



Preserving the Wonder™

Fall 2016

**KSB's Quarterly
Environmental
Message:**

***In Sedona,
the Environment
...IS...the Economy.***

Keep Sedona Beautiful's mission is to protect and sustain the unique scenic beauty and natural environment of the Greater Sedona Area



PRESIDENT'S MESSAGE: GREETINGS!

Let Us Celebrate KSB's First Ever Annual Fundraiser

For years, KSB has survived and often thrived on annual membership dues and the periodic generosity of many members who have made contributions for amounts above their annual dues.

During the last several years, KSB's leadership sought to establish a more stable and sustainable model to meet the manifold challenges in decades to come. Thus, Keep Sedona Beautiful created the KSB Endowment Fund. The purpose of this Endowment Fund is to provide long-term financial stability for KSB and also to enable KSB to preserve and enhance its current programs as well as to develop others to further our mission.

KSB's Board of Directors set a goal of \$500,000 for the Endowment. Currently, the Fund stands at \$82,600. This year's goal is \$50,000. Due to the generosity of members as well as dedicated volunteer solicitations, KSB has already obtained pledges of \$19,500 towards this interim goal.

In order to support this Endowment

Fund initiative, the board of KSB decided to hold KSB's first Annual Fundraiser to be held at the Hilton Sedona Resort at Bell Rock on Sunday November 13 from 3-6pm. KSB is pleased to announce that Ken Zoll, Director of the Verde Valley Archaeological Center, will present on "Ancient Astronomical Practices in the American Southwest". Wine, beer and other liquid refreshments as well as hors d'oeuvres are included in the ticket price.

The highlight and focus of this fundraiser will be an extraordinary silent auction during the event. As President, I am particularly proud of the preparatory work undertaken for this auction. In the 10 days leading up to the silent auction, bidders will have the option of previewing over 100 auction items online, with the opportunity to enter bids via home computers, smart phones and other devices. Bidders can even elect the Buy It Now option, if they want to guarantee to be the winning bid. All items that have not been bought now will be included in the Silent Auction at the fundraising event.

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**10,000+ VOLUNTEER HOURS
OVER 5,000 HOURS
LITTER LIFTING**

Yes! We are relevant and will continue to be so as long as stewardship, preservation, quality of life and caring for our community are important to our daily lives and future generations.

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KSB Star Gazers and Raisers Fundraiser for 2016

After 44 years of service, Keep Sedona Beautiful will hold its first ever fundraiser to benefit KSB's Endowment. The fundraiser will be held at the Hilton Sedona Resort at Bell Rock, Village of Oak Creek from 3-6 p.m. on November 13. The ticket price is \$60 per person and you can purchase your tickets [Here](#).

The fundraiser will feature cocktails, hors d'oeuvres, and a silent auction with items for the home and the body along with travel, restaurants and art objects. Click [Here](#) to see photos and descriptions of over 100 items worth \$35,000.

KEEP SEDONA BEAUTIFUL'S ANNUAL FUND RAISER 2016

Star Gazers & Raisers

Building KSB's Endowment

Sunday
November 13
3pm - 6pm

Hilton Sedona Resort at Bell Rock Grand Ballroom
(Courtesy of the Hilton)

Featuring cocktails, hors d'oeuvres and a presentation by:
Ken Zoll - *Ancient Astronomical Practices in the Southwest*

Silent Auction items include travel, art, restaurants and much more.

Please check out our website

www.keepsedonabeautiful.org/our-programs/annual-fundraiser-2016.html

TICKETS: \$60 PER PERSON

Purchase tickets online by clicking [Here](#)
or call the KSB office at 928.282.4938

Keep Sedona Beautiful, Inc., acting through the stewardship of its members and volunteers, is committed to protecting and sustaining the unique scenic beauty and natural environment of the Greater Sedona Area.



Coca-Cola Refreshments © ROBERT MUELLER



Celebrated author and Executive Director of the Verde Valley Archaeology Center, **Ken Zoll**, will deliver an exciting presentation on *Ancient Astronomical Practices in the Southwest*.

The silent auction will begin promptly at 3 p.m., with Ken Zoll's talk to follow.

All funds raised are destined to grow KSB's Endowment Fund. KSB's Endowment goal of \$500,000 will ensure that KSB survives and thrives through economic downturns in the future and will thus become self-sustaining, to continue to meet the challenges to our most scenic Red Rock Country.

Keep Sedona Beautiful is grateful to the Hilton Sedona Resort at Bell Rock for their generous donation of their Grand Ballroom for this event.

LITTER LIFTERS SERVE VILLAGE OF OAK CREEK/BIG PARK AREA SINCE 70s

I was asked recently by several new Villagers about our wonderful Litter Lifters and their history. Of course, I love to share the extraordinary story. As one of its founding principles in 1971, Keep Sedona Beautiful (KSB) launched an organized plan to reduce roadside litter as an element of the overarching mission to preserve Sedona's scenic beauty. It all started with group work events on many Saturdays. This approach also worked well for forest area cleanups. The Village of Oak Creek/Big Park (Village) litter lifting was organized in the late 70's. SR 179 had been paved, I-17 opened and VOCA started development. It wasn't the ranch and cattle grazing ground of the 60's anymore. Even "Harry and Tonto" left town in 1974. To accommodate such growth, KSB began assigning road sections to individual litter lifting volunteers. Eventually, SR 179 from I-17 to 89A was officially adopted with the inception of the Arizona Adopt-A-Highway Program in the 80's.



What of today? The Litter Lifters currently cover about sixty-eight (68) miles of Sedona area roads. In the Village there are twenty-six (26) roadside miles covered by thirty-eight (38) Villagers, including three (3) miles of Beaverhead Flat.

Justine and Bill Kusner have been KSB Litter Lifters for almost twenty (20) years. You will see them weekly along Highway 179 on the mile stretching south from The Collective Sedona (Tequa), Justine in her special Boonie hat and Bill with his Pith helmet. Remarkably, they have made time for litter lifting all these years while dedicating themselves to the preservation of our forests, dark skies and much more.

We do not want to overlook our great local businesses that keep their frontage looking good, and in particular, Village ACE Hardware and Weber's IGA have helped by providing equipment over the years. Significantly, Weber's maintains our Village Recycling site, a key factor in reducing litter.

When you see someone along the road early on a Sunday morning, with picker and bag, hopefully wearing a safety hat or vest, give 'em a thumbs up. They don't seek attention but really appreciate the thank you.

You can help reduce litter by increasing your recycling, using reusable bags at the store while avoiding plastic bags. You could also try your hand at litter lifting. Experience the special inner feel-good you get by directly contributing to the beautiful place we live. **Call KSB at 928-282-4938 to volunteer.**

Keep Sedona Beautiful

Reminds all members
to patronize our generous sponsors.

KSB ANNUAL MEETING

All Keep Sedona Beautiful members are invited to attend the Annual Meeting which will be held at 360 Brewer Road on Wednesday, December 14 at 5:30 pm.

KSB President, Joanne Kendrick, will present a recap of our 2016 accomplishments.

A video slideshow featuring beautiful photos of Sedona will be shown. KSB Trustees will be providing a pot luck supper.



COCONINO FOREST PLAN UPDATE

In early 2015 the Forest Service prepared and presented to the public a draft plan for the operation of the Coconino National Forest. Keep Sedona Beautiful provided comprehensive and detailed comments and suggestions to this plan. These comments were developed after several meetings with the Forest Service Plan Team and after extensive review and analysis of the plan.

In May of this year the Forest Service notified key interested parties, including KSB, that a revised draft of the plan was available for review. As a part of that submission KSB was able to review the response of the Forest Service to the earlier comments provided by KSB. In conversations with the Forest Service Plan Team we were advised

that the Forest Service would receive and consider additional comments from KSB. Therefore, in early August KSB presented to the Forest Service additional comments and suggestions to the plan.

We wanted to share with you the acknowledgment we received (below) from the Forest Service to these additional comments. The board of KSB believes that the efforts of those preparing and presenting comments to the Forest Service to this plan on behalf of KSB represents an exemplary model for vigorous advocacy for the environment presented in a collaborative and respectful manner. As you can see the Forest Service greatly appreciates the spirit of the KSB submissions and recognizes the substantial effort put into this process by KSB.

Acknowledgement from the Forest Service:

From: Keller, Vernon A -FS [mailto:vkeller@fs.fed.us]
Sent: Tuesday, August 09, 2016 5:32 PM
To: Jan Wind, Keep Sedona Beautiful, Office Manager
Subject: RE: Additional Comments from Keep Sedona Beautiful



Hi Jan,

Thank you for the feedback on our draft response to comments that we shared back in May. We will review these suggestions over the next few weeks and see if we can make adjustments to better respond to Keep Sedona Beautiful's concerns. We appreciate the spirit in which these suggestions have been made. We also appreciate the substantial effort KSB has put into our plan revision process and your ongoing interest.

If you have any questions, please feel free to contact me. Thanks again.

Preserving the Wonder™ Speaker Series

ANNOUNCES UPCOMING PRESENTERS

The Preserving the Wonder™ Speaker Series is sponsored by our KSB Business Sponsors at the Thunder Mountain, Wilson Mountain, and Cathedral Rock sponsorship level. These events start at 5:30 pm and conclude at 7 pm. Appetizers, snacks and beverages will be served. Admission is free and open to the public.

Donations are appreciated. Speaker Series visitors may sign up for membership at this event.

Save the Dates:

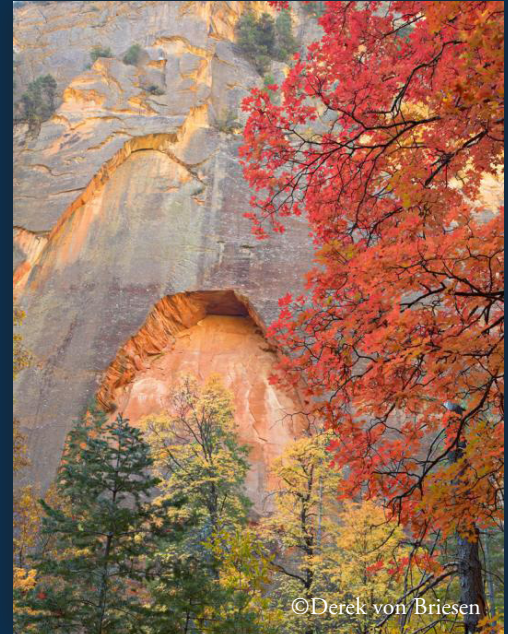
Save the Dates:

On Wednesday, October 12, Nicole Branton, District Ranger will present “Update – the USFS Red Rock District.”

Roger Clark, Program Director of the Grand Canyon Trust, will talk about “The Good, The Bad and The Ugly” on Wednesday, November 9.

January 11, 2017 will be a program from the Sedona Sustainability Alliance entitled, “PEOPLE-PLANET-PROSPERITY: How to know which Sedona businesses are a force for good in our community.”

Please mark your calendar so you can plan to attend and hear these interesting subjects and speakers.



Continued from page 1

The silent auction items, consisting of lodging, dining, travel, artwork and services, are valued at over \$35,000. I extend my sincere and heartfelt thanks to the many generous sponsors who have contributed these items to KSB.

Whenever I come home to Sedona whether on SR 179 or SR89A, I am continually and repeatedly struck by the awesome beauty, which surrounds us. I am reminded that we are extraordinarily fortunate to be the beneficiaries of the visionary work of those KSB volunteers who

came before us.

We absolutely must preserve and protect these things, which we hold dear. An investment in KSB's Endowment Fund is a wise investment. Therefore, as President of KSB, I encourage all of you a) to hold the date of Sunday, November 13; b) to consider a private donation this year; and c) click [Here](#) to purchase your tickets to KSB's first ever Annual Fundraiser.

With all best wishes,
Joanne Kendrick, *President*

We have inherited this pristine Red Rock legacy which inspires us, that we all enjoy each and every day.

Now we must do our part to ensure a continuing legacy of preservation and stewardship for current and future generations.

KSB is Co-Founder of the Sustainability Alliance

You've heard the saying, "No man is an island." Well, no non-profit is an island either. In the Sedona area, we have organizations focused on agriculture/hunger, water, land use, and waste reduction, but there are obvious interconnections between these four systems! The Sustainability Alliance helps us collaborate with these related organizations.

KSB joined with Gardens for Humanity (representing food), Sedona Recycles (representing waste reduction) and the Verde River Basin Partnership (representing water availability), to form the Sustainability Alliance in 2014.

The Alliance is not another 501 c 3. Goodness knows there are enough of those. Instead we are a coalition that allows us to look at our challenges through an interdisciplinary lens.

The Alliance defines sustainability as People-Planet-Prosperity. It is not just about the environment. We look for elegant solutions that make all three realms better. To understand the end game, what full sustainability would entail, we use a set of 4 scientific principles developed by The Natural Step.

The Sustainability Alliance has three main focus areas:

EDUCATION

Collectively our members are helping eight local schools to integrate sustainability into their classrooms and operations.

BUSINESS

We are launching a Sustainable Business Certification so you and our visitors can choose the retailers, restaurants, hotels and tour companies that do the most to help our community.

COMMUNITY

We are building a community dashboard of indicators to see how we are progressing toward full sustainability, how our communities in the Verde Valley compare. And as opportunities present themselves, we also develop recommendations to improve People-Planet-Prosperity on issues including traffic reduction and stormwater management.

For more information, go to
www.SustainabilityAllianceAZ.org





JOIN/RENEW

Keep Sedona Beautiful
Environmental Stewards Since 1972

Keep Sedona Beautiful, Inc. is a 501(c)(3) organization.
Contributions are tax-deductible within the limits of the law.

Our Mission: Keep Sedona Beautiful, Inc., acting through the stewardship of its members and volunteers, is committed to protect and sustain the unique scenic beauty and natural environment of the Greater Sedona Area.

MEMBER NAME: _____

MAILING ADDRESS: _____

CITY: _____ **STATE:** _____ **ZIP:** _____

PHONE: _____ **EMAIL:** _____

(KSB is an environmental organization. To conserve paper, ink and other natural resources, and to reduce our carbon footprint, we communicate electronically whenever possible.)

☐ I prefer to remain anonymous in public membership lists
☐ I am interested in volunteering. Please contact me.

Keep Sedona Beautiful, Inc.

2015 BOARD OF OFFICERS

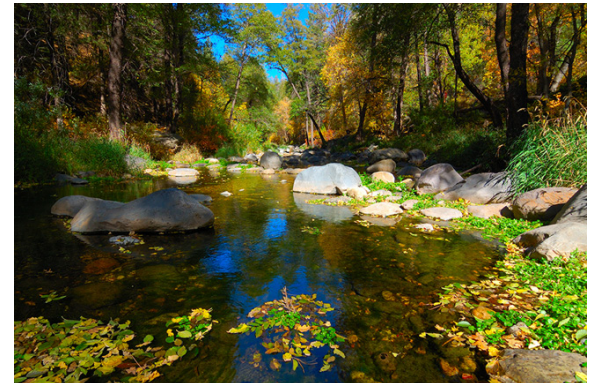
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Susan Murrill Craig Swanson

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Executive Assistant: Wendy Heald



2008 Garrett Dauphars - Autumn - Honorable Mention Professional Color

K E E P S E D O N A B E A U T I F U L
360 BREWER ROAD, SEDONA, AZ 86336

INVITATION TO OUR MEMBERS:

If You Care About the Beautiful Nature that Surrounds Sedona, THEN IT'S YOU WE ARE LOOKING FOR!

Put your special volunteer talents to work for the greater good of Preserving the Wonder™!

www.KeepSedonaBeautiful.org or call KSB at 928-282-4938

NOISE ABATEMENT UPDATE

On August 18, a meeting was held at the Sedona Airport with Amanda Shankland, the airport manager. Justin Clifton, Sedona City Manager, and Mike Yarbrough, Citizen Engagement Group chair and Executive VP of Keep Sedona Beautiful, attended. The goal of this meeting was to determine common ground and joint initiatives to improve helicopter tour operations. Progress was made and all parties are talking about ways to monitor and record flight paths and altitudes.

In addition the parties discussed the fact that organizations such as the FAA, Helicopter Association International and the Sedona Airport itself have issued recommendations relating to flights and altitudes in noise sensitive areas such as Sedona. Future meetings are planned in a continuing effort to determine how these concerns can be implemented.

THANKS TO KSB's BUSINESS SPONSORS WHOSE FINANCIAL SUPPORT HELPS US TO MAKE A DIFFERENCE

