

**MINUTES**  
**SEDONA VILLAGE BUSINESS ASSOCIATION**  
**MEMBERS MEETING**  
**Wednesday, October 7, 2009 @ 4:30 PM**  
**HILTON SEDONA RESORT & SPA**

1. **Quorum.** The meeting was called to order by President Kathy Nelms at 4:35 PM. There were 18 total people present. Of those present, 15 were members constituting a quorum.

2. **President's Report.** President Kathy Nelms had the SVBA officers and directors present to introduce themselves and had everybody else to do the same. She then thanked Edgar Lozoya for hosting this month's meeting. President Kathy Nelms then made a report on the Full Moon Walk held Saturday, October 3, 2009, indicating that 76 participation cards were turned in. She then described some of the activities, pumpkin carving contest, pumpkin coloring for the kids, Kiwanis dunk tank, pizza contest and others. Everybody had fun on a beautiful Sedona Village day.

3. **Secretary's Report.** Secretary Tom Graham reported that the September 2, 2009 Members' Meeting minutes were distributed to the members and no changes had been requested. Upon motion duly made, seconded and unanimously passed, the September 2, 2009 Minutes of the Members' Meeting were adopted.

4. **Treasurer's Report.** No report was made by Treasurer Mark Mumaw who indicated that a Treasurer's report had been made at the September 30, 2009 SVBA Board meeting..

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

6. **Guest Speakers.**

a. President Kathy Nelms introduced the guest speaker for the meeting: Dave Keeber, the new Sedona/Oak Creek Chamber of Commerce Director of Membership who began his position in August, 2009. Dave gave an update on the kiosks that are available for Chamber Tourism members and urged businesses to do something more on their kiosk listing than just the basic listing. They can be updated online and even used to promote daily specials and room availability for lodging businesses. The 2 kiosks get about 264,000 hits/year. The software is very intuitive and training is available for the asking. Dave also reported that the Chamber is running classes on how to use the social networking sites as a tool for business. A Q&A followed Dave's presentation.

b. President Kathy Nelms then introduced SVBA Treasurer and Board member Mark Mumaw who spoke to the meeting about signage laws applicable to the Sedona Village area. Mark reported that the first set of laws concern the ADOT right-of way (ROW) along AZ Highway 179. That ROW basically is defined as the area on both sides of Hwy 179 to the outside edge of the crushed granite ground cover. Arizona Revised Statutes Sections 28-7053 and 28-7054 are the applicable statutes and basically provide that no signage of any kind is permitted in the ROW except by permit from ADOT. If ADOT finds any such signage in the ROW, it is subject to confiscation. All other signage of any kind outside the 179 ROW is governed by the Yavapai County Sign Code which is found in Section 601 of the Yavapai County Planning and Zoning Ordinance. The Sign Code is administered by the Yavapai County Development Service Department.

Substantial discussion followed regarding signage and the negative impact of the current economic situation with regard to businesses in the Sedona Village area. Members and others asked many questions as to what can be done to address the current situation. It was decided at the end of the discussion that Development Services Director Chad Daines would be invited to the next SVBA members meeting in November so members could speak directly with him about the options for signage.

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

a. SVBA Board member Mel Copen spoke about the Community Plan and the Visioning Process underway under the auspices of the Big Park Council and suggested many opportunities for members to engage in planning for the future of the Community..

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

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