mayor
Holli Ploog**



**Vice Mayor Brian
Fultz**



**Melissa Dunn
Councilor**



**Pete Furman
Councilor**



**Kathy Kinsella
Councilor**



**Derek J. Pfaff
Councilor**



**Charlotte
Hosseini
Councilor**

City of Sedona Leadership



**City Manager
Anette Spickard**



**Stephanie Foley
Police Chief**



**Heather Penner
Investigations
and Special
Operations**



**Jason Young
Field Operations
Division**



**Erin Loeffler
Support Services
Manager**

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**Sedona Police Department
2026-2029 Strategic Plan**

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ACKNOWLEDGEMENTS

The development and implementation of this plan would not be possible without the support and contributions of our elected leaders, City Departments, Department staff, and our community partners. Thank you all again for your contributions and support.

A special thank you to:

Holli Ploog - Mayor

Brian Fultz - Vice Mayor

Melissa Dunn – Councilor

Pete Furman – Councilor

Kathy Kinsella – Councilor

Derek J. Pfaff – Councilor

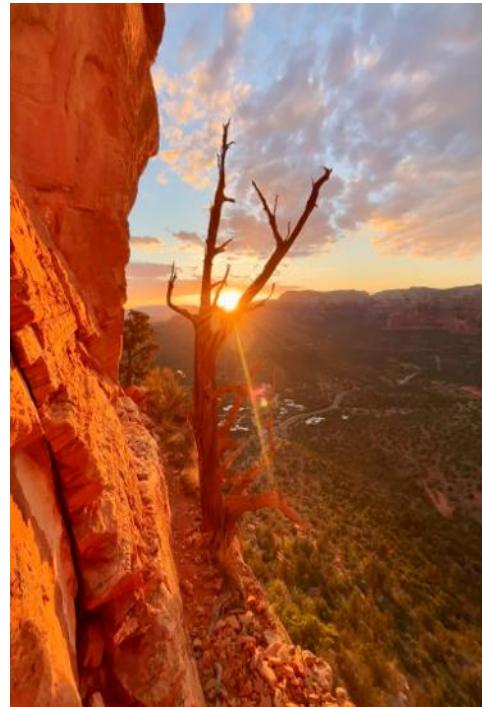
Charlotte Hosseini - Councilor

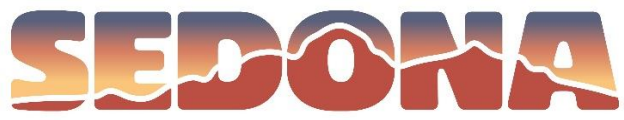


SECTION 2: CITY OF SEDONA AND THE SEDONA POLICE DEPARTMENT

OUR CITY

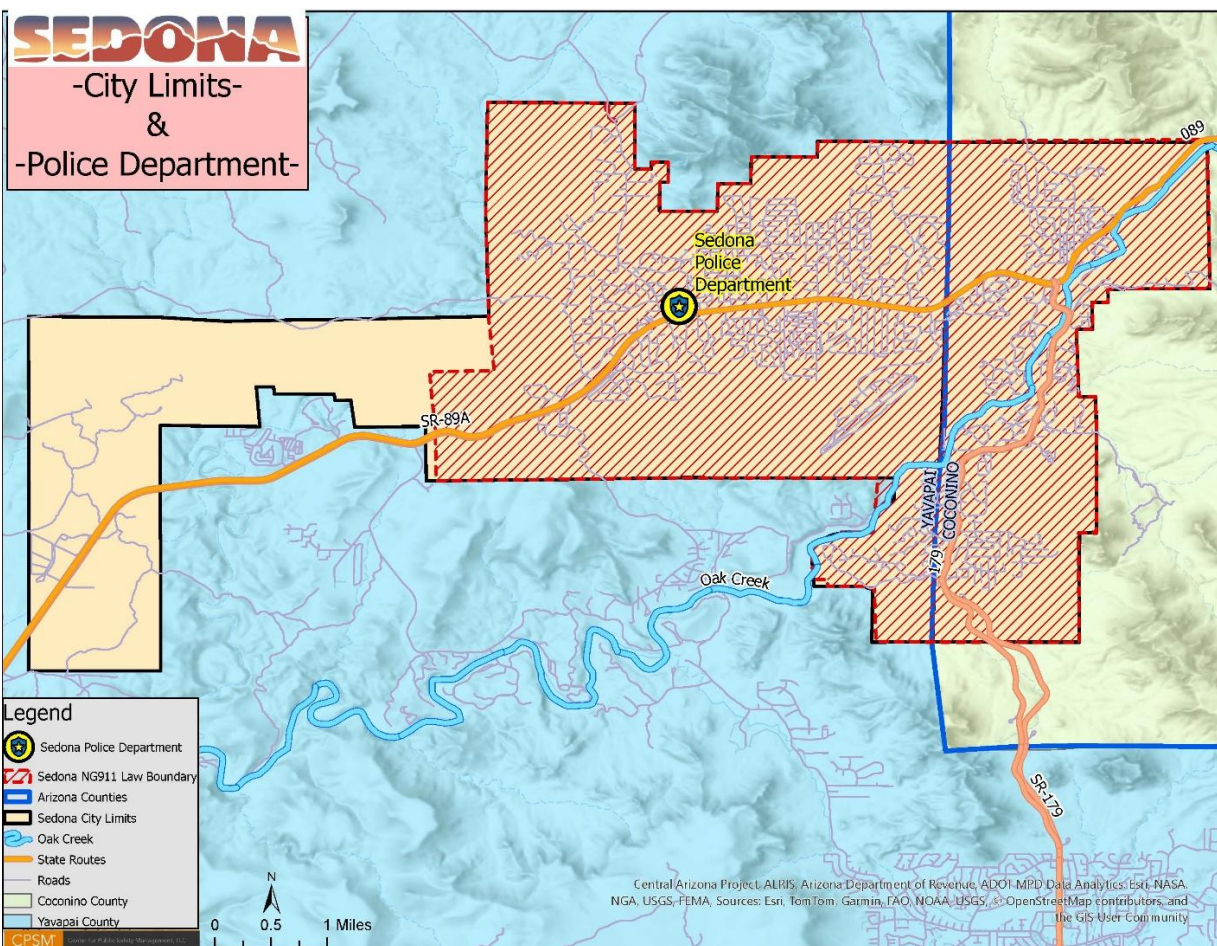
The City of Sedona, located in northern Arizona, spans the boundary between Coconino and Yavapai counties. Incorporated in 1988, Sedona is home to approximately 10,000 full-time residents and serves as both a vibrant residential community and a premier tourism destination within the Verde Valley. The City is internationally recognized for its iconic red rock formations, high desert climate, and immediate access to the Coconino National Forest—features that define Sedona's identity as a scenic, outdoor-oriented community. Sedona benefits from its proximity to the Phoenix Metropolitan Area while preserving its distinct small-town character.





SEDONA OVERVIEW:

The Sedona Police Department provides comprehensive law enforcement services to a diverse 19-square-mile jurisdiction that spans the boundary of Coconino and Yavapai counties. Our service environment is characterized by a complex mix of urban neighborhoods and natural interfaces, including single and multi-family residential developments of varying densities, as well as vibrant commercial and industrial hubs that support our local economy. Beyond traditional municipal policing, the SPD manages critical public safety responsibilities across an extensive network of local roads, State Routes 89A and 179, and a world-renowned system of parks and trails integrated with the Coconino National Forest. Operating within a broader regional public safety framework, we maintain vital partnerships with contiguous municipalities and regional agencies to address the unique challenges of our high-volume tourism destination while preserving Sedona's distinct small-town character.



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Sedona Police Department
2026-2029 Strategic Plan

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OUR POLICE DEPARTMENT

The Sedona Police Department (SPD), established shortly after the City of Sedona's incorporation 38 years ago, is a full-service municipal law enforcement agency responsible for providing police services to our community. Our operational focus extends beyond traditional policing for a small city, as we routinely manage large volumes of visitors, traffic congestion, and calls for service associated with outdoor recreation areas and special events. We are committed to a community-oriented policing philosophy that emphasizes responsiveness and the maintenance of positive relationships with residents, visitors, and local businesses.

The Sedona Police Department is led by Chief Stephanie Foley and is structured to deliver core law enforcement services, including patrol operations, investigations, and administrative support functions. Patrol operations serve as the backbone of our department, handling the majority of calls for service, conducting proactive enforcement, and engaging directly with the community. We also utilize civilian support roles to enhance operational efficiency, allowing our sworn personnel to focus on higher-priority law enforcement responsibilities.

While we strive to address the community's public safety needs with minimal reliance on external resources, SPD operates within a broader regional public safety framework and maintains strong working relationships with our law enforcement, fire, and emergency medical partners. These partnerships are an operational reality given the size of our community, the region's terrain, and the frequency of outdoor recreation-related incidents. We routinely leverage interagency coordination to ensure appropriate coverage and resource availability during large-scale incidents or periods of increased demand.

Like many agencies serving destination communities, we face ongoing challenges related to staffing, recruitment, and retention, particularly due to the high cost of living in Sedona and limited workforce housing options. These factors can impact on our ability to maintain consistent staffing levels and preserve institutional knowledge. Despite these challenges, we take pride in being a professional, service-oriented organization with a culture of **Selfless Service for All**, problem-solving, and community engagement. We remain focused on strategic planning, effective resource allocation, and workforce development to sustain service levels and meet the evolving needs of our community.

Sedona Police Station



SPD Station

100 Roadrunner Dr.
Sedona, AZ 86336

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Sedona Police Department
2026-2029 Strategic Plan

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SEDONA POLICE DEPARTMENT MILESTONES

Over the preceding twelve months, the Sedona Police Department (SPD) has successfully executed critical milestones across personnel expansion, infrastructure modernization, and internal performance metrics. These achievements establish a progressive foundation for the strategic initiatives outlined in this plan.

Workforce Expansion & Critical Infrastructure Integration

- SPD recently hired their first Emergency Management Coordinator, Chance Wnuck.
- SPD recently expanded its active workforce capacity by securing 10.5 total Full-Time Equivalent (FTE) positions, including 9 sworn officer roles.

Cultural Health & Internal Performance Excellence (January 2026)

At the department's annual Team Accomplishments and Awards ceremony held on January 11, 2026, the SPD recognized high-performance metrics and critical field achievements from the 2025 performance cycle:

- Officer of the Year: Awarded to Officer Ramon Dominguez for outstanding service and operational dedication.
- Rookie Officer of the Year: Awarded to Officer Dale Carden.
- DUI Officer of the Year: Awarded to Officer Cole Taylor for targeted traffic enforcement and roadway safety metrics.
- Medal of Courage & Commendation: Bestowed upon Sergeant Nate Dorfman (Medal of Courage) and Officer Andrew Cecere (Commendation) for exemplary bravery and tactical restraint during a high-risk domestic violence incident.
- Lifesaving Award: Conferred to Officer Bailey Ehrlich for decisive action under pressure resulting in a saved life.



SECTION 3: STRATEGIC PLANNING PROCESS

Strategic Plan Methodology

In 2026, the City of Sedona hired the Center for Public Safety Management (CPSM) to facilitate a collaborative, forward-focused strategic plan to guide the city in supporting the police department over the next three years. The process was intentionally structured and phased in to promote engagement, transparency, and organizational ownership.

The initial phases included data collection from routine departmental documents and employee surveys. The next phase included focus group meetings with employees, city management, elected officials, and the community. These focus group meetings with internal and external stakeholders entailed identifying organizational issues, holding collaborative goal-setting sessions, and refining measurable goals and objectives. This deliberate approach helped ensure the final plan reflects the collective input of Department employees, community partners, and city leadership while positioning the organization for success over the next three years.

ASSESSMENT

The first step in this process was to determine the perspectives of the Department staff and members of the community on the agency's current performance. This assessment is commonly referred to as a SWOT (Strengths, Weaknesses, Opportunities, and Threats) Analysis. The analysis is used to assess views on internal and external issues and evaluate their impact on strategic decision-making.

In this analysis, sworn and professional staff of the Department, at all ranks and classifications, responded to an anonymous survey. Following the survey, small focus group meetings were held with sworn officers, supervisors, managers, and command staff. Additional focus group participants were professional staff, professional staff supervisors, and managers. Perspectives vary by employee role in the organization, and each viewpoint is as important as the others.

Externally, focus groups and interviews were conducted with members of the Sedona community for the SWOT Analysis. These involved leaders and representatives of community groups, residents, businesses, schools, and local government.

The following is a summary of the SWOT Analysis (Strengths, Weakness, Opportunities, & Threats):



STRENGTHS

- **Positive organizational culture:** Employees consistently describe a welcoming, family-oriented environment supported by strong camaraderie.
- **Supportive supervision:** Supervisors are widely viewed as approachable, engaged, and committed to employee well-being.
- **Strong community relationships:** The community is supportive, cooperative, and actively engaged with the department.
- **Meaningful work environment:** Personnel value the opportunity to make a tangible impact in a small-community policing setting.
- **High level of employee commitment:** Staff demonstrate a strong dedication to service and routinely exceed expectations.
- **Demonstrated organizational progress:** The department has made measurable advancements in recruitment, technology investments, and targeted training opportunities.

WEAKNESSES

- **Communication and coordination:** Opportunities exist to further strengthen consistency, timeliness, and follow-through, particularly across shifts.
- **Planning and organizational discipline:** Greater emphasis on proactive, structured planning for scheduling, budgeting, and operations will improve efficiency.
- **The need for leadership development and workforce stability:** Continued investment in supervisory training, standardized expectations, and onboarding processes will support consistency and retention.
- **Modernizing systems, processes, and facilities:** Advancements in technology, formalized workflows, and improved facilities will enhance efficiency and employee support.



OPPORTUNITIES

- **Enhance communication systems:** Establish clear, consistent, and timely internal and external communication practices.
- **Implement structured planning processes:** Strengthen long-term planning for operations, staffing, budgeting, and major events.
- **Expand leadership development and mentorship:** Build a strong leadership pipeline through standardized training and development.
- **Modernize technology and infrastructure:** Improve radio systems, IT support, and overall system reliability.
- **Strengthen workforce management practices:** Enhance recruitment, retention, onboarding, and scheduling processes.
- **Optimize civilian workforce utilization:** Further define and integrate CSO roles to improve operational efficiency.
- **Improve facilities and work environments:** Address space, maintenance, safety, and ergonomic considerations.
- **Increase employee engagement:** Expand opportunities for staff input, recognition, and meaningful feedback.

THREATS

- **Workforce attrition and staffing challenges:** Ongoing turnover may impact service delivery and organizational continuity.
- **Operational and safety considerations:** Technology limitations, staffing levels, and facility constraints may present risks if not addressed.



ISSUE IDENTIFICATION

A key component of the strategic planning process is identifying the critical issues facing the organization that will shape priorities and the direction over the next three years. To ensure a comprehensive and inclusive approach, Sedona Police staff were invited to share their perspectives through surveys and employee focus groups. Additionally, members of external focus groups and individual interview participants provided valuable input during that same phase of the process.

This collective feedback helps ensure the strategic plan reflects both internal insights and community perspectives, positioning the organization to move forward with clarity and purpose.

The issues most mentioned in the issue identification process were:

- Communication
- Planning
- Processes
- Leadership Turnover
- Employee Development
- Employee Attrition
- Training
- Technology
- Department Infrastructure

The list of issues was reviewed at a strategic planning workshop, attended by sworn and professional staff. The need to focus on issues that would best serve the community and address the concerns of all involved required by identifying the top issues. They are presented as goals in this plan.





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Goal #1 – Improve Organizational Transparency and Communication

Objectives

1. Develop and implement a formal communication protocol (who communicates what, when, and how).
2. Engage the community through consistent strategic communication through the utilization of a consulting firm or a police department-specific public information officer
3. Develop a protocol for communicating post-meeting summaries to the agency.
4. Develop a feedback loop for employees.
5. Enhance the Sedona Police Brand through modernization of branding materials and communication streams
6. Develop a public data-driven traffic enforcement philosophy and track safety outcomes.

Outcomes

1. Improve consistency of communication
2. Enhance community engagement





Sedona Police Department 2026-2029 Strategic Plan



Goal #2 – Improve Internal Planning and Organizational Processes

Objectives

1. Develop an internal operational planning calendar
2. Implement an SOP for key functions (events, scheduling, onboarding, terminations, etc.).
3. Schedule quarterly planning reviews with the police management team (report progress to the organization).
4. Develop budget planning timelines aligned with city processes.
5. Realign ancillary assignments.

Outcomes

1. Improve internal communication
2. Increase internal satisfaction
3. Improve efficiency and effectiveness





Sedona Police Department 2026-2029 Strategic Plan



Goal #3 – Enhance Leadership and Employee Development

Objectives

1. Develop a formal supervisor training program
2. Develop an organizational Succession Plan
3. Work with regional partners to bring professional supervisor and leadership development training to the area
4. Enhance regular, ongoing training on emerging policing issues
5. Develop an internal mentorship and shadowing program
6. Revise the department's internal FTO program.

Outcome

1. Improve organizational consistency
2. Create pathways to promotion and specialty assignments
3. Increase internal satisfaction
4. Increase organizational knowledge and capacity





Sedona Police Department 2026-2029 Strategic Plan



Goal #4 – Modernize Technology and SPD Infrastructure

Objectives

1. Improve the existing police radio system to address communication issues.
2. Address the MDT reliability concerns
3. Conduct a dispatch center ergonomics review – upgrade internal workspaces.
4. Implement Power DMS to complement the department's LEFTA systems
5. Conduct an internal study to evaluate Axon Translation.
6. Enhance SPD's Drone Program
7. Streamline the department's software
8. Improve the technology and expand the program usage

Outcomes

1. Improve officer safety
2. Bring communications technology into modern times
3. Increase efficiency and accountability
4. Improve workplace satisfaction
5. Improve crimes suppression and raise the level of service provided to the community





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Goal #5 – Stabilize the SPD Workforce

Objectives

1. Conduct an internal staffing analysis to align resources with service demands
2. Streamline and standardize the hiring and onboarding processes
3. Develop retention strategies (employee recognition, career development, and improved work-life balance)
4. Implement consistent scheduling and time-off procedures.
5. Improve outreach and candidate communication.

Outcomes

1. Efficient and effective hiring
2. Improved employee retention
3. Improved employee working environment



TENTATIVE IMPLEMENTATION OF THE STRATEGIC PLAN

IMPLEMENTATION TIMELINE

The SPD strategic plan timeline includes a tentative structured approach that will go through a continuous life cycle over the term of the plan (2026-2029) and includes:

- Develop and implement a formal communication protocol (who communicates what, when, and how). **Year 1**
- Engage the community through consistent strategic communication through the utilization of a consulting firm or a police department-specific public information officer. **Year 1-2**
- Develop a protocol for communicating post-meeting summaries to the agency. Develop a feedback loop for employees. **Year 1**
- Enhance the Sedona Police Brand through modernization of branding materials and communication streams. **Year 1-2**
- Develop a public data-driven traffic enforcement philosophy and track safety outcomes. **Year 2-3**
- Develop an internal operational planning calendar. **Year 1**
- Implement an SOP for key functions (events, scheduling, onboarding, terminations, etc.). **Year 1-2**
- Schedule quarterly planning reviews with the police management team (report progress to the organization). **Year 1-2**
- Develop budget planning timelines aligned with city processes. **Year 1-2**
- Realign ancillary assignments. **Year 2**
- Develop a formal supervisor training program. **Year 2**
- Develop an organizational Succession Plan. **Year 2**
- Work with regional partners to bring professional supervisor and leadership development training to the area. **Year 1,2, & 3**
- Enhance regular, ongoing training on emerging policing issues. **Year 2 - 3**
- Develop an internal mentorship and shadowing program. **Year 1-2**
- Revise the department's internal FTO program. **Year 2**
- Improve the existing police radio system to address communication issues. **Year 1-2**
- Address the MDT reliability concerns. **Year 1-2**
- Conduct a dispatch center ergonomics review – upgrade internal workspaces. **Year 2-3**
- Implement Power DMS to complement the department's LEFTA systems. **Year 2**
- Conduct an internal study to evaluate Axon Translation. **Year 2**
- Enhance SPD's Drone Program. Streamline the department's software, Improve the technology and expand the program usage. **Year 2-3**
- Conduct an internal staffing analysis to align resources with service demands. **Year 2-3**
- Streamline and standardize the hiring and onboarding processes. **Year 1**



- Develop retention strategies (employee recognition, career development, and improved work-life balance). **Year 1**
- Implement consistent scheduling and time-off procedures. **Year 1-2**
- Improve outreach and candidate communication. **Year 1-2**

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CITY COUNCIL AGENDA BILL

AB 3313
June 9, 2026
Regular Business

Agenda Item: 9c

Proposed Action & Subject: Discussion/possible direction/action regarding proposed State legislation, short-term rental legislation, lobbying efforts, and State budget and their potential impact on the City of Sedona.

Department	City Manager's Dept./Lauren Browne
Time to Present	15 Minutes
Total Time for Item	30 Minutes
Other Council Meetings	Council Retreat, December 16, 2025; December 17, 2025; January 13, 2026; January 27, 2026; February 10, 2026; February 24, 2026; March 10, 2026; March 24, 2026; April 14, 2026; April 28, 2026; May 12, 2026; May 26, 2026
Exhibits	A. City of Sedona Legislative Agenda B. City Council Protocols & Guidelines Legislative Affairs

Finance Approval	Reviewed 05/26/26 BGW	
City Attorney Approval	Reviewed 05/26/2026 KWC	Expenditure Required
		\$ N/A
City Manager's Recommendation	Reviewed ABS 05/26/2026	Amount Budgeted
		\$ N/A
		Account No. N/A (Description)

SUMMARY STATEMENT

Background: During the course of the State Legislative Session, many bills are introduced that have a potential impact on the City of Sedona including state budget, Short-Term Rentals, local zoning and preemption bills, voting, and off-highway vehicles. The League of Arizona Cities and Towns, the City's legislative advocate Kathy Senseman of PDG group, and City staff routinely monitor bills of interest as they progress through the legislative process. The 2026 legislative session opened on January 12, 2026, which the Mayor attended at Representative Selena Bliss' invitation.

To prepare for the 2026 session, Kathy Senseman and Deputy City Manager Lauren Browne presented a draft Legislative Agenda and Protocols & Guidelines documents for Council's review and direction. The final drafts were adopted and approved as amended on January 13, 2026.

A legislative update will be regularly scheduled on council meeting agendas during the 2026 session to provide a summary update on relevant bills and the proposed State budget, to answer questions that the City Council may have regarding any individual bill or the budget, and to consider the need for the City Council to take a formal position in support or opposition of any particular bill.

Climate Action Plan/Sustainability Consistent: ☐Yes - ☐No - ☒Not Applicable

Board/Commission Recommendation: ☐Applicable - ☒Not Applicable

Alternative(s): None

MOTION

I move to: TBD

- 1) **Defend Local Authority:** Protect and enhance local authority and decision making.
 - a. Protect the City from legislation that pre-empts local authority or expands state control of local affairs.
 - b. Oppose any bills that weaken the City's local zoning and land use authorities, or weaken neighboring resident and property owner participation in re-zoning decisions.
 - c. Defend the City's authority to manage its personnel and operations locally.
 - d. Support short-term rental legislation that gives cities that ability to determine caps or limits.
 - e. Repeal SB 1487 (State Revenue Withholding).
 - f. Repeal the current expenditure limitation formula or advocate to re-calculate the formula so that it better suits our unique tourism population influx.
- 2) **Protect City Funding:** Defend against any cuts to State-Shared Revenues, HURF, and other State funds dedicated to local governments.
 - a. Protect State-Shared Revenues from any reductions or sweeps.
 - b. Protect and increase Highway User Revenue Funds (HURF), and advocate to require electric vehicles (EVs) to contribute to HURF, for cities to improve transportation infrastructure and road maintenance and repair programs.
 - c. Oppose any legislation that would reduce the ability for cities to receive user fees from EVs.
 - d. Oppose unfunded mandates on cities.
 - e. Provide cities and counties greater flexibility on local bond issuances.
 - f. Provide more flexibility in the application and use of local impact fees to better address growth impacts in cities and towns.
- 3) **Invest in Local Economies and Infrastructure:** Support the ability of cities to utilize strong economic development tools, support local businesses, and increase infrastructure investment.
 - a. Support legislation and funding to assist in the development of affordable housing.
 - b. Advocate for ADOT funding for local transportation improvements.
 - c. Support funding for wastewater plant upgrades.

- d. Support funding for implementation of federal/state water quality standards, including Per- and Polyfluoroalkyl Substances (PFAS) regulations.
 - e. Support state level efforts to ensure affordable and accessible fire insurance coverage for Sedona residents.
- 4) **Protect the Environment**: Support strong environmental management policies and practices.
- a. Advocate for state funding in regional forest health projects while also reducing wildfire risk to the built environment.
 - b. Support legislation that protects public assets, including laws to protect public safety on those public lands.
 - c. Oppose expanded use, increased weights, and other public off-highway vehicle (OHV) health and safety concerns
- 5) **Protect election laws**: Defend against election law changes that prevent citizens from exercising their right to vote.
- a. Oppose legislation that creates any barriers for Sedona citizens to easily vote – including by mail – and/or to register to vote.

City Council Protocols and Guidelines Legislative Affairs

City Council agrees to the following in regard to all legislative affairs:

- Bill positions will be made by the Council. Staff will prepare a list of bills to be reviewed and discussed at the earliest Council meeting. Council will determine if a City position is warranted and direct staff to communicate that position appropriately.
- Due to the timing of the session and the frequency of legislative committee action it may not always be timely to take a bill before Council. In that event the following protocol will be utilized:
 - Council will approve a Legislative Priorities document that will serve as the guiding document for any staff or lobbyists actions taken outside of Council direction.
 - Staff and/or the lobbyist may sign into the Request to Speak (RTS) system with short notice on behalf of the City on specific bills that meet the criteria outlined in the legislative priorities document.
 - At the next regularly scheduled Council meeting any bill that required immediate action will be on the agenda to discuss and have Council confirm the position taken.
 - The Mayor may sign letters of support/opposition that align with the Legislative Priorities document to ensure the City's voice is timely.
 - Issues not covered by the Legislative Priorities will be first brought to Council.
- When City staff is asked for feedback on bills or comments on general issues, they may do so, with these requests to be shared with City Council either via email or at the next City Council meeting during the legislative update agenda item. Staff comments do not indicate support or opposition of the bill by the City.
- Any outside group/constituent/stakeholder will be invited to approach Council Members directly - rather than approaching staff - for their determination of whether to bring the position request before the Council for discussion.
- Staff shall maintain a rotation of Council Members to determine who attends lobbying trips to the Capitol. This is intended to ensure every Council Member is given an equal opportunity to engage in the process and represent the City.



CITY COUNCIL AGENDA BILL

AB 3066
June 9, 2026
Regular Business

Agenda Item: 9d

Proposed Action & Subject: Discussion/possible action regarding future meeting/agenda items.

Department City Manager

Time to Present 2 Minutes

Total Time for Item 5 Minutes

Other Council Meetings Included in City Council regular meeting agenda packets as of May 14, 2024

Exhibits A. Future Agenda Items

Finance Approval	Reviewed 05/26/2026 BGW	
City Attorney Approval	Reviewed 05/26/2026 KWC	Expenditure Required
		\$ N/A
City Manager's Recommendation	Reviewed 05/26/2026	Amount Budgeted
		\$ N/A
		Account No. N/A (Description)

SUMMARY STATEMENT

Background: Council requested a document showing future agenda items be added to the Council packet going forward. Attached as Exh. A is the Future Agenda Items document for review and discussion, and possible direction purposes.

Climate Action Plan/Sustainability Consistent: ☐ Yes - ☐ No - ☒ Not Applicable

Board/Commission Recommendation: ☐ Applicable - ☒ Not Applicable

Alternative(s): None

MOTION

I move to: For presentation and direction only.

Date	Day	Time	Type	Topic	Agenda Section	Requestor	Estimated Total Time
6/23/2026	Tuesday	2:30 p.m.					
				TBD	Executive Session	Christianson	
6/23/2026	Tuesday	3:45 p.m.					
				Discussion/possible action regarding approval of minutes from May 27, 2025.	Sedona Summit II CFD & Fairfield CCFD Board of Directors		
				Public hearing/discussion/possible action regarding adoption of a Resolution approving the Final budget for fiscal year 2026-27 for the Sedona Summit II CFD.			
				Public hearing/discussion/possible action regarding adoption of a Resolution approving the Final budget for fiscal year 2026-27 for the Fairfield Community CFD.			
6/23/2026	Tuesday	4:00 p.m.					
				AB 3290 Public Hearing/discussion/possible action regarding approval of a Resolution adopting the City of Sedona's Budget for Fiscal Year 2026-27.	Special	Whitehorn	30 min
6/23/2026	Tuesday	4:30 p.m.					
					Consent		
				AB 3353 Approval of Amendment No. 2 to the Zetron Linking Agreement in the amount of \$168,000 for the PD 02 Radio Signal Project CIP.	Consent	Foley/Loeffler	N/A
				AB 3354 Approval of a Resolution designating the chief fiscal officer for officially submitting the fiscal year 2027 expenditure limitation report to the Arizona Auditor General.	Consent	Corneliusen	N/A
				AB 3331 Discussion/presentation regarding an update on the Coconino National Forest/Red Rock Ranger District by District Ranger Alex Schlueter.	Regular	Spickard	60 min

				AB 3337 Presentation/discussion of the Fire Safe Sedona Program to discuss the program's goals and objectives in efforts to promote and enhance community resilience regarding wildfire threats.	Regular	Allender	60 min
6/24/2026	Wednesday	2:00 p.m.					
				AB 3324 Discussion/presentation of a version of the G-402: Incident Command System Overview for Senior Officials course. The purpose of this course is to familiarize Elected Officials with their role in supporting incident management within the National Incident Management System (NIMS), in alignment with Sedona Resolution 2005-34.	Special	Foley/Wnuck	4.5 hours
7/14/2026	Tuesday	3:00 p.m.					
				TBD	Executive Session	Christianson	60 min
7/14/2026	Tuesday	4:30 p.m.			Consent		
				AB 3328 Discussion possible action regarding Small Grant and Arts & Culture Grant award recommendations.	Regular	Turck	45 min
				AB 3355 Discussion/possible action on the recommendations for the remaining Uptown Parking Strategy items: Parking Optimization, Employee Parking Strategy, and Residential Permit Parking Program	Regular	Velasco	60 min
				AB 3349 Discussion/possible action for approval of a city Ordinance regarding amending city code with the proposed building code updates as part of SCC Article 15 (2024 I-Codes and the 2023 National Electrical Code).	Regular	Mertes	45 min
7/15/2026	Wednesday	4:30					
				AB 3339 Discussion/possible action regarding an operational update on the Magistrate's Court from Magistrate Richard Speer.	Special	Speer	90 min
7/28/2026	Tuesday	4:30		CITY COUNCIL RECESS NO MEETING			
7/29/2026	Wednesday	4:30		CITY COUNCIL RECESS NO MEETING			

8/11/2026	Tuesday	3:30					
				TBD	Executive Session	Christianson	
8/11/2026	Tuesday	4:30					
					Consent Items		
					Proclamations		
					Regular Business		
8/12/2026	Wednesday	3:30					
				AB 2378 Discussion/possible action/direction regarding a general update on the Sedona In Motion (SIM) transportation program.	Special Business	Holland	3 hours