



Preserving the Wonder™

Spring 2019

**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



**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.



PRESIDENT'S MESSAGE:

Using our "voice" as citizens and organizations goes beyond Election Day ballots. The current

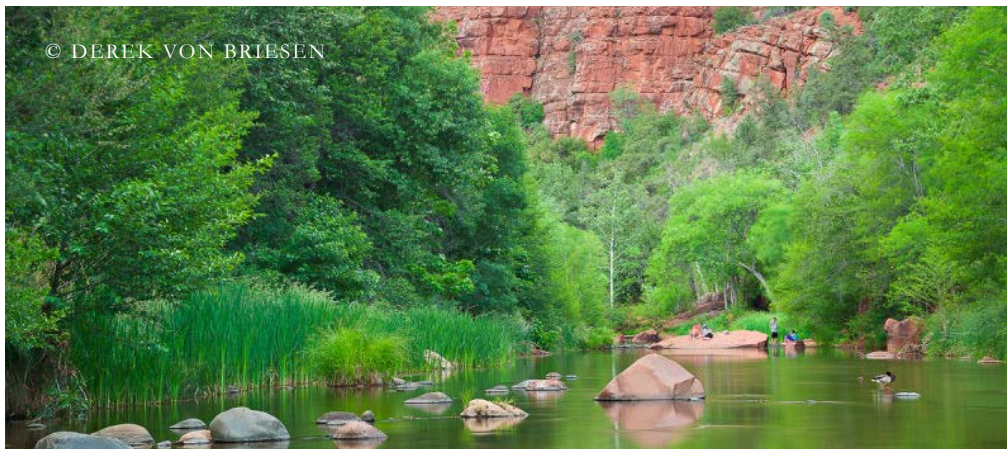
spate of land use issues is a prime example of using our voice to be heard within the process and within the system. Blind reliance on representatives is understandable but not always smart. Factual information is available these days, if we seek it out and if we avoid single sources.

Keep Sedona Beautiful can and will do more to monitor emerging land use situations in the greater Sedona area. Current information regarding significant land sales, major rezoning applications or pending land swaps is fundamental to managing reasonable

growth and to understanding potential land use impacts. We cannot hope to be perfect or to identify all emerging concerns, but we can do better.

Historically, over the years, KSB members sat on Planning & Zoning Boards for Coconino and Yavapai Counties plus the City of Sedona and Big Park Councils. In this connection, members awakened by the current land issues should consider such direct involvement. Our voice multiplies geometrically when we get involved and question.

Sincerely,
Bill Pumphrey, *President*



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EL ROJO GRANDE PROJECT WITHDRAWN

KSB is proud of the contributing role we played in the huge community effort to oppose the El Rojo Grande development. We thank all of our members who wrote letters and emails and who showed up at meetings.

Dozens of groups and individuals in the greater Sedona area worked together to inform citizens of the proposal by Equity LifeStyle Properties (ELS), and to mount opposition to it. Over 3,000 letters of opposition were received by the county. Hundreds of activists showed up at Planning and Zoning (P&Z) meetings to voice their opposition. P&Z voted unanimously to oppose the ELS plan, sending their recommendation to County Supervisors for final disposition.

In response to the huge outpouring of local opposition, prior to the final hearings by County Supervisors, ELS withdrew

their plan to develop the property to include 600 mobile homes and 50 RV units.

Inappropriate development is an ever-present threat, particularly in a tourist destination like Sedona. As long as there's available land, development is certain to occur. Since it's possible that ELS will regroup, revise its' plan, and submit a new proposal to develop El Rojo Grande, groups like KSB will continue to require that development be in keeping with the nature of Red Rock Country.

The community's recent success with El Rojo Grande shows that activism truly can make a difference, helping guide how development takes place. But keep in mind – the forces of inappropriate development need to succeed only once. Sedona needs to remain vigilant forever.

PRESERVING THE WONDER™ SPEAKER SERIES

SAVE THE DATES!

The Speakers Series is pleased to announce that Lynne Nemeth, Executive Director, The Arboretum at Flagstaff, will present on climate change and our local landscape for our Earth Day event, on Wednesday April 10.

On Wednesday May 8th, Hugh Denno, will present his film, "VIVA LA VERDE." VIVA LA VERDE is an independent documentary film seven years in the making. It explores the past, present and future of Arizona rivers, using the foremost surviving perennial river in Arizona, The Verde River, as a case study. It combines amazing wildlife photos and video

with educational animated sequences, expert interviews, and an original soundtrack. This film sends a strong message of stewardship for wildlife, rivers, and water resources, and offers clear, solution-driven opportunities for citizens to get involved and help to preserve and restore our river.

These events are held at 5:30 p.m. at the KSB Pushmahata Center, 360 Brewer Road, Sedona. Appetizers, snacks and beverages will be served, admission is free and open to the public, and donations are appreciated. Speaker Series visitors may sign up for membership at these events.

© DONALD FRIES



SUPPORT US ON APRIL 2

Keep Sedona Beautiful will be participating in AZ Gives Day 2019 for the fourth year in a row.

When you donate to KSB, you help us protect the unique landscape of the Greater Sedona Area and to continue our mission of environmental stewardship.

Please help us reach our goal of \$5000 by midnight April 2.

But you don't need to wait until April 2, click [here](#) to make a donation to KSB now.



REFLECTIONS ON SERVING ON THE KEEP SEDONA BEAUTIFUL BOARD

By Georgia Munsell



The end of March will conclude my ten years of service on the KSB Board of Directors and I have been asked to reflect on my experience as a board member.

However, before I do, I need to salute and honor my colleagues. Dedicated, smart, passionate people guide KSB, volunteering so much of their time and talent to fulfill KSB's mission. Thank you, colleagues!

Over the past 10 years, your board has forged important partnerships with the Red Rock Ranger District, the City of Sedona and the Sedona Chamber of Commerce. These partnerships have been critical to our being able to accomplish a lot more than we could have done alone. Some examples include:

Provided extensive comments to National Forest Service Environmental Assessments and grass roots advocacy that resulted in: stopping the proposed Chapel area water tank within one quarter mile of wilderness area, halting proposed new bridges across Oak Creek, and blocking a roadway across the east side of airport mesa.

Commented to the Yavapai County Management Plan to ensure that grasslands between Sedona and Cottonwood would not be designated for development. And how valuable this turned out when we were recently dealing with a proposed 650+ unit manufactured home and RV park development just outside Sedona.

Provided 58 pages of comments on the new 10-year Coconino National Forest Service (CNFS) Draft Management Plan to

strengthen protection of the CNF lands, particularly in the greater Sedona area.

Prevented construction of a new overhead power line that would have crossed miles of high-value scenic area. Urged by KSB, the line will now be buried underground.

Participated in the Sedona Traffic Community Engagement Group.

Led the effort to obtain the Dark Sky designation from the International Dark Sky Association, not only for Sedona and VOC but most recently for Camp Verde.

Personally, I'm pleased that as a team, we were able to add over \$150,000 to the KSB Endowment Fund ensuring that we can survive and thrive during economic downturns.

During my tenure and again as a team effort, we have greatly increased the financial support from our business community.

It has been my pleasure to serve these years on the KSB Board and executive committee. I have been so proud to be part of all the important initiatives and programs that KSB leads. Based on the leadership and commitment of the current board, I feel that we will continue to make a real difference in our community.

In conclusion, if you are not already involved with KSB, I urge you to support our goal of protecting and sustaining the unique scenic beauty and natural environment of the Greater Sedona Area with your time, talent, treasury or all three.

KSB WELCOMES 18 NEW MEMBERS!

John Black
Tab Bronson
Jamie Coyne
Richard Dahl
Trudy Dockus
Theresa Felzenberg

Elliott and Judith Greenberg
Steven and Margaret Gross
Kate Hansen & Brent McDonald
Robin Low and Kevin Cook
Matthew Miller
Roxann and John Pecharich

Ellen Rankin
Stanton and Marie Rolf
Jill Wadlund
Matt Werner
Mary Wilson-Clubb
Eileen Wyke

Awards of Excellence

On Wednesday January 30, KSB presented our Awards of Excellence, recognizing businesses and individuals whose activities have contributed significantly to the community.

KSB Vice-President Mike Yarbrough presented Ken Zoll with the KSB award for Cultural Heritage, a beautiful photo donated by Suzie Reed. He noted that "Few people have done more to raise awareness of our Native American heritage than Ken Zoll, or to educate the public about that heritage." A frequent speaker at KSB Speaker Series events, Ken became active in the Verde Valley Chapter of the Arizona Archaeological Society shortly after moving to the Verde Valley, eventually becoming President. Ken and others from the Arizona Archeology Society created the Verde Valley Archeology Center (VVAC) in 2010. Ken serves as Executive Director of VVAC, supervising its' operations. He's particularly proud of how quickly VVAC received certification from the Arizona State Museum, enabling it to house, curate and display its large collection of artifacts from the Verde Valley.

Mike then presented L'Auberge de Sedona with the award for Sustainability. General Manager of L'Auberge, Sean Olmstead, accepted the award. According to Yarbrough, "lots of organizations are trying to 'do well by doing good,' but few are using credible and respected sustainability frameworks to know if they're working on the right things or doing enough. L'Auberge is an exception." L'Auberge is the only local business using each of the 17 UN Sustainable Development Goals to report on their sustainable performance. They've formed a sustainability team that meets regularly. Impressively, L'Auberge aims to sustainably source 90% of their menu.

Bill and Justine Kusner were then honored with the award for Community Service. For the past 20 years, they have been among the most active volunteers in the greater Sedona area. Yarbrough noted that the Kusners "have been litter lifters continuously from 1997 until 2018, owning a stretch of Highway 179 just south of the Village. This reflection of selfless pride in our community and its scenic beauty is exemplified by their tireless contribution." Bill Kusner served as a KSB board member from 1997 to 2012, and as President from 1999 to 2002. The Kusners have also been very active in Friends of the Forest. Justine served as President of Friends in 1999 - 2000. Combined, they've contributed over 11,000 hours to that organization, working in nearly every capacity to support the Red Rock District of the Coconino National Forest.

JD and Karen Maddy received the KSB award for Dark Skies. They began hosting star parties shortly after joining the Astronomers of Verde Valley in 2000. JD served as President of the group from 2003 to 2017. JD and Karen conduct some 100 astronomy-related events each year. They also conduct



From the left: Bill and Justine Kusner, J D and Karen Maddy, Sean Olmstead, Georgia Munsell, Brock Delinski, Kayla Kudo, Kathleen Ventura, Ken Zoll, award photos donated by Suzie Reed

programs for the Boy Scouts, the Girl Scouts, VFW's, schools, and community events. Their outreach program includes solar viewing, outreach tents with projects for both children and adults, and astronomy presentations by JD before some of the evening's star parties where participants view the planets.

The KSB award for Environmental Stewardship went to Sedona Compost, a new business that began compost collection service for a handful of customers in West Sedona at the end of February 2018. As demand increased, the business expanded. Yarbrough commented that Kathleen Ventura and Brock Delinski started the business "out of frustration with the lack of public composting options in Yavapai County. Knowing that organic matter in the landfill decomposes anaerobically emitting methane, which is up to 87 times more damaging than CO₂, they believed it was unacceptable in 2018 to not have composting options in Sedona. So they decided to do something about it. They started Sedona Compost to divert organic matter from the landfill."

KSB made one final presentation. Retiring Board Member Georgia Munsell received KSB's Norman McGee Award. Over the past decade, few volunteers have contributed more to KSB than Georgia. As Mike stated, "Georgia volunteers for everything. When we sponsored a trail maintenance day, there was Georgia. Not satisfied with 'just' being a Litter Lifter, Georgia undertook a route but also organized her neighborhood to protect miles of roadway from litter in her area." She worked tirelessly on KSB's behalf to increase both membership rolls and business sponsorships. She led the effort to build up an Endowment Fund. As one board member noted, "With Georgia's exceptional work ethic and professionalism, she's the volunteer that nonprofits dream of having." We'll miss you, Georgia.

KSB LITTER LIFTERS SPRING REPORT

Have you seen our litter lifter advertisements in *The Villager* newspaper? The advertisements are designed to catch the reader's attention, as well as inform about the litter lifter program. We are looking for a litter lifter or team who we could photo for a future ad. Please call the KSB office at 928-282-4938 if you're interested.

We asked litter lifter volunteers in February to complete a new survey. The survey asks for information about the new A-frame signs and whether they seem to be making a difference in driver awareness. Also included was a question if more quality control monitoring is needed on roads we currently cover. A final question was a guesstimate of litter origination. This information dovetails with our current emphasis on safety and helps us with grant requests.

The Yavapai Community Council grant provided funds for a variety of litter lifting gloves in various sizes from small to extra-large. Most are made of light material for summer picking. Litter lifters can obtain a pair of gloves at the KSB



office during business hours.

One mile on Hwy 179 is needing immediate litter lifting coverage (between mile markers 299-300). Parking is convenient on both miles. If you or someone you know might like to volunteer, please contact the KSB office. This is considered an opportunity, since many litter lifters keep their miles for decades, so having these two very important miles available is quite unusual.

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 · 928.282.4938

Photograph by Derek von Briesen

Keep Sedona Beautiful, Inc. is a 501 (c) (3) organization

LAND USE MONITORING by Mike Ward

Keep Sedona Beautiful is committed to the idea that development in the greater Sedona area be appropriate and responsible. The following is a synopsis of noteworthy events regarding several parcels.

The Nature Conservancy Property Near Hartwell Canyon

Having been advised in May 2015 that The Nature Conservancy (The Conservancy) had placed their property at the mouth of Hartwell Canyon for sale, the KSB Board met to discuss the preservation of the land use with Heather Reading, Director of Land and Water Protection for The Conservancy. At that meeting, Ms. Reading agreed that in order to protect the land, a conservation easement would be added to the land deed.

Upon hearing that The Conservancy property had recently been sold, KSB contacted Ms. Reading regarding the sale of the property. She replied that The Conservancy did sell the property to private buyers who share The Conservancy's conservation values, but that the sale included a retained conservation easement (CE).

Ms. Reading also noted that the CE is very restrictive, limiting development on the property to a 2.5-acre building envelope encompassing the existing development footprint. The 50-acre property cannot be subdivided and can only be transferred as one parcel. The Conservancy's intent is to have a solidly defensible CE and long-term partnership with the new landowners at Hartwell.

The Property on the Southeast Corner of SR 179 and Jacks Canyon Rd

The owner the parcel located on the southeast corner of SR 179 and Jacks Canyon Road has proposed developing a 3-story approximately 45' high, 165-room hotel. Currently zoned rural single family, the owners have applied to the Yavapai County Planning and Zoning Commission (County P&Z) for a zoning map change and for various waivers. In 2012, the owner and their representatives met with the Big Park Council P&Z Committee, the Village of Oak Creek Association Architectural Review & Restrictions Committee, and the All-American Road Committee. They proposed a 2-story 30' high, 130-room hotel. That development was met favorably, but the owner did not follow through with a zoning map change request to the County P&Z.

Although this is a deed restricted property and remains subject to the Village of Oak Creek Association CC&R restrictions, the owner is seeking to circumvent the restrictions that limit the building height.

Recently, the Big Park Council P&Z Committee passed a

resolution requesting that Yavapai County Planning and Zoning deny the application for a zoning map change and waivers, based on the following:

1. The zoning map change is not what the committee originally informally accepted, and that county staff recommended.
2. The owners failed to provide justification that a two-story structure would not be economically viable.
3. The owner has not met the standards of the county citizen participation process.

KSB has provided a letter to the Big Park Council P&Z Committee in support of their resolution requesting that the Yavapai County P&Z deny the applicant request for a zoning change and waivers.

El Rojo Grande

Equity Lifestyle Properties (ELS) requested a rezoning of the 172-acre El Rojo Grande property from Rural Single Family to a Planned Area Development. Due in large part to the groundswell of opposition from area residents, the Yavapai County Planning and Zoning Commission voted unanimously to deny the request. This recommendation to deny the rezoning was scheduled for action by the Yavapai County Board of Supervisors. However, ELS withdrew their rezoning request and pulled out of the escrow agreement.

A group of local citizens has organized meetings to discuss alternative proposals that could be supported by both the current owner and by a prospective buyer.

You can read more about El Rojo Grande elsewhere in this newsletter.

Other Land Use Issues

In order to help ensure that development in the area is appropriate and responsible, KSB is also tracking some additional land use issues in and around Sedona. We will keep our members informed as new information becomes available. These issues include:

- The evolution of the 1987 Amendment 12 as the Coconino National Forest Plan is revised. Amendment 12 describes the future vision and direction for the National Forest lands in the Sedona/Oak Creek area.
- Federal Government's need to trade Coconino National Forest lands for State Trust Lands to finalize a litigated settlement with the Hopi Nation.
- Future development of the Cultural Park and the Biddle property on 89A, as well as the Lomacasi and Lee Mountain properties.

KEEP SEDONA BEAUTIFUL

ENVIRONMENTAL STEWARDS SINCE 1972



Our mission is to protect and sustain the unique scenic beauty and natural environment of the Greater Sedona Area.

Please help us safeguard the reasons why we all choose to live here.

• **VOLUNTEER** •

• **Become a MEMBER** •

Send your tax-deductible **DONATION** to:

Keep Sedona Beautiful, Inc.
360 Brewer Road • Sedona, AZ 86336

www.KeepSedonaBeautiful.org • info@KeepSedonaBeautiful.org
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Keep Sedona Beautiful, Inc. is a 501 (c) (3) organization

Showy Milkweed
Photo by Max Licher

Keep Sedona Beautiful Presents

40th Annual Native Plant Workshop

Saturday, April 6th, 8:30am – 2:15pm (Doors open 7:45am)

AT A NEW LOCATION: The Verde Valley School

3511 Verde Valley School Road, Sedona

Keynote:

- Michael Spielman: Backyard Homesteading in the High Desert

Workshop Topics Include:

- Janie Agyagos: *Attracting Butterflies*
- John Chorlton: *Walk Through Verde Valley School Operations (Rain or Shine; maximum 15 participants)*
- Max Licher: *Native Plant Walkabout (Rain or Shine; maximum 15 participants)*
- Dee Norleen: *Plant Medicine in our Native Landscape*
- Jeff Schalau: *Sustainable and Safe Vegetable Gardening*
- Nannette Wear: *Bokashi Bin Composting: How to Add New Life to Your Garden*
- Patty West: *Welcoming the Wild into Your Garden (Rain or Shine; maximum 15 participants)*

Advance tickets are \$25 for KSB members and \$35 for the general public

Tickets purchased at the event are \$35 for KSB members and \$45 for the general public

Purchase tickets online at KeepSedonaBeautiful.org or contact the KSB office at 928.282.4938

Includes: Keynote • Choice of 3 Workshops • Silent Auction • Breakfast Savories • Lunch

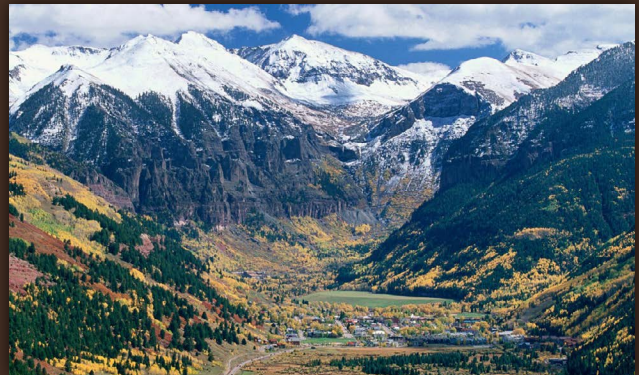


Keep Sedona Beautiful, Inc., acting through the stewardship of its members and volunteers, is committed to protect and sustain the unique scenic beauty and natural environment of the Greater Sedona Area.

KSB SPONSORS THE FILM *THE VALLEY*

Keep Sedona Beautiful sponsored a timely and important film at this year's Sedona International Film Festival.

As noted in the Festival's program, "ever since its transformation from an over-the-hill mining town to a world class ski resort, Telluride has been a diverse mix of ski bums, trust funders, back-to-the-land hippies, liberal second-home owners, urban dropouts and savvy business entrepreneurs. But the one thing they all agreed upon was that they weren't going to let developers run the show. So, when a multinational corporation proposed an Aspen-style development of trophy homes on the 600-acre gateway to Telluride's box canyon, the citizens of Telluride said NO."



The Valley is the story of Telluride's seemingly impossible task of raising \$50 million dollars in three months to purchase the Valley Floor and pull off an environmental triumph. With Sedona's recent experience dealing with a proposed 650+ unit manufactured home and RV park development, the topic of The Valley couldn't have been more pertinent.

You can view the trailer for The Valley by clicking [here](#).

KSB Gratefully Acknowledges New Business Sponsors

With a reminder to all KSB members to patronize our sponsors whenever possible, Keep Sedona Beautiful welcomes this new sponsor:

COURTHOUSE BUTTE (\$500)



Behmer Roofing & Sheet Metal is built on Integrity and Quality Workmanship, and they've been serving Sedona since 1984! Employing the best, most experienced crews around translates into Quality and Convenience for You. Their specialty is Roofing, which includes Re-Roofs, Roof Repairs, Roof Maintenance and Custom Sheet Metal.
2145 Shelby Drive, Sedona, 928.282.5323, www.BehmerRoofingSedona.com.

BELL ROCK (\$250)

Historic and recently renovated, *La Posada* is so much more than just a hotel offering gardens, gallery, and museum along with many intimate and peaceful environments inside and out on the grounds of the hotel. Located inside, the Turquoise Room, considered by many to be the finest restaurant in the Four Corners region, serves regional contemporary SW cuisine.
303 E. 2nd Street (Route 66), Winslow, AZ, 928.289.4366. www.LaPosada.com



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EARTH DAY MONTH IN THE VERDE VALLEY

by Darcy Hitchcock, Sustainability Alliance

Celebrate the Earth!

Last year the Verde Valley Earth Day Extravaganza went all weekend surrounding Earth Day. The Sustainability Alliance listed over 40 events.

This year, the Sustainability Alliance is declaring Earth Month, all April! One day or one weekend just doesn't do Mother Nature justice!

Find fun, inspirational and educational events at www.VVEarthDay.com.

You will also find discounts on retail products, solar panels and more.

Want to do something for the public? Go to www.VVEarthDay.com to register your offering: a neighborhood clothing swap, demonstration, or discount on sustainability-related products.

Here are just a few of the events planned:

April 6: Keep Sedona Beautiful hosts their 40th Native Plant Workshop (Verde Valley School)

April 13: Yavapai-Apache and Town of Camp Verde cohosts an Earth Day Celebration - Sedona is hosting a household hazardous waste collection event

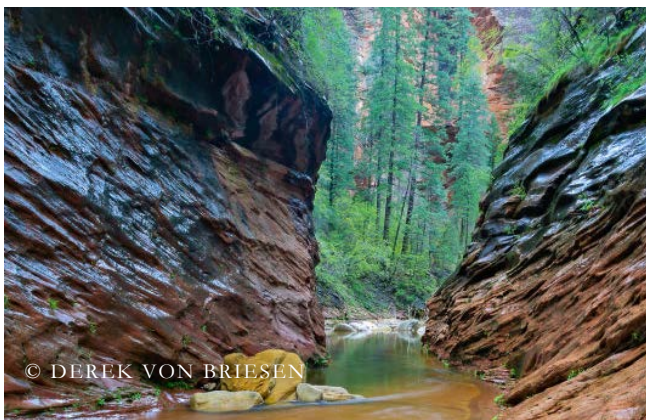
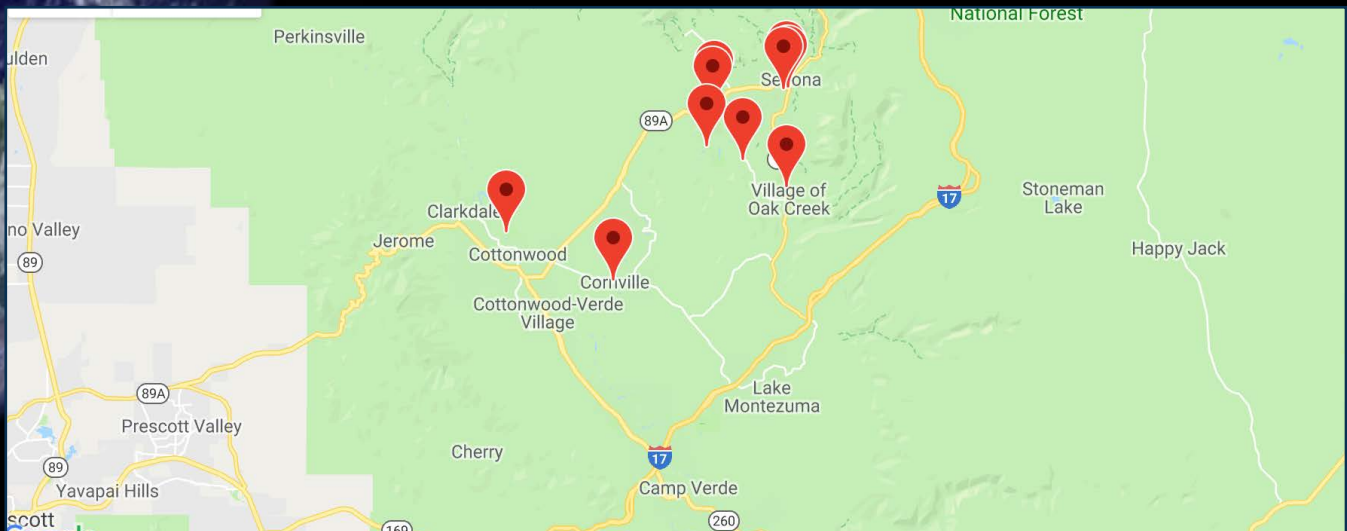
April 18: Home Sweet Home, Sustainability Alliance is teaching an OLLI course on how to make your home more sustainable (6 weeks at Sedona Yavapai College campus))

April 18: This Earth We Call Home (Tlaquepaque)

April 20: Verde Valley School plant sale

April 25-28: Verde Valley Birding and Nature Festival (Dead Horse Ranch State Park)

April 27: Earth Day/Arbor Day celebration (Red Rock State Park)



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Keep Sedona Beautiful

Reminds all members
to patronize our generous sponsors.



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

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Sedona, AZ 86336-6012

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<input type="checkbox"/> Individual	\$35	<input type="checkbox"/> Protector	\$500
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<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.

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Jo Anne Van Derveer, Secretary

Abbie Denton, Treasurer

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Craig Swanson

Georgia Munsell

Mike Ward

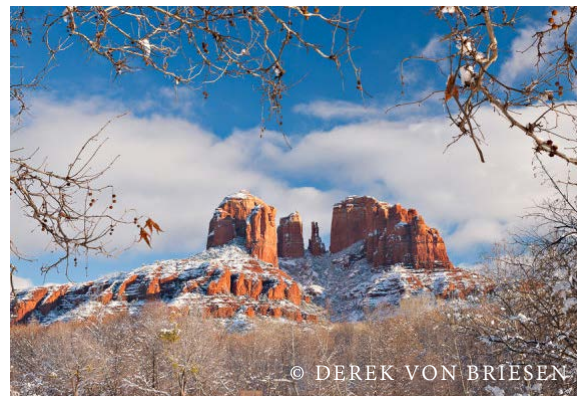
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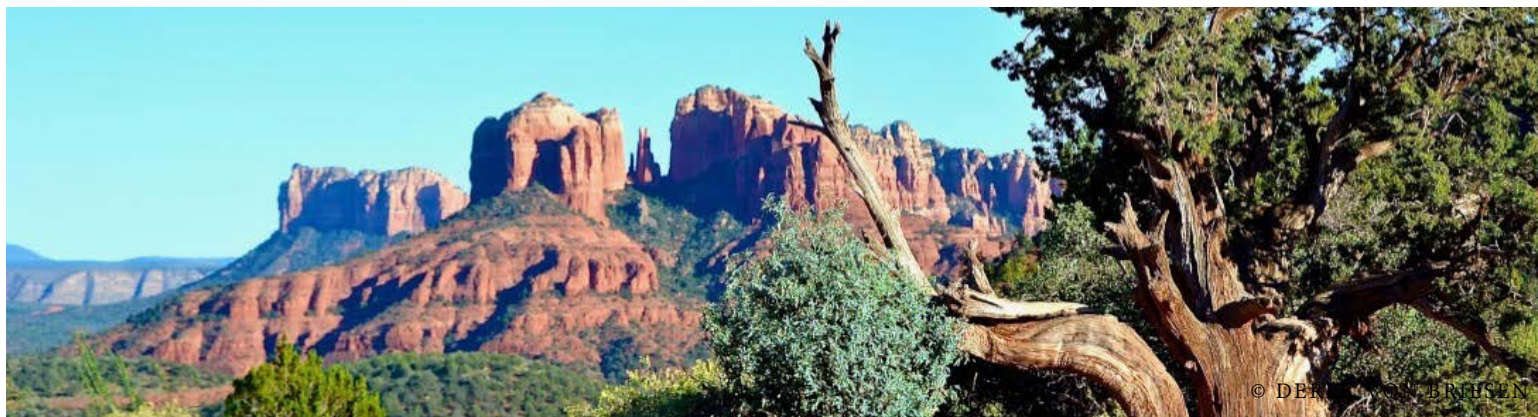
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360 BREWER ROAD, SEDONA, AZ 86336

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



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

