



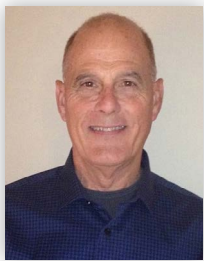
# Preserving the Wonder™

Fall 2018

**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:**

As the summer ends and we start the end of the year, I thought I would give the membership a "mid-year" report on Keep Sedona Beautiful.

This has been an active and productive year for the organization, due mainly to the wonderful contributions of volunteers - both on the board and within the membership - for ongoing programs and initiatives that promote our mission. Without meaning in any way to omit other worthwhile accomplishment, I wanted to draw attention to several events and programs that have well represented the mission of KSB.

Native Plant Workshop - through the wonderful management and organization of Nancy Spinelli, this annual spring program was a rousing success. Over 120 people attended the daylong event and learned through a variety of lectures and workshops about plants that thrive and originate in this region.

Dark Skies - Joanne Kendrick has continued to assist new cities as they pursue becoming Dark Sky communities. Not only have new areas achieved this recognition but also there is an ongoing requirement for certified municipalities to demonstrate how they are meeting the requirements of the International

Dark Sky Association.

Speaker Series - through the work of Jo Anne VanDerveer, the Speaker Series has scheduled a variety and quality of presentation that is exemplary. Each month this free presentation for the community has offered residents and members unsurpassed excellence and variety.

Litter Lifters - Bill Pumphrey and Carla Williams have continued to build and maintain the work of Litter Lifters - the oldest ongoing program of KSB. Routes continue to be serviced by a wonderful cast of volunteers while Bill and Carla work to find new and improved ways to operate this program. Recently KSB received a grant for over \$5,000 from the Arizona Community Foundation for litter lifting equipment and supplies.

In addition, there have been a number of ongoing issues that arose during the year and required KSB comments. These ranged from land development issues, to lighting programs, to cell tower placements. But day in and day out the work of the ongoing programs and volunteers of KSB and the community represent the bedrock of the mission of KSB.

Sincerely,  
Mike Yarbrough, *President*

**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.**

Grant for Litter Lifters	2
Sustainability, People Matter Too	4
Save the Dates	5 & 6
Dark Sky Lighting	6



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## LITTER LIFTERS RECEIVES MAJOR GRANT



The KSB Litter lifter program received a grant for over \$5,000 from the Yavapai Community Foundation for new A-frame litter lifting signs, pickers, gloves. This great show of support recognizes the importance of our long-standing commitment to keeping our roads and highways clean.

Several long-serving, mainstay volunteers retired in 2018, creating opportunities for new residents to make this unique contribution to our community. KSB is currently looking for litter lifters for several unattended routes. Please steer friends and acquaintances to KSB if they are interested in becoming a volunteer. Some easily accessible routes have recently opened up.

Current litter lifters can mark their calendars for a November 9th potluck event from 4 to 6 pm at the Pushmataha Center. Live music by Jon Weekly and Gioia Cohen will add to the festivity. Come eat, gab, have fun and check out our newly renovated facilities. Litter lifters will receive an event notification soon.

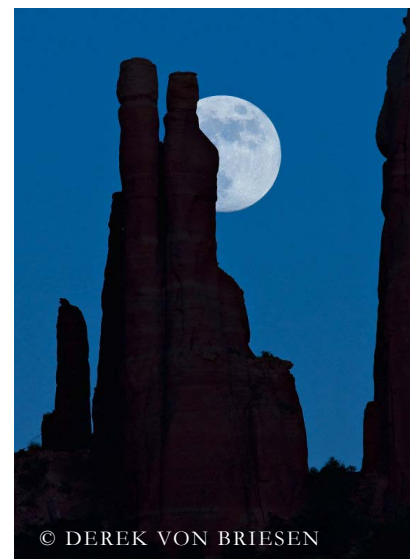
A new “buddy” program gives interested volunteers a litter-lifting buddy. It also connects people interested in sharing a route, thus reducing their time commitment. KSB will advertise and manage the program, which provides volunteers additional options. Sharing a route gives people the time to volunteer where, prior to this program, they might not have considered it. Call Jan or Wendy at 928-282-4938 for information about this new program.

## RECENT STAR PARTIES A SUCCESS

On **August 4** the Sedona Chamber of Commerce, the City of Sedona Parks and Recreation Department, the Astronomers of Verde Valley, and KSB together hosted an evening Star Party at the Posse Ground Park. Over 400 people attended the event. J.D. Maddy of the Astronomers of Verde Valley gave an interesting astronomy presentation. The KSB Dark-Sky Committee talked with attendees about light pollution, dark-sky compliant fixtures, and the importance of keeping our night sky dark.

On **September 7** the National Park Service and the Astronomers of Verde Valley hosted a star party at Tuzigoot National Monument. The star party began with a presentation by Sebra Choe, Camp Verde Economic Development Specialist who spoke about the process of getting dark sky designation for Camp Verde. Joanne Kendrick of KSB spoke about how we can reduce light pollution, and the benefits of a dark sky nighttime environment. Attendees then looked through the astronomers’ telescopes for views of the planets and other celestial objects.

On **September 8** Red Rock State Park and KSB hosted yet another star party. The Astronomers of Verde Valley had their telescopes ready for visitors who viewed the heavens.



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## ARIZONA TOUR AND TRAVEL GROUP SUPPORTS KSB

Arizona Tour and Travel Group celebrated “The Great Outdoors” in June, and selected Keep Sedona Beautiful at the recipient of a generous \$2,100 donation. KSB greatly appreciates this show of support for our mission.

You can learn more about their tours and services at either [www.redrockjeep.com](http://www.redrockjeep.com) or [www.redstonetours.com](http://www.redstonetours.com).



**THANKS TO YOU**  
we donated over \$2,100  
to the  
**'Keep Sedona Beautiful' fund!**



In celebration of the beauty of the Sedona area, a portion of the June proceeds from our Tour Sales was donated to support 'KEEPIN' IT CLEAN'!



928-282-6396  
[RedStoneTours.com](http://RedStoneTours.com)



928-282-6667  
[RedRockJeep.com](http://RedRockJeep.com)



**KEEPIN' IT CLEAN!**

In celebration of the beauty of the Sedona area, a portion of the June proceeds from our Jeep Tour Sales will be donated to the 'Keep Sedona Beautiful' organization!



[RedRockJeep.com](http://RedRockJeep.com)  
928-282-6667



**KEEP SEDONA BEAUTIFUL**  
*Environmental stewards since 1972*

### *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.

***Litter Lifters · Dark Skies · Noise Abatement · Sustainability Education  
Water Conservation · Land Preservation · Trail Keepers***

We invite you to join us. Your membership will allow us to fulfill KSB's mission.

[www.KeepSedonaBeautiful.org](http://www.KeepSedonaBeautiful.org) · 928.282.4938



# SUSTAINABILITY IS NOT JUST ABOUT THE ENVIRONMENT: People matter too!

By Darcy Hitchcock, Sustainability Alliance



At the Sustainability Alliance, we think about sustainability as the 3P's: People, Planet and Prosperity. Often people are confused about the social and economic piece. They think of sustainability as predominately environmental. It's certainly true that our economy is a "wholly-owned subsidiary of Nature," as Ray Anderson, the visionary owner of Interface, liked to say. It's probably most accurate to see these as concentric circles, with Environment the largest, then Society and then our Economy as a subset of our society.

We can't get to environmental sustainability without getting people on board, without meeting human needs. The end-game is finding a way that we can all have a good life within the limits of nature. Sounds good, but still a bit vague, right? To make matters worse, what determines a good quality of life varies. In underdeveloped nations, access to clean water and sanitation is key. In the developed world, we've identified a dizzying array of things we think we need to be happy. So for now, let's examine social sustainability at the community level. We may not be able to fulfill everyone's wishes, but our community needs to stay healthy and resilient.

Think of social sustainability as quality of life. What in your community is undermining the quality of life for those who live and work in the community? Let me use Sedona as an example, where we are already working on two big priorities that are part of social sustainability: traffic and housing.

Traffic jams are a huge headache, and they affect how we feel. Just yesterday I talked to someone who moved to Cottonwood because of it. And of course it has environmental and economic impacts as well like air pollution and days I shop or eat out in Cottonwood so I don't have to drive to West Sedona from Village of Oak Creek. I'm sure our three million visitors don't like sitting in hour-long traffic jams during high-season and holidays. It's also bad for business.

Many people who work here can't afford to live here. This is an interconnected problem between the types of jobs here, wage scales and the cost of real estate vs rent that can be charged. Having to commute (especially in bad traffic...do you see how everything is connected?) requires that people of modest means must own a car or spend hours on inadequate public transit, away from their family.

The problem with how our society has operated in the past is that we treat each P as if it's independent from the others. How government is structured is a great example. We have the Dept. of Human Services, Dept. of Environmental Quality, and the Dept. of Commerce. Sustainability recognizes the interdependencies. We don't want social solutions that tank the economy or destroy the environment, which would come back to undermine human needs. We can't have an economy that destroys the environment people come to see.

So, here's the trick: we need to find solutions for our social challenges that also help the economy and the environment. That's the special sauce of sustainability, seeking solutions that make everything better: People, Planet, Prosperity.

So how do we, for example, fix traffic in Sedona while making the other P's better? We shouldn't start by widening or building more roads for more cars. Instead, we should explore alternatives like:

- Building a better transit system to handle all the tourists. This would make their visit more enjoyable, one that would explain what they're seeing and make it easy to start hiking from one trail head and get picked up at another. Imagine something like the Red Rock Trolley coming every 15 minutes like clockwork, stopping at all the major hotels, destinations and trailheads, like they do in many Swiss towns.
- Encouraging the formation of a new business that would rent 'neighborhood electric vehicles' like the solar-powered ELF, so tourists and locals can buzz around in bike lanes. Then the drivers can stop to snap pictures whenever they want.
- Helping tour companies collaborate on scheduling transportation, perhaps through an online app. "Done with your trip to the local wineries? A tour to Honanki is leaving in 10 minutes. Click here to learn about that archeological site."

These more sustainable solutions could create new economic opportunities, improve the visitor experience, and reduce greenhouse gases.



## SAVE THE DATE AWARDS OF EXCELLENCE CEREMONY TO BE HELD JANUARY 30, 2019

KSB honors businesses, organizations and individuals in the Greater Sedona Area who have helped to fulfill our mission. Over the past 46 years, we have given out more than 500 awards in various categories including landscaping, architecture, signage, dark sky lighting, education environmental stewardship, cultural heritage, sustainability and community service. Please save the date and plan to attend our ceremony on January 30.



## SAVE THE DATE! Keep Sedona Beautiful Will Present The **40th Annual Native Plant Workshop**

Saturday, April 6th, 2019  
Verde Valley School (3511 Verde Valley School Rd, Sedona)

### Last Year's Keynote Topics:

- Unleash Your Garden's Wild Side: Garden Design Using Native Plants
- Viva la Verde! A film about doing your part to save rivers

### Past Workshops Include:

- Monarch Waystations • Xeriscape Applications • Pest Management
- Lichens • Landscaping to Attract Birds • Composting  
(along with a walkabout, rain or shine!)



For more information and updates visit:  
[www.KeepSedonaBeautiful.org](http://www.KeepSedonaBeautiful.org) or call 928-282-4938

## KSB WELCOMES 16 NEW MEMBERS!

Laurie Cameron  
Thom Dougherty  
Stephen & Beatrice Hanks  
Mark McNamara  
Eric & Renee Mendelsohn  
Tim Mossteller  
Glen Richard Baker  
Andrew & Rosanna Rocker  
Mark Schmitz & Yin Yin Gene  
Heidi Schwitzer & Seth Ratering  
Jan Taylor  
Thomas Theodore  
Jean & Kurt Ubbelohde  
Ginny Utti  
Marilyn Venegas  
Linda Young

On Wednesday, **October 10**, Nicole Branton, Red Rock District Ranger, will return to the Speakers Series to provide her annual update on US Forest Service Red Rocks District programs and activities.

Janeen Trevillyan, Historian of the Sedona Heritage Museum will be our speaker on Wednesday, **November 14**. Janeen's presentation is titled, "Sedona's Architectural Past—A Trip by Time Machine."

Mike Ward, a KSB Trustee and active volunteer in many local organizations, starts off the new year on **January 9** with a presentation entitled, "The Geomorphology of Sedona and the Verde Valley (or how our magnificent landscape came into being)."

On **February 12**, Janie Agyagos, Wildlife Biologist with the US Forest Service will present, "Fauna of the Verde Valley."

On **March 13**, Betsy Wolf, founder Plan B to Save Wolves, presents "One: Saving Wolves, Saving Ourselves."

These events are held at 5:30 pm at the KSB Pushmataha Center, 360 Brewer Road, Sedona. Appetizers will be provided by El Rincon Restaurante Mexicano and beverages will be served. Admission is free and open to the public, although donations are appreciated. Speaker Series guests may sign up for membership in KSB at these events.

## CAN DARK-SKY COMPLIANT LIGHTING STILL BE SAFE?

By Joanne Kendrick

A question frequently asked is, "What lighting should be installed for security that does not cause light pollution?"

Following are some guidelines about light pollution and safety from the International Dark-Sky Association.

One of the main goals for nighttime lighting is to have good safety and security at night, both at home and away from home, for ourselves, families, homes and properties. However, the task is to be safe, not just to feel safe. This means we need effective and efficient lighting.

"Brighter" does not mean "safer." Light for the sake of light does not equal safety. Bright, glaring lights that illuminate some nighttime events and locations can diminish ambiance, as well as decrease security. Overly bright lighting creates a sharp contrast between light and darkness, making the places outside the area of illumination nearly impossible to see. Bad lighting can even attract criminals by creating deep shadows that offer concealment.

One does not have to compromise security to see the nighttime sky. The key to a safe nighttime environment is to shield lighting for roadways, parking lots residences, businesses and landscapes, increasing your visibility and decreasing your distractions, such as glare.


Smart lighting that directs light where it is most useful can help one achieve a balance between safety and starlight.

One does not have to choose between security and a natural night sky.

The IDA offers solutions for security lighting. They are:

- Put light where it is needed during the time period it will be used and at the levels that enhance visibility.
- Shield lights to reduce glare and harsh shadows. Motion sensors alert us to activity after hours.
- Dimmers provide the light needed to accomplish nighttime work without the extra expense.
- Effective lighting that helps people be safe, not just feel safe, is a win-win situation for everyone. Residents can create a safer environment while keeping the night natural.

For more information, visit [www.darksky.org](http://www.darksky.org).



Keep Sedona Beautiful  
Reminds all members  
to patronize our generous sponsors.



## KSB Gratefully Acknowledges New Business Sponsors

With a reminder to all KSB members to patronize our sponsors whenever possible, KSB welcomes these new sponsors:



### THUNDER MOUNTAIN (\$1000)

*Sedona Red Rock Western Jeep Tours* offers rugged and scenic jeep tours, horseback rides, helicopter rides and group events. Experience Old West Hospitality and Style on a 4x4 Jeep Tour or horseback ride in Sedona. With eight spectacular Sedona Jeep Tours to choose from, you can select the just the right experience for you. Located in Sedona at

301 N. State Rte 89A, #6, 928.282.6667 • [www.RedRockJeep.com](http://www.RedRockJeep.com)



### COURTHOUSE BUTTE (\$500)

The mission of *Chamber Music Sedona* is to enrich the lives of Northern Arizona residents and visitors by presenting the finest international, national, and regional classical music artists and to promote a love of the performing arts through arts education programs. From its humble beginnings in 1982, Chamber Music Sedona has been Northern Arizona's premiere chamber music presenter.

928.204.2415 • [www.ChamberMusicSedona.org](http://www.ChamberMusicSedona.org)

## CAMP VERDE RECEIVES DARK SKY DESIGNATION

Yet another Verde Valley municipality has joined the ever-growing list of Dark Sky communities. The Town of Camp Verde recently earned this designation from the International Dark-Sky Association, joining Flagstaff, Sedona and the Village of Oak Creek.

In their announcement about this new designation, the International Dark-Sky Association (IDA) noted,

"Inspired by the successes of nearby Flagstaff and Sedona, Camp Verde began work toward IDSC status in mid-2014. The effort was slow-going, on account of a need to convince an initially skeptical resident base of the need for a significant overhaul of the Town's outdoor lighting policy. The changes to enable International Dark Sky Community eligibility became effective in March 2018. The Town has also coordinated efforts, both publicly and privately, to build support for the nomination and greater awareness of dark skies issues, as well as the need to comply with ordinance changes."

Congratulations Camp Verde!

You can learn more about the IDA and dark sky communities by visiting their web site [www.darksky.org](http://www.darksky.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.

Please print this page and mail it along with a check for your membership  
dues to: Keep Sedona Beautiful  
360 Brewer Road  
Sedona, AZ 86336-6012

**NAME(S):** \_\_\_\_\_

**MAILING ADDRESS:** \_\_\_\_\_

**CITY:** \_\_\_\_\_ **STATE:** \_\_\_\_\_ **ZIP:** \_\_\_\_\_

**PHONE:** \_\_\_\_\_ **EMAIL:** \_\_\_\_\_

<input type="checkbox"/> Individual	\$35	<input type="checkbox"/> Protector	\$500
<input type="checkbox"/> Family	\$50	<input type="checkbox"/> Preserver	\$1000
<input type="checkbox"/> Promoter	\$100	<input type="checkbox"/> Steward	\$2500
<input type="checkbox"/> Conserver	\$250	<input type="checkbox"/> Sustainer	\$5000

(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.

#### 2018 BOARD OF OFFICERS

Mike Yarbrough, President

Joanne Kendrick, Executive Vice President

Susan Murrill, Secretary

Abbie Denton, Treasurer

#### 2018 TRUSTEES

Rob Adams

Jo Anne VanDerveer

Georgia Munsell

Mike Ward

Dave Norton

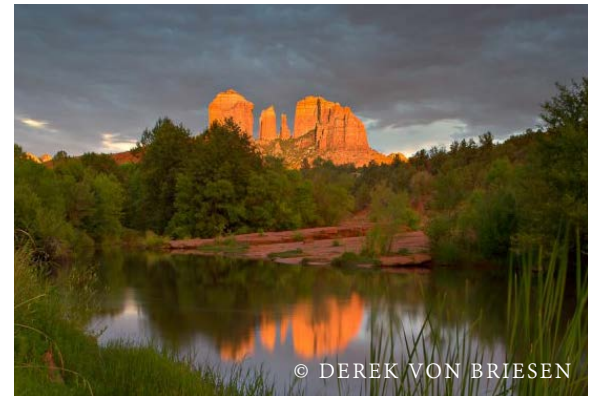
Carla Williams

Bill Pumphrey

Craig Swanson

**Office Manager:** Jan Wind

**Executive Assistant:** Wendy Heald



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](http://www.KeepSedonaBeautiful.org) or call KSB at 928-282-4938**





# THANKS TO KSB's 2018 BUSINESS SPONSORS WHOSE FINANCIAL SUPPORT HELPS US TO MAKE A DIFFERENCE

