



Preserving the Wonder™

Fall 2020

**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:

Recently I learned more about the Rapa Nui peoples of remote Easter Island. We know them mostly from the nearly 1,000 large iconic stone heads (moai) still standing on the island. Only one town remains now, relying heavily on tourists arriving by sea for income.

It's thought that the Rapa Nui tragically altered their environment centuries ago after they arrived by sea from Polynesia. They deforested much of the land for cultivation and decimated indigenous wildlife through the introduction of the Polynesian rat to the island. This process was accelerated when Europeans brought diseases that further ravaged the island. As a result, nearly the entire Rapa Nui population perished. Only 111 native inhabitants remained in 1887.

Strikingly, these long-ago events are similar in many aspects to what we are doing today on a world-wide scale. We're making our planet less livable; we're decimating wildlife; we're degrading our air and water. And we are failing to sustain our forests and food supply. Not unlike the Rapa Nui. Now, we're seeing a new disease run its course over the entire globe.

I know much has been written and spoken about the alarming environmental trends that challenge us today. Living with our sometimes aggressive and rugged individuality, we face

seemingly insurmountable issues. *I'm talking to myself as much as to you when I urge you to continue to contribute positively to behaviors that improve our planet's condition.*

I certainly have major room for improvement. I drive a hybrid but need to move to electric. I struggle to go full vegan but am getting closer over time. I haven't eliminated all the plastics I should. We can all use non-toxic herbicides and pesticides. They are available. We should support businesses and individuals that will get us where we need to be. On a side note, I sometimes wish that Greta Thunberg was seeking a powerful position, and I believe I'd vote for her without reservation. She represents the kind of radical change that will result in a better tomorrow. She represents a future that I want to be a part of.

Be hopeful and positive. Learn from the past as you strive to improve. The Rapa Nui were unaware that their actions were having a devastating impact on their island. *With modern science and communication, we can measure the impact of our actions. What can be measured can be changed. Our collective effort can bring us environmental justice and success, plus safety and good health.*

The Rapa Nui have pushed for more local autonomy, for an end to illegal fishing off their coast, and for strict limits on population growth by non-native peoples. They are taking the measure of their situation and then taking action.

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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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Our Keep Sedona Beautiful quarterly newsletters now feature a Good News column that points you to stories that demonstrate the great progress being made all over the globe. I urge you to read those stories and become inspired by them.

Sincerely, Bill Pumphrey, *President*

IMPORTANCE OF VOTING

Our democracy is built upon fundamental principles. Key among them are that citizens have the right to participate in their governance and that citizens have the right to vote. The elected officials we vote into office make decisions that directly impact our lives.

Keep Sedona Beautiful believes in the power of the vote. As a 501(c)(3) non-profit organization, we never endorse nor oppose candidates for office. Instead, we raise issues of importance to our members, and we encourage you to evaluate candidates' positions on those issues.

2020 is shaping up to be a landmark election year, partly due to the importance of the issues facing us and partly due to the pandemic.

If you are not registered to vote, please do so. If you're registered in Arizona, you can request to be placed on the permanent early voting list by visiting the Secretary of State's [Voting by Mail web page](#). In Arizona, you have until October 5 to register to vote by mail in the November 3 general election. If you live in another state, check your Secretary of State's website for details. Voting by mail is the simplest and safest way for you to vote this year.

With the unprecedented number of citizens who will be voting by mail, KSB suggests that you consider completing your ballot early. You can mail it back, or better yet, you can drop it off at any of the secured drop-off boxes.



In Yavapai County, early voting drop-off locations are:

- Camp Verde – Town Hall, 473 South Main
- Camp Verde – Yavapai-Apache Nation Community Center, 3462 Smith Avenue
- Chino Valley – Town Hall, 202 N State Route 89
- Clarkdale – Town Hall, 39 North 9th Street
- Cottonwood – County Administration Building, 10 South 6th Street
- Dewey-Humboldt – Town Hall, 2735 S Highway 69
- Jerome – Town Hall, 600 Clark Street
- Paulden – Town Hall, 600 Clark Street
- Prescott – County Administration Building, 1015 Fair Street
- Prescott Valley – Town Hall, 7501 Civic Circle
- Sedona – City Hall, 102 Roadrunner Drive
- Skull Valley – U.S. Post Office, 3085 S Iron Springs Road
- Spring Valley – Public Library, 17320 E Mule Deer Drive

In Coconino County, early voting drop-off locations are:

- Flagstaff - Coconino County Elections Downtown Flagstaff Office, 110 E Cherry Avenue
- Flagstaff - Coconino County Elections Drive-Up Window Service, 2304 N 3rd Street
- Flagstaff - Coconino County Health & Human Services Building, 2625 N King Street
- Flagstaff - Coconino County Community Development Office, 2500 N Fort Valley Road
- Flagstaff - Eastside Elections Office, Flagstaff Mall (next to Dillard's), 4650 N. US Highway 89
- Sedona - Sedona City Hall, 102 Roadrunner Drive
- Page - Page City Hall, 697 Vista Avenue
- Tuba City - Tuba City Elections Office, Main Street

We urge you to read up on the important issues facing us, to evaluate the candidates running for office, and to vote. Our democracy depends on it!

Keep Sedona Beautiful urges residents of Yavapai County to participate in the Planning and Zoning Commission hearing at which the Spring Creek Ranch rezoning proposal will be heard. The hearing will take place at 9:00 AM on Thursday September 17. Due to COVID-19, the County will be accepting comments differently. In the past, those who attended could fill out a form identifying themselves, noting whether they were for or against the request, adding a comment, and indicating if they wish to speak.

Instead, we are being asked to fill out an online survey that you can access at: www.surveymonkey.com/r/SpringCreek. Even if you have previously written or emailed the County about Spring Creek, KSB urges you to complete this simple survey.

The County notes that there will be 4 separate requests for rezoning heard on Sept 17, with space for only about 20 people in the room. The room will be cleared and sanitized between topics. Everyone else will need to watch online. The County will not publish an online link to the meeting until approximately September 3.

The County has not yet clarified if citizens will be allowed to speak at the hearing, or how that will work, particularly for those who are not present in the room.

Spring Creek Ranch developers recently petitioned the City of Cottonwood to annex Spring Creek Ranch. At a meeting held Tuesday August 18, the Cottonwood City Council approved a resolution to “authorize staff to proceed with the annexation of Spring Creek Ranch and Coconino National Forest land.”

A city can only annex land adjacent to current city boundaries. To annex Spring Creek Ranch, Cottonwood also plans to annex 11 square miles of National Forest land, snaking around State Land Trust property and down to Spring Creek Ranch. The crosshatched portion in the photo above shows the land they plan to annex. The relatively small Spring Creek Ranch parcel is outlined in dark black.

Annexing National Forest land does not open it up to development. Annexation simply puts that 11 acres within Cottonwood city boundaries. Use of National Forest land does not change.

While this is a significant new dynamic, the more immediate issue is to convince Yavapai County Planning and Zoning that they should once again reject this proposal for development. If the land is annexed to Cottonwood, the zoning it comes with is critically important. KSB believes that the current RCU-2A (2-acre minimum lot size) should remain.

You can get more information about this proposal for a mega-development by visiting our [web site](#). If you question how inappropriate this development is, please take a minute to absorb the proposed population density of the project, comparing it with other major metropolitan areas and then with areas in our Verde Valley:



COMMUNITY	PER SQUARE MILE
Baltimore, MD	7,594
Minneapolis, MN	7,664
Lowell, MA	8,141
Camden, NJ	8,343
Seattle, WA	8,391
Los Angeles, CA	8,484
Bridgeport, CT	9,138
Long Beach, CA	9,348
Spring Creek Ranch	9,532

COMMUNITY	PER SQUARE MILE
Cornville 201	201
Camp Verde 257	257
Clarkdale	399
Sedona	536
Cottonwood	699
Flagstaff	832
Prescott	946
Prescott Valley	1007
Spring Creek Ranch	9,532

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Unless you've already done so, we urge you to contact Yavapai County Planning and Zoning and each of the County Supervisors, letting them know how you feel about this proposed rezoning. In your email and/or letter, you must include your name and address, or the County will not consider it. Only one communication per household is considered.

Yavapai County Development Services:

planning@yavapai.us

10 South 6th Street · Cottonwood, AZ 86326

COUNTY SUPERVISORS:

Rowle P. Simmons: web.bos.district1@yavapai.us - 1015 Fair Street Prescott, AZ 86305

Thomas Thurman: web.bos.district2@yavapai.us - 1015 Fair Street Prescott, AZ 86305

Randy Garrison: web.bos.district3@yavapai.us - 10 South 6th Street Cottonwood, AZ 86326

Craig L. Brown: web.bos.district4@yavapai.us - 1015 Fair Street Prescott, AZ 86305

Mary Mallory: web.bos.district5@yavapai.us - 1015 Fair Street Prescott, AZ 86305

LITTER, LITTER EVERYWHERE BY DONNA HADLAND

Recently, I told a friend of mine that I was taking over as Editor for Preserving the Wonder, Keep Sedona Beautiful's quarterly newsletter. I went on to explain that I did this because I was passionate about the work the organization does and I was happy to find an outlet for my creative energies, now that I was retired from Corporate America. One program I was particularly interested in was the Litter Lifter program.

"Litter lifter," my friend pondered. And she went on to add, "What is that? We don't have a litter problem in Sedona." Funny. KSB's litter lifters do such a good job of picking up litter from our roadways that people here don't believe we have the litter problem we do in Sedona.

During the months that I've been working on the newsletter (this is my second quarterly newsletter brought to completion), I've come to understand where the litter comes from, how much of it is picked up by KSB's litter lifters, and how detrimental it is to our beautiful Red Rock Country and our environment.

Interestingly, litter has been on the rise since we've opened Arizona. Tourists to the Sedona area contribute significantly to our litter problem. Litter in Sedona is up an estimated 60% since we've reopened. *Yes, we love tourists ... but, tourists, can you respect our surroundings and keep your litter in a bag, that goes from your car into a garbage can? Can you recycle as much as possible? We wouldn't dream of coming to where you live and carelessly discarding our trash onto your roads.* We'd appreciate your help in keeping Sedona litter free.

KSB has some 75 ... yes 75 ... volunteers who give of their time to keep our roads as free of litter as possible. It seems a never-ending struggle. We've surveyed our litter lifters to find out what are they picking up, how much they lift from roadways, how frequently they lift, and ... here's the big one: why do they do what they do? It's not a glamorous job, but these residents are passionate about keeping Sedona beautiful.

Thank you, litter lifters, one and all!!!

Take a look at our infographic that lays it all out. Print the infographic, share it, post it publicly ... on community bulletin boards, etc. The first step in tackling our growing litter problem is recognizing that we have a problem and then understanding that, collectively (residents and tourists), we can make a difference.

Our Sedona is your Sedona. Please keep it beautiful. Don't use Sedona as your garbage can.

Thank you!



WHY LITTER LIFT?

To **keep Sedona beautiful**

To **give back**

To **make a difference**

To **deal with a pet peeve**

LITTER TYPE MOST FREQUENTLY COLLECTED

- **PLASTIC • PAPER/CARDBOARD • GLASS**
- **CANS • CONVENIENCE FOOD TRASH**
- **CIGARETTE BUTTS • PPE**
- **TOILET PAPER / WIPES • LIQUOR BOTTLES**
- **TRUCK/CONSTRUCTION WASTE • USED DIAPERS**

TIMES/MONTH LITTER LIFTING

Range 1-3 ➡ **1.5 avg**

MOST UNUSUAL FINDS

Large \$ bills
Car bumper
Kitchen appliances
Bicycle
Credit cards
65+ liquor bottles ... mostly small
Loaded handgun
New shoes
Deceased dog in his bed
Electric hand saw
Counterfeit money
Tires
Mattress

JOIN US!

Become a litter lifter;
help preserve
Sedona's beauty!

RESOURCES:

keepsedonabeautiful.org

KEEP SEDONA LITTER FREE

LITTER 2019 VS. 2020

Litter on the rise in 2020

BAGS OF LITTER TYPICALLY COLLECTED

2.3
Range 1-5.5

SIZE OF KSB LITTER BAGS

50 GALLONS

LENGTH OF TIME AS A LITTER LIFTER

15+
5-10 yrs
<1 yr
10+ yrs
2-4 yrs
RANGE <1YR-25YRS



INCREASE IN LITTER SINCE "OPEN"

1=small 3=moderate 5=extreme

3.25 was average

WHERE LITTER COMES FROM



OUTCOME IF NO ONE COVERS A ROUTE

- People would think we don't respect the beauty we have here
- Encourage more litter
- Trash would make its way into our waterways; negatively affect wildlife

LITTER LIFTERS SPEAK OUT

Keep litter bags in your car...
it's that easy!!!

✓ Leave no trace!

✓ Cover loads in open bed trucks.

✓ Pick up after your dogs!!!

✓ Add trash bins in business and trailhead areas.

✓ Remember: Burning cigarette and cigar butts are a fire hazard.

✓ Construction workers, secure your jobsite waste.

✓ Enact fines for littering.



WHY WE LITTER LIFT

LITTER EXPERIENCE SUBMITTED BY JAN WIND AND PEGGY CHAIKIN

Somewhere hidden behind a west Sedona grocery store a mother duck raises her 10 ducklings. On a quiet morning, she walks them toward a nearby hotel. With continued luck, these ducklings will eventually make their way to Oak Creek and perhaps beyond.

On behalf of Keep Sedona Beautiful, we pick up litter along Rodeo Road and Coffee Pot Drive. The distance we cover is short (about a half a mile off the main road in west Sedona), but the amount of litter we pick up is shocking.

The litter is clearly a sign of the times; PPE (masks, gloves and wipes) is everywhere, set free by careless hands and then caught by the wind to become entangled within an overabundance of other throw-away samples of our existence.

Like the ducklings, these items will make their way to Oak Creek. But, unlike the ducks, none of these items shown in the photos should ever find their way into our waterways. Can we all agree that we are beyond the need to explain why plastics, metals, chemicals, cardboard, styrofoam, paper, and PPE, in all their forms, are hazardous to the health of wildlife, the planet and, ultimately, to ourselves?

On Coffee Pot Drive the City of Sedona has erected a sign: "Sedona's Stormwater, Keep It Clean." And yet, we somehow allow the wind, rains and floods to flush the trash we carelessly discard directly to our waterways.

Why do we litter lift? Because, if we are determined to be a throw-away society then the very least we can do is throw away our waste without polluting our streams and perhaps killing other life forms who mistake plastics, etc. for food or are harmed simply by living among these foreign objects and chemicals. The benefit of being intentional about a litter-free environment is that our City and our waterways remain clean and beautiful for the enjoyment of all.

We invite others, litter lifters and the general community, to continue this litter discussion by offering personal accounts and solutions. We'd love to hear your thoughts. Just email us at ksb@keepsedonabeautiful.org.

Let's Keep it Clean. It's our small piece of the planet.



DON'T USE SEDONA AS A TRASH CAN



Did you know?

You can help reduce the amount of trash on our roadways by reporting litter you see tossed from cars and launched from truck beds. Call:

877-354-8837

(877-3LITTER)

You can also report offenders online at [Litter.AZ.gov](https://litter.az.gov).

When you report a litterer, ADOT will send a letter to the vehicle's registered owner, letting them know that someone was seen littering from their vehicle. The letter is a reminder of how litter has a negative impact on the environment, economy, and the litterer's pocketbook, since there is a \$500 fine for littering on Arizona's highways.

With the letter, ADOT provides a small litterbag for vehicle use. It's that simple to help keep Sedona beautiful!

PLASTIC WASTE: IT'S TIME FOR SOCIAL RESPONSIBILITY

Plastics have been in widespread use for many decades. We all decry the unsightly plastic trash that is so often discarded out of car windows. It is extraordinary that this has become a global problem.

Plastic's utility and versatility, combined with its low cost and durability, make it very useful. Unfortunately, these same traits make it easy to dispose of and cause it to survive in the environment for extended periods of time. There are many ways to recycle plastics, chemically and mechanically, but as a business, the profits in recycling aren't great.

In 2014, the Arizona Legislature made it illegal for local jurisdictions to ban use of plastic bags. The town of Bisbee, AZ had passed a ban on plastic bags, and Flagstaff and Tempe were considering following suit. The Arizona bill to outlaw bag bans was backed by the Arizona Retailers Association and the Arizona Food Marketing Alliance. Once again, politics gave way to business interests over the environment.

Plastic bags are cheap and simple, and there is no cost to their disposal. No cost, that is, to the business involved in the immediate economic process, the transaction.

It is the external cost, the cost that is borne by global ecosystems and local property values, that is not part of the immediate transaction. Economists call these costs "externalities." The issue of external costs goes back to Roman Law.

Riparian rights, for example, are the rights that belong to a landowner who has water running across their land, creek, stream, or river. If an economic activity is started upstream, a paper mill let's say, and it damages the water quality, then the downstream landowner can go to court to stop the paper

mill from polluting the watercourse. Environmental law is thousands of years old.

The challenge to modern environmentalists is how to internalize the external costs so that the generator of those costs (the user) pays for those costs. When we buy gasoline, we pay taxes that are there to offset the cost of protecting the environment and maintaining roads. A deposit on a bottle has the same effect.

What can be done? An outright ban on plastic bags is a very simple approach. A charge per bag of sufficient size is another possibility. We need to internalize the external cost.

But there's a newer source of plastic pollution: microbeads. They can now be found in some products (especially in the health and beauty industry) and end up in our oceans. Many efforts are happening globally to encourage or mandate plastic recycling. But how do you recycle microbeads?

Social responsibility requires that we find ways to reduce the environmental damage that comes from human activity, and there are many, many examples in our society. We are now seeing private businesses taking the lead in protecting the environment. Markets such as Fry's and Trader Joe's are discontinuing the use of plastic bags. The Krogers grocery chain, owner of Fry's and other market chains, will transition to reusable bags in all 2,800 stores by 2025.

This move is analogous to mask requirements for protection from COVID-19. Retailers like Costco and Walmart took the lead in requiring masks for entry into their stores ... in the face of government inaction. Let us hope social responsibility catches on, following these good examples.

PLASTIC EVERYWHERE - WHY NOW MORE THAN EVER?

CONTRIBUTED BY SUSAN PITCAIRN

Recent surveys among Keep Sedona Beautiful's Litter Lifters conclude that plastic litter is rising of late. Just today I found six plastic water bottles carelessly discarded on our quiet street. To understand this, we must first ask, why is there litter normally?

Most innocently, sometimes lightweight plastic and paper just blow away by accident. Beyond that are the usual issues of convenience vs. inconvenience, corporate irresponsibility, and a certain lack of caring that's arising in impersonal societies.

Digging deeper, cognitive tests show that a surprising number of college students have trouble with the abstract thinking needed for long term foresight. Early in human evolution, that was fine: toss away a banana peel and it was just food for someone else. Likewise, an old village custom was to leave waste on the roadside and others would cart it away. That worked for a long time, but now the local dumps are clogged with plastic that lingers for centuries, causing problems for wildlife and waterways.

These are all problems to solve, but why the increase of late?

- First, there's tons more trash associated with the COVID-19 pandemic ... a tidal wave of takeout containers, masks, gloves, tape, signs, dividers, and sanitizers (wipes and in plastic containers). And, seizing the opportunity, the plastics industry has even pushed bans on reusable grocery bags in some places. Both have thwarted years of activism against

single-use plastics. We must be mindful of what we allow!

- Second, during the pandemic, more people are seeking refuge outdoors, but it's harder now to find a proper way to dispose of trash or recycle. With the 2018 Chinese ban on receiving many recyclable plastics, there are fewer plastic recycle bins to be found. And with closures of many public rest rooms and parks, there are fewer public trash bins.
- Finally, there may be a rise in those who "just don't care." We need look no further than downtown Portland or Seattle to see that rising anger and frustration from social unrest, unemployment, school closures, and homelessness that are taking a serious toll on the commons, as well as on our ancient social contract of mutual respect and civility.

What can we do? Each of us can pick up and recycle all we can! We can support reasonable policies to allow a return to the old normal - ASAP. And we can choose to learn from this special time and to commit every day to practice forgiveness, understanding, and compassion as we set our course for the better world we all wish to see on this gem of a planet ... in this paradise we call Sedona.

WELCOME NEW KSB VOLUNTEERS

Volunteers are the heart of Keep Sedona Beautiful, which is why we're excited to welcome four new volunteers who will help us in different ways to protect and sustain the unique scenic beauty and natural environment of the Greater Sedona Area. Welcome:

- Donna Hadland, Editor, Preserving the Wonder (quarterly newsletter)
- Becky Jones-Pierce, Historian
- Mark Lawler, Dark Skies Initiative
- Tom Marlow, Speaker Series Program

All have come on board within the past 6 months and bring many years of experience and passion for the environment to their roles. Donna is working to bring more interactivity into the newsletter since we're making digital copies available to members via email and to all on our website. This fall issue brings a new element to Preserving the Wonder: our first infographic on a topic (litter) we're passionate about. Becky will be working to capture our history and tell our 50-year story, with that anniversary approaching in 2022. Mark is working behind the scenes on preserving the dark skies we have all come

to love ... important update for the City's outdoor lighting codes coming up (see Dark Skies Update in this issue). And Tom is taking our Speaker Series virtual so that we can continue to appreciate learning about the many environmental wonders we enjoy and the challenges we face ... in the face of COVID-19.

For those interested in volunteering, we currently have several openings for key roles. They include:

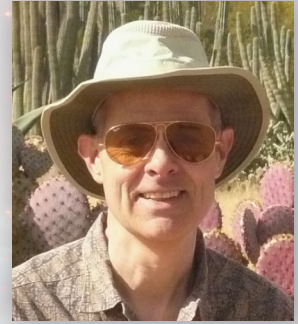
- Native Plant Workshop Coordinator (inquire at ksb@keepsedonabeautiful.org)
- Technology assistant who can assist with our new technology (see A Grant in Perfect Time in this issue)
- Litter lifters; sign up for your own route or to fill in when others go out of town for a month or more ([learn more here](#))
- Development Committee / someone who can lead work we do to retain existing business sponsors and attract new members (inquire at ksb@keepsedonabeautiful.org)

We look forward to working with our new volunteers and for those of you that are interested in serving our organization.

DARK SKIES UPDATE BY MARK LAWLER

For more than 20 years, Keep Sedona Beautiful has worked to ensure that the Sedona area continues to have amazing dark nighttime skies. I've been appointed the new chair of our Dark Skies Committee to help make sure we can continue to see the Milky Way and thousands of stars. I'm taking over from Joanne Kendrick, a stellar champion of dark skies who, for more than a decade, spearheaded designation of dark sky communities, improving local ordinances, and educating the public about astronomy and dark skies. We're sorry to be losing Joanne to her home state of Texas.

My background? I started as an amateur astronomer at age 12 and later earned a PhD in Astronomy and worked in the aerospace and software fields. I've also done a lot of volunteer work for land conservation and really enjoy working within the volunteer community. So I'm excited to volunteer for KSB.



Keep Sedona Beautiful often works to strengthen local ordinances to protect the environment. Lately, the City of Sedona's Planning and Zoning Commission has recommended updates to the city's land use codes, including those for outdoor lighting. Most changes are minor, but one stands out: planning staff proposes to allow white LED lighting for parking lots, walkways, and other outdoor spaces. This would be a catastrophe for our dark skies because white LED lights cast a large amount of blue and green light into the night sky, even if the lighting fixtures don't point to the sky. Blue and green wavelengths of light are the main culprit in causing the sky glow that threatens dark skies for residents, amateur astronomers, and the facilities of Lowell Observatory and the U.S. Naval Observatory southeast of Flagstaff.

The type of LED that planning staff would allow creates 4 to 5 times the sky glow as amber alternatives. What the City should do instead is encourage amber-hued LED lights, which emit in a narrower band of the spectrum, with relatively little blue and green light. Some local businesses such as Natural Grocers and CVS have already installed amber LED lighting in their parking lots, and there have been no issues with safety or visibility. The City's staff recommendation doesn't make sense when safe and affordable amber alternatives exist.

KSB is weighing in on this issue, and we encourage you to contact your Sedona City Council members to ask them to make sure that Sedona's ordinances encourage amber outdoor lighting that protects our dark skies.

Meanwhile, I'm expanding KSB's Dark Skies Committee to increase our ability to work on this and similar issues. Please let me know if you'd like to volunteer to help. I can be reached at 928-821-6972.

Join KSB's Preserving the Wonder™ Speaker Series on October 14th, when Jeff Hall, the Director of Lowell Observatory, will again talk about astronomy and dark skies!

INTERVIEW WITH BECKY JONES-PIERCE KEEP SEDONA BEAUTIFUL'S NEW HISTORIAN

How does one begin to capture the nearly 50-year history and progress of an organization like Keep Sedona Beautiful?

As KSB reaches a landmark in its life as an organization and environmental steward, it is incumbent upon the organization to ensure its history is captured, revealed, and preserved for generations to come. Yes, generations, because we fully expect KSB to celebrate its 100th anniversary in 2072.

"It's daunting," said KSB's new Historian, Becky Jones-Pierce. But she's up to the task. "I want to approach it thoughtfully. There's lots of history here. I'm sifting through pages and pages of content. When I'm done 'sifting,' I'll want to process with others at KSB the best way to capture our history," she said in a recent interview.

How did you come to live in the area and get involved in KSB's work? Becky and her husband moved to Cottonwood a year ago, for his work with Yavapai College. She became familiar with KSB while researching options for community service. When she learned about the KSB historian role, she was excited about its possibilities.



How did you come to take over the Historian role? “I applied and interviewed,” said Becky. “Bill Pumphrey and his committee offered the position to me. I’m thrilled to be part of this organization.”

What are you learning so far? “I have learned so much about the area! The newspaper clippings from the start of KSB until the mid 80s (which is how far I’ve researched to date) have been quite an education. They are absolutely rich with history about Sedona and the surrounding area. It’s fascinating!”

What does 2021 hold for us ... in terms of initiatives you’ll be involved in as Historian? “My goal,” she added “is to make sure the many—and I mean many—initiatives KSB has seen through to fruition are cataloged and revealed to our ever-growing community. KSB has the honor of being the oldest, continually supported non-profit in Sedona; my hope is to convey this to the citizens of Sedona, as well as Coconino and Yavapai counties. I want people to know about KSB’s historical significance ... the many goals we have set and accomplished ... so that we increase our current and future membership base.”

Anything else you’d like to add? “My husband and I love it here, and we’re grateful to be a part of this beautifully preserved area! I’d like to do my part in making sure people understand the impact a great organization like KSB has on the community ... on preserving the beauty of where we live and work and play.”

Welcome Becky!

TOM MARLOW TAKES OVER SPEAKER SERIES

Welcome Tom Marlow, who will be taking over the Keep Sedona Beautiful Speaker Series program from Jo Anne VanDerveer. We’d like to thank Jo Anne for the fine work she’s done. Those of you who have attended Speaker Series events over the past few years can attest to the high quality that Jo Anne has brought to this program.

With COVID-19 still impacting our lives, KSB will be offering the remaining Speaker Series presentations via Zoom for this year and through February of 2021. And this will be the path moving forward until the pandemic is brought under control.

Prior to each Speaker Series meeting, KSB will send out a reminder to members via email, a press release, as usual, and a link and instructions to the webinar that will be also be posted on the KSB website. Presentations will typically start at 5:00 PM, run for 30-45 minutes, and close after time for Q&A.

Here’s what the remainder of 2020 looks like for speakers and topics:

- September: Gwen Waring, author, *The Natural History of the San Francisco Peaks*
- October: Jeff Hall, Director, Lowell Observatory, *Expansion Efforts at the Observatory*
- November: Barry Mallis, Red Rock State Park Nature Guide, *Sedona Paleogeology*

KSB is glad to have Tom spearhead this program. Tom and his wife moved to Sedona early in 2018, from the San Francisco Bay area. After more than four decades in CA, they were both ready for a change. A road trip to Sedona, when Tom was in his mid-20s, had left an indelible impression in Tom’s mind. Thus, Sedona it was, many years later.

How did Tom learn about KSB? “I think my first exposure to KSB was in a mailing that I received. I did a quick internet check and decided I liked what I read and what KSB is doing in the Sedona area,” he said. So, he started attending the Speaker Series, thoroughly enjoying the quality of speakers and the topics they brought forth.

Getting involved? Tom had a meeting with board member, Michael Yarbrough, who played a key role in the Noise Abatement Agreement that was recently reached with helicopter tour operators (see the previous issue of KSB’s *Preserving the Wonder* newsletter). Tom was interested in what he could do for that effort. However, the Agreement had just been reached and so Michael let Tom know that the Speaker Series coordinator role was open. Tom said to himself, “I can do that. I like that program.” So here he is!

Tom said, “With some uncertainty as we move into 2021, know that KSB will continue to bring dynamic speakers with timely topics into their Speaker Series program ... be them via Zoom webinars or in person, pandemic and guidelines permitting. We look forward to having you join us.”



A GRANT IN PERFECT TIME

Keep Sedona Beautiful is proud to announce that we were awarded a \$5,390 grant from Mosaic Momentum, an organization that offers rapid financial aid to grassroots organizations whose focus is on protection of the environment and/or environmental justice. Mosaic Momentum was aware that grassroots organizations would have to retool to transition to virtual media in order to be effective in their missions during the COVID-19 pandemic. They also knew that organizations would have to purchase equipment they had not budgeted for in order to enhance their digital presence.

KSB is grateful to have received the grant and is in the process of preparing digital programs such as webinars and our highly

popular Preserving the Wonder Speaker Series for access on the Internet. We will also be able to create and host a digital platform for a network of Northern Arizona Environmental organizations to be able to work together on environmental issues afflicting our region.

If you are technically adept and have experience putting the tools for virtual events to work, please contact us at ksb@keepsedonabeautiful.org and volunteer to help us create exciting programs for both our membership and the general public.

INTERVIEW WITH JODY SMITH KSB'S VOLUNTEER GRAPHIC DESIGNER EXTRAORDINAIRE

How do you volunteer for Keep Sedona Beautiful?

I contribute through visual translation of KSB's message. When a need arises for design within the organization, I am the first one they contact and am truly proud to be that person! From the quarterly newsletter, to event flyers and other promotional materials, I have created a variety of pieces for KSB over the years.

JODY M SMITH
creations

jmscreations.online



Why KSB? I have been drawn to Sedona for as long as I can remember. While living in California, my mom took a road trip to Sedona and described a place of wonder and magic, beyond anything I could imagine. Everything she said was true. Upon moving to Arizona, I instinctively knew I wanted to contribute to an organization that strives to maintain its natural beauty. Although I currently reside in the Phoenix area, I come to Sedona as often as I can.

How did this come about? While attending art school, we were assigned to seek out a nonprofit organization and offer services "pro bono". This was probably the project I was most excited about throughout the graphic design program. Instead of looking through the list that was provided, I intuitively searched for Sedona organizations. There was KSB! The heartfelt intentions of such wonderful people, combined with the extraordinary contribution to the Sedona area, is what has kept me providing for KSB for nearly 10 years.

You've worked on many different projects for KSB. How did you unify the design? Following a similar look, I aim to establish a cohesive aesthetic between the pieces, so they are all recognizable as being from KSB. I am happy to contribute (even in a small way) to such a wonderful cause, because I know they have budget constraints. I have never second guessed offering my services as a gesture of gratitude; my efforts truly come from the heart.

What is your background/training? I attended art school in both Santa Barbara and Seattle, where I studied commercial photography, before obtaining my BFA in Graphic Design (in Phoenix). I have extensive knowledge in both the graphic and photographic fields. I know that each step of that long journey equipped me with the broad set of skills I have today.

You're a freelance graphic designer ... what types of work do you do for clients? My ultimate goal is to accurately deliver visual communication of someone else's idea. What is the client ultimately wanting to tell the world about their brand? My mind communicates with me in shapes and colors more often than words, so art as a career has always been a given for me. I strive to deliver branded collateral that holds a message and a feeling. I create logos, social media images, listing images for eCommerce, website assets, ads, brochures, flyers, labels & packaging ... the list is always growing.

You're Arizona-based; do you work only with AZ clients or do you have clients in other states? I love that technology allows us to communicate and work with people around the globe; I think that is profound and we often take it for granted. I have clients scattered across the U.S., but I would love to work more with Sedona-based businesses and individuals.

You frequently visit Sedona from the Phoenix area and are considering a future move here. What do you want people to know? I want to express that I don't see partnering with people and businesses as something I do for my own benefit. Every day I feel a sense of gratitude that I can make a living doing what I love AND help people simultaneously. Creativity comes to me freely and naturally; design is my great passion in life.

GOOD NEWS

While the news continues to focus on the struggle to contain the COVID-19 pandemic, significant progress is being made on a number of fronts. The links below will take you to stories Keep Sedona Beautiful feels are of particular interest.

Congress Passes the Great American Outdoors Act

[This article from CNN](#) discusses the overwhelming congressional support for the Great American Outdoors Act. It passed by votes of 73 – 25 in the Senate and 310 – 107 in the House. As noted in [The Grist](#), “The bipartisan Great American Outdoors Act has been hailed as the most significant conservation legislation in a generation and combines two bills that might otherwise not have passed on their own. One sets aside \$9.5 billion to address the estimated \$12 billion maintenance backlog at national parks, which has been a priority of the Trump administration. The other permanently supports the Land and Water Conservation Fund, which was established in 1964 and uses offshore fossil fuel revenue to protect natural areas and water resources, at the maximum \$900 million per year.”

Sydney City Government Runs on 100% Renewable Energy

[This post from Euronews](#) discusses the fact that Sydney uses locally sourced energy from wind and solar farms to power all of the City’s operations. Sydney is taking the initiative to demonstrate how local governments can take effective action.

Plunging Cost of Wind and Solar Marks a Turning Point in Energy Transition

[This Reuters story](#) discusses how wind and solar energy are now becoming less expensive than coal, hastening the transition to renewable energy sources.

Renewable Energy Set a Major Record in 2019

[Gizmodo](#) discusses how “over one third of the world’s electricity comes from renewable sources, according to data released by the International Renewable Energy Agency.”

SEDONA'S FIRST CLIMATE ACTION PLAN SURVEY NEEDS YOUR FEEDBACK

On August 11, Keep Sedona Beautiful hosted McKenzie Jones, Sustainability Coordinator for the City of Sedona, to present on Sedona’s first Climate Action Plan (CAP) that is in development. In Sedona, climate change is impacting temperatures, water availability, and wildfire risk. These changes threaten Sedona’s natural resources, economy, infrastructure, and quality of life.

This is a critical time for Sedona; the CAP will build on the great work in progress and will identify additional opportunities for change. If we don’t do something ... if we aren’t concerned about the “nonsoon” season we’re currently witnessing (and that we experienced last year) or the warmer summers and drought conditions we’re experiencing, by 2050 we can expect to have, on average:

- Hotter temperatures
- More severe drought conditions
- More intense storms and variable precipitation
- Increased damage from pests (due to hotter temperatures and drought-stressed vegetation)
- More severe erosion from extreme precipitation events
- Lower water quality

The Climate Action Plan will be a road map that identifies

actions the community will take to reduce greenhouse gas emissions and adapt to climate change. Sedona’s plan will help build resilience to risks like flooding, wildfires, and extreme heat.

[Click here](#) to review the material on Sedona’s 2020 Climate Action Plan that McKenzie Jones presented during KSB’s August Speaker Series talk.

The City needs community feedback through a second online survey. Please provide feedback on the strategies and actions the City is considering for the CAP. To take the survey, visit www.sedonaaz.gov/climate. If you have any questions about the survey, please contact McKenzie Jones at mjones@sedonaaz.gov.

You can review the results of the first survey [here](#). That survey delved into issues around climate change, how residents feel about it, how they’re impacted by it, and potential areas for focus.

Input from this second survey will help inform the ultimate vision, goals, and actions of the Plan. A final draft of the Plan is estimated to be completed in late fall 2020 and will be presented to City Council for approval soon after.

Thank you for taking time to share thoughts and help envision a healthy future for Sedona!

THE ARIZONA CORPORATION COMMISSION

Along with the legislative, judicial and executive branches of government, Arizona has what many consider a fourth branch of government, the Arizona Corporation Commission (ACC). This five-member elected commission is called for in Article 15 of the Arizona Constitution, and is responsible for regulating the following: public utilities, securities, and the incorporation of businesses and organizations. It's also responsible for railroad/pipeline safety.

One of its most important responsibilities the ACC has is the ability to grant or deny utility rate adjustments. The Commission also sets such rules as the Renewable Energy Standard and Tariff (REST) that sets clean energy standards for the state. Because of this, the actions of the ACC have a direct impact on the lives of Arizonans.

For example, in 2016, the ACC voted to replace net metering for home solar with a mechanism that reduces compensation to homeowners. Full retail rate net metering had required utilities to credit home solar customers the full retail rate for any excess energy they sent back to the grid. The change made in 2016 favored utilities over consumers and reduced the incentive to install home solar.

Net metering is too complex an issue to explain in detail

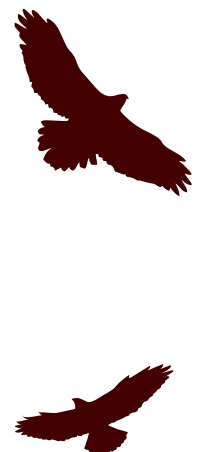
here, but [this article from Solar United Neighbors](#) provides a good explanation, from the perspective of a home solar generator. [This Wikipedia article](#) also discusses net metering in Arizona.

Keep Sedona Beautiful urges citizens to become familiar with the Arizona Corporation Commission and with the candidates running for these elected positions. Three positions will be on the ballot in 2020. [This article on Ballotpedia](#) provides information on the ACC, with links toward the bottom of the page on the candidates.

KSB believes that citizens should contact commissioners and urge them to support initiatives to expand the use of alternative energy solutions in Arizona, including a return to net metering.

Emails for the current Arizona Commissioners:

- Bob Burns, rburns-web@azcc.gov
- Boyd Dunn, dunn-web@azcc.gov
- Justin Olson, olson-web@azcc.gov
- Sandra Kennedy, sdkenedy-web@azcc.gov
- Lea Marquez-Peterson, lmarquezpetereson-web@azcc.gov





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.

To donate to KSB, or become a member, [click here](#), or 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.

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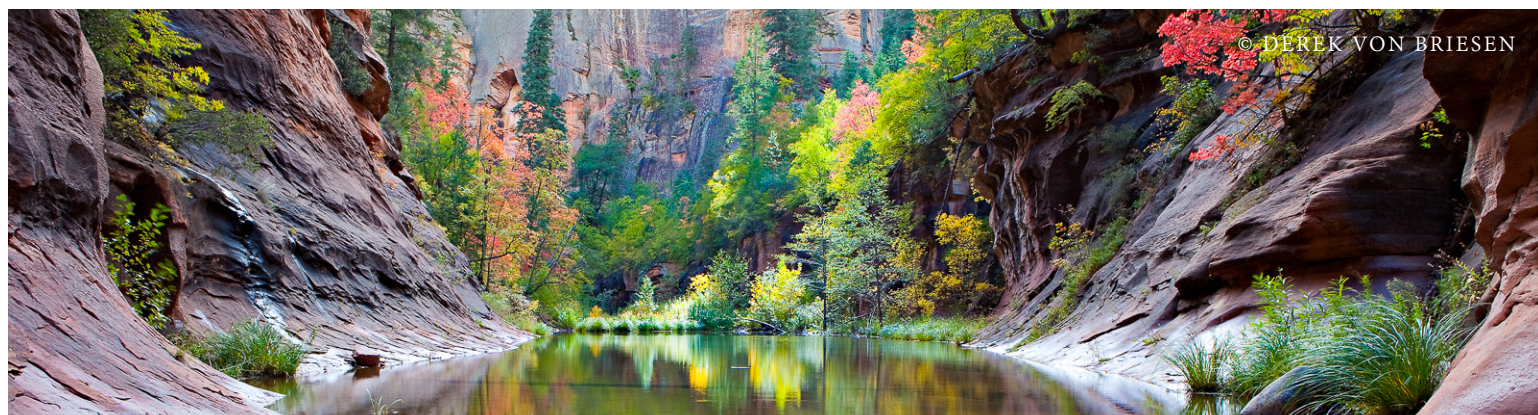
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INVITATION TO OUR MEMBERS:

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 2020 BUSINESS SPONSORS WHOSE FINANCIAL SUPPORT HELPS US TO MAKE A DIFFERENCE

