

**MINUTES**  
**SEDONA VILLAGE BUSINESS ASSOCIATION**  
**MEMBERS MEETING**  
**Wednesday, September 2, 2009 @ 4:30 PM**  
**HILTON SEDONA RESORT & SPA**

1. **Quorum.** According to the sign-up sheet passed around, there were 19 people present, 12 members present constituting a quorum and 7 guests.

2. **President's Report.** The meeting was called to order by President Kathy Nelms at 4:35 PM. The SVBA Board members and officers present were introduced as were the guests present. The chair thanked Edgar Lozoya for hosting this month's meeting.

3. **Secretary's Report.** Secretary Tom Graham reported that the August 5, 2009 Members' Meeting minutes were distributed to the members and only one non-substantive change had been requested and incorporated into the minutes. Upon motion duly made, seconded and unanimously passed, the August 5, 2009 Minutes of the Members' Meeting were adopted.

4. **Treasurer's Report.** Treasurer Mark Mumaw reported on the status of the Association's bank account. The report was accepted and filed for audit.

5. **Executive Director's Report.** Executive director Peter Gendron is on a leave of absence so no report was given.

6. **Guest Speakers.** President Kathy Nelms introduced the guest speakers for the meeting: Cindy Dean, Director of Sales & Marketing, and Sheryl Curtis, E-Commerce Manager, both from the Sedona Hilton Resort & Spa. Both Cindy and Sheryl were among a group of 5 persons who were sponsored by the All-American Road Committee to attend the National Scenic Byways Conference recently held in Denver, CO.

They reported that the Conference, which had about 500 attendees, consisted of 3 intense days of breakout sessions and small group conferences on a very diverse group of topics. They also met with a representative there from the AZ Office of Tourism and reported that there is a great deal of support through that agency for helping to market our All-American Road, the Red Rock Scenic Byway. They discussed many different ideas that other Scenic Byways/All-American Roads have used to market their roadways but the essence of each of them is to get the entire community involved including residents, businesses, schools who should all be knowledgeable enough to act as an advocate in promoting the Byway. Finally, they urged everybody to get involved with this as we are only limited by our imaginations and the financial and people resources to bring ideas to reality.

7. **Announcements.** Members and guests were invited to address the meeting concerning upcoming events and opportunities to attend or participate in various activities. Four announcements were made:

a. Jennifer Wesselhoff from the Chamber spoke about a new GPS device that can be rented from the Chamber to help guide drivers with a visual and audio tour of Sedona.

b. Jennifer also reminded everybody of the "Shop in Sedona" promotion that is coming up.

c. Tony Pugliano from Village Chevron announced a special promotion for Tuesdays going forward – each Tuesday you will receive 5 cents per gallon off all gas –

Tony stated that even though the advertised price out front will not reflect this discount you will receive it at the pump. In addition to the gas discount, on Tuesdays you will receive a 10% discount on all items in the store at Village Chevron

d. Dorothy O'Brien reminded everybody about the upcoming Celtic Harvest Festival on September 18<sup>th</sup> (events in schools), 19<sup>th</sup> (main Festival at Tequa) and 20<sup>th</sup> Celtic music at Marketplace Café.

8. **Next Meeting.** The next Members' meeting is scheduled for Wednesday, October 7, 2009 @ 4:30 PM. at the Hilton.

9. **Adjournment.** Meeting duly adjourned @ 5:45 PM