



# Preserving the Wonder<sup>TM</sup>

Winter 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: Parting Thoughts**

Bill Pumphrey, President, Keep Sedona Beautiful, is completing his fifth year (2003-2005 and 2019-2020) in this role. In this interview we learn more about

him, KSB's future, and what's behind the dedication to serve.

*How did you come to be involved with KSB, and what stands out regarding KSB's work over these years?*

My wife, Bonnie, and I came to Sedona in 1999. I'm here after a long and rewarding career with General Motors. When you retire, you need to find things to keep you busy ... things you're passionate about. Back in my GM days, I didn't have time to volunteer. Bonnie sensed that I could contribute and get back to some of the things I was previously involved in, now that I was retired. For example, many years ago at GM, I served on a committee to rewrite Michigan's bottle laws that morphed into how to manage all the discarded bottles along the roadside. Maybe this was the beginning of my interest in litter lifting.

I met former KSB President Joan McClelland, through Bonnie. Joan invited me to a Board meeting in 2000. I was invited to join the Board in 2001. Bonnie and I started litter lifting. I began exploring dark skies and native plants. I worked on the first Dark Sky (Light Pollution) Code in 2001 ... Sedona's

first attempt to write such a Code. In 2002, I became KSB's Executive Vice President and was elected President in 2003.

I was fortunate to get involved in things I'm passionate about and have had the opportunity to work with many energized and talented volunteers, together with motivated city officials and business folks. The things I'm most passionate about (Dark Skies, native plants, community service recognition, and KSB Litter Lifters) will continue as long-term interests. There are areas where I've seen significant progress.

I joined the Awards Committee. It was lots of work because community awards ceremonies were really big events with many attendees. Things will have to change with COVID, but we'll adapt and remain committed to recognizing those that work selflessly to keep Sedona beautiful.

Bonnie and I also worked on the Native Plant Workshops during 2005-2006, learning under Norm Herkenham, former KSB President and trail guru. These workshops are highly anticipated and well attended. I added predominantly native plants to my property over the ensuing years.

In 2006, I was designated successor for KSB's foundational Litter Lifter program. One goal was to add more roadside routes going forward. Back then, we had about 60 miles of roadway the litter lifters managed. Today, KSB

*continued on page 2*



**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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manages close to 70 miles of roadsides and has 90+ litter lifters.

I've been involved with KSB for 20 years now, and I'll continue to be involved in the future. I think back on my father, who would often say, *"Don't complain too loudly about a problem or issue unless you're willing to step up and become part of the solution."* Thanks Dad!

#### **What does leadership mean to you?**

For me, leadership is and always has been about developing people, putting teams together, and looking at someone's transferrable skills to find ways to leverage those skills, based on interests and talents.

Professionally, I was at General Motors for 33 years, where I was involved in manufacturing, labor relations, and lastly, personnel. I like solving problems with people. Probably the reason why I've enjoyed my time with KSB so much is that I've been able to put these skills to work for the good of the organization. It's been very rewarding to see the progress we've made.

#### **What will you do next?**

I can't imagine not being involved in KSB when my term ends. KSB will soon celebrate its 50th year as an organization. I will be involved in that celebration. As announced in the last issue of Preserving the Wonder, KSB has a historian now who has been meticulously reviewing decades of documents. When complete, KSB will form a team to put a celebration plan together to combine fun activities, education, and awareness for what we do.

As environmental stewards, KSB will continue to build on its platform of education and awareness. We will continue to inform residents and visitors about protecting and preserving this remarkable area. As we plan a series of communications and

events to mark our 50 years of softening the human footprint on Sedona and the Verde Valley, my hope is that people will be motivated to get involved with KSB, as their time permits.

#### **Going forward, what are the key challenges we face?**

Front and center is land use. Nowadays, there is such pressure to rezone low density residential properties to high density residential or commercial projects. We can expect more pressure will come to divest our public lands. KSB and other groups are currently faced with major development efforts not in the public, community, or environment's best interests.

Next is sustainability. The welcome focus on sustainability is a challenge, but it is also our salvation. We need to protect this environment. The Sustainability Alliance is a vibrant and growing organization, and I applaud their work. I encourage more people to get involved with them. Raise your voices. We can't keep depleting our natural resources if we want to maintain our balance with nature.

#### **What message do you have for us in closing?**

The future is in sustainability—water availability, land use, litter management, clean air, the Red Rocks, national forests, and so on. We simply have to strive for balance. Franklin D. Roosevelt said, *"Men and nature must work hand in hand. The throwing out of balance of the resources of nature throws out of balance also the lives of men."* We have now come to that stark realization.

**If people are interested in putting their talents to work for the good of the community, there's a place for you at KSB. Keep Sedona Beautiful does a wonderful job of matching people with issues they are passionate about.**

## REFLECTIONS ON MY TIME AS A KSB BOARD MEMBER BY SUSAN MURRILL

When my husband, Dave, and I first moved to Sedona seven years ago, I met friends who were involved with Keep Sedona Beautiful. One good friend, in particular, introduced me to the organization and found ways to get me involved in some activities. I began volunteer work for events like the Sedona Marathon and helped at the water station. Gradually, I began attending some of KSB's great programs (e.g., Awards of Excellence, Dark Skies, Native Plant Workshop) and then assisted with Business Development work. After about a year, I joined the KSB Board. Since then I have focused on the Business Development committee, working to boost individual and business memberships.

I have thoroughly enjoyed these past seven years volunteering for KSB. Through the course of this work, I've met many

wonderful people. Keep Sedona Beautiful has some significant and worthwhile projects that I have been proud to partner on. These projects include, but are not limited to, working to get Sedona named the 6th International Dark Sky Community in the United States; promoting Land Preservation, which seeks to protect the public land we all love from exploitation; and I'm particularly proud that the community was able to defeat the El Rojo Grande Ranch project.

I know KSB will continue to advocate for Sedona on overdevelopment issues like Spring Creek Ranch and AutoCamp, along with working toward sustainable tourism. I want to thank everyone at KSB for the opportunity to volunteer and work alongside the people who make it a meaningful organization.



# 2020 Accomplishments

## Noise Abatement



Historic Helicopter  
Noise Abatement  
Agreement Reached

## Sustainable Tourism

KSB Is Lead Partner in Four Key  
Sustainable Tourism Tactics

## Dark Skies



Dark Skies Protection and  
Light Pollution Reduction  
Remain Key Initiatives  
for KSB

## New Members

KSB Welcomes New Individual and Business  
Members and Increases Endowment Fund

## Sustainability Alliance

Sustainability Alliance Develops Zero Waste  
Event Program

## Development & Sustainability

Land Use/Development and Sustainability  
Become Key Issues for KSB

## Litter Lifters

Litter Lifters Are  
90+ Strong



## Awards of Excellence

KSB Presents Awards of Excellence to  
Community Members at Historic Pushmataha  
Center

## Sedona Trail Keepers

KSB Donates to Sedona  
Trail Keepers Program



## Speaker Series

Speaker Series  
Moves Online





# 2020 Accomplishments

*Keep Sedona Beautiful continues to remain very active, with noteworthy achievements, through the efforts of our many dedicated volunteers.*

## HELICOPTER NOISE

After five years of diligent work, agreement was reached to reduce helicopter noise in Sedona. KSB was instrumental in reaching this landmark voluntary agreement that establishes “No-Fly Zones” and minimum altitudes. Both of these restrictions will result in less noise pollution for both residents and visitors.

## OPPOSITION TO SPRING CREEK RANCH

KSB played a major role in the outpouring of community opposition to this planned mega-development. After being voted down by Yavapai County Planning and Zoning, the developer withdrew their initial proposal then resubmitted a revised proposal. KSB continues to strongly and actively oppose this proposal to build 2,100 housing units on either side of Spring Creek – one of our area’s important riparian resources.

## LITTER LIFTERS

More than 90 KSB volunteers were responsible for removing litter and trash from 70 miles of Sedona area roads. The program continues to host groups interested in combining community service with vacations.

## SUSTAINABLE TOURISM

KSB continued to act as the Lead Partner responsible for implementing four of the Sustainable Tourism Plan’s key tactics:

1. Encourage less consumption of single-use plastics
2. Advocate that development of private lands is in alignment with sustainability goals
3. Encourage grandfathered businesses to implement dark-sky lighting
4. Discourage use of potentially harmful pesticides and herbicides

## DARK SKIES

Along with the Dark-Sky Committee of the Big Park Regional Coordinating Committee, we participated in numerous educational events and continued to take sky quality measurements to ensure that Sedona and Big Park/Village of Oak Creek protect their dark skies and reduce light pollution. While the COVID-19 pandemic forced cancellation of many events, we look forward to resuming them as soon as possible.

## AWARDS OF EXCELLENCE

We presented awards to Sedona Beer Company for Sustainability, Local Juicery for Environmental Stewardship,

Mike Raney for Community Service, Snap Fitness, Village of Oak Creek for Dark Sky Lighting and the Sedona Chamber of Commerce for Sustainability. Awards were presented at KSB’s Pushmataha Center, attended by award winners and families, City representatives and KSB members.

## MEMBERSHIP AND ENDOWMENT

KSB added more than 41 new individual members and 5 new business members, and \$5,000 was added to our Endowment Fund.

## SEDONA TRAIL KEEPERS PROGRAM

KSB donated \$1000 to the Sedona Chamber of Commerce & Tourism Bureau Sedona Trail Keepers program to maintain and expand our trails and to preserve our natural landscape for generations to come.

## SPEAKER SERIES

The KSB Preserving the Wonder Speaker Series hosted speakers on a variety of subjects of interest to our members. Due to COVID-19, we’ve temporarily moved the Speaker Series online so that we can continue to inform residents on important issues.

**SUSTAINABILITY ALLIANCE (SA)** KSB is a founding member of the Sustainability Alliance. The SA developed a Zero Waste Events program and a certification for Zero Waste Ready Venues, but the pandemic has put this initiative on the back burner. Since the pandemic started, the SA has focused on connecting the dots between the pandemic and other sustainability issues, providing content around solutions, and offering virtual Community Conversations so residents can hear how the community is adapting. Similarly, the Alliance has connected the Black Lives Matters campaign to sustainability and is currently working to expand representation of marginalized groups.

*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.*

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

## REFLECTIONS ON MY TIME AS A KSB BOARD MEMBER

BY MICHAEL YARBROUGH

My wife, Mary, and I first came to Sedona 22 years ago for a visit. As with most people, we were struck and awed by the beauty of the forest and surrounding area. This love for the unique beauty of Sedona (and “encouragement” by Georgia Munsell) led me to join the Keep Sedona Beautiful board 10 years ago.

Two key personal accomplishments come to mind. First was KSB’s extensive comments to the Coconino Forest Plan that was issued in 2010. Keep Sedona Beautiful was one of the only entities that comprehensively analyzed and critiqued the plan. I was proud to be on that team to ensure that land trades continued to be prohibited and the forest protected. Second was my work on the Noise Abatement Committee as we worked with a coalition of elected officials, private parties and the Chamber of Commerce to achieve a written agreement to have helicopter tours improve their operations to protect wilderness

and residential areas of Sedona.

The organization has evolved over the years. It is now called upon to address issues not previously in the forefront of the community. We have become involved in environmental awareness, sustainability, land use/development and other non-traditional issues for the organization. It is a natural and healthy adaption to current issues and concerns.

As I leave KSB and Sedona, I am hopeful that the inevitable increase in visitors will be addressed by the community and KSB, so we do not become an over-crowded town of short-term rentals that lack real neighborhoods and full-time residents. I am concerned about the constant development of a limited resource. The leaders I see coming to KSB are committed to “Preserving the Wonder” of this area. I am proud to have been on the KSB Board and wish you all and Sedona well. Thank you!

## UPDATE ON DEVELOPMENT PROPOSALS

Of the many development and rezoning proposals put before Yavapai County recently, KSB has expressed opposition to two of them, Spring Creek Ranch and AutoCamp. Each proposal seems inappropriate for and damaging to their respective locations, 2,100 units on the banks of Spring Creek and 100 commercial lodging sites with firepits surrounded by National Forest.

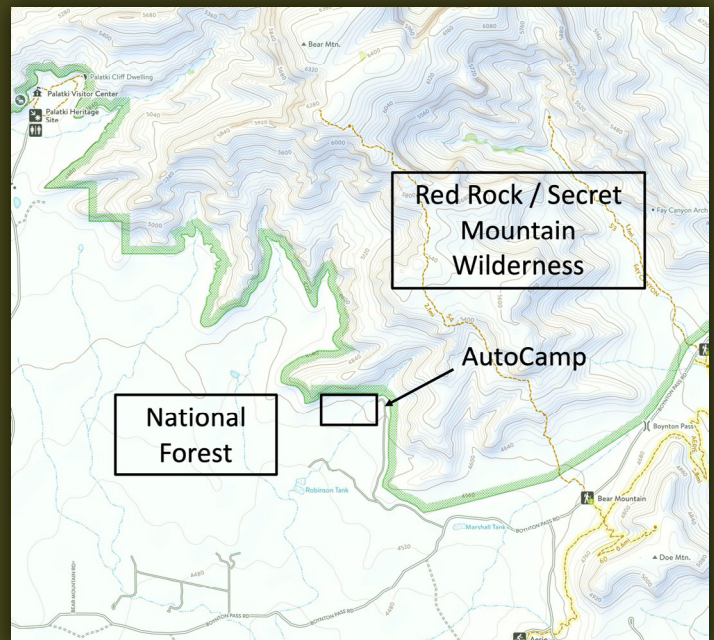
A Planning and Zoning Commission (P&Z) hearing on the AutoCamp request to rezone was scheduled to be held on Thursday December 3. At the last minute, a legal issue raised by residents of the area caused the County to refer the proposal to the County Board of Adjustments & Appeals. Until that Board considers the proposal, it will not be rescheduled for a hearing by Planning and Zoning.

You can follow the progress of this request for rezoning at [this page on the KSB website](#).

The developers of Spring Creek Ranch withdrew their request to Yavapai County for rezoning, but concurrently asked the City of Cottonwood to annex their property. The request for annexation has been looked on favorably by Cottonwood and is in the process of being considered. Yavapai County expects the developer to resubmit a new request for rezoning to be filed in January. You can follow the progress of each of these initiatives at [this page of the KSB website](#).

KSB urges Yavapai County residents to make your feelings known about each of these development proposals. The web pages noted above let you know how.

*Proposed AutoCamp development in relationship to wilderness.*



Our democracy is based on citizen participation. There are simple ways that you can make your voice heard – if you choose to do so.

## A LIFE ON OUR PLANET

Some people may not recognize David Attenborough, but most have heard him ... likely on BBC. A broadcaster and celebrated naturalist, David has spent his career studying life on planet Earth. Today, at age 94, he grieves the loss of the planet's wild places. Yet, David wants to offer hope and a vision for the near future. *David Attenborough: A Life on Our Planet* is his witness statement to what he has learned in his lifetime and what he fears for our world. He has seen firsthand what havoc man has created. His book recently debuted to great acclaim. His documentary is now available on Netflix. Both are poignant reminders of the massive change on our planet in his lifetime.

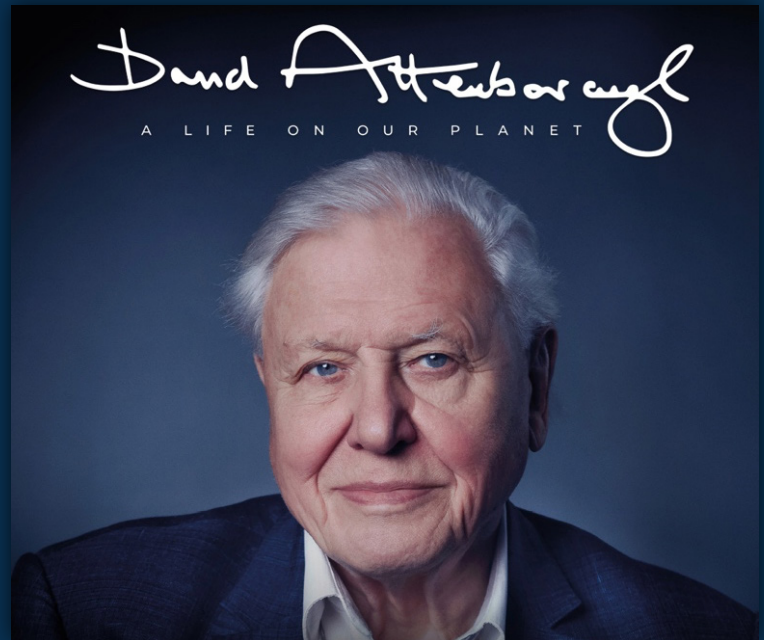
### *Chernobyl*

The film starts in Chernobyl, where a single event in 1986 caused by bad planning and human error led to a nuclear power station explosion that left all 50,000 residents without a city and caused an impact that was felt across Europe. Everyone in Chernobyl was evacuated; no one has lived there since. Whereas this was a single event, the things that man has been doing may be creating a world that will, like Chernobyl, become uninhabitable.

Plants and animals and man have lived in a manner that is sustainable ... until the 1900s. The way we've been living has sent our biodiversity into decline. Again, bad planning and human error are leading us to a place where we may no longer be able to live sustainably.

### *Beyond the Holocene*

David explains the Holocene, a stable time when, for some



10,000+ years, the Earth's temperature hasn't varied by more than 1°C. This is a time when nature has worked in concert, in delicate balance, and biodiversity on the planet has brought stability and the seasons. Eventually man arrived, but man is now the most widespread and dominant species of animal on Earth and man lives in nature differently than all other species. Man takes from the Earth and profits from nature, a dynamic that has and will cost us greatly. David shows us how and why we've come to this place. As he does, the screen displays numbers that we see rise over the years: world population, atmospheric carbon, and remaining wilderness (refer to the table below).

YEAR	WORLD POPULATION	ATMOSPHERIC CARBON	REMAINING WILDERNESS
1937	2.3 billion	280 PPM	66%
1954	2.7 billion	310 PPM	64%
1960	3.0 billion	315 PPM	62%
1978	4.3 billion	335 PPM	55%
1997	5.9 billion	360 PPM	46%
Present	7.8 billion	415 PPM	35%

In a nutshell, in David's lifetime, the world's population has nearly tripled, atmospheric carbon has risen dramatically, and remaining wilderness has declined significantly. We've overfished our oceans and damaged coral reefs; cut down our rainforests and trees; dammed, polluted and over-extracted rivers and lakes; replaced the wild with the tame; used half the fertile land for farming; decreased the size of the polar caps; and grossly reduced the number and variety of animals on Earth.

The ocean is warming. Scientists have warned of this dynamic that occurs as we burn fossil fuels and release carbon dioxide and other greenhouse gases into the atmosphere. A marked change in atmospheric carbon has always been incompatible with stability ... a feature of all five mass extinctions our planet has undergone in some four billion years. The last mass extinction brought the end of the dinosaurs.



### *The Future is Now*

Today the average temperature is 1°C higher than when David was born ... a speed of change that hasn't happened in the last 10,000 years. Yes, global warming is real; it is a story of global decline in a single lifetime.

If we don't seriously alter our actions immediately, this is what we can expect:

- In the 2030s, the Amazon Rainforest will be cut down until it cannot produce enough moisture and will degrade into a dry savannah, which will bring catastrophic species loss and alter the global water cycle. The arctic will become ice free in the summer, accelerating the speed of global warming.
- In the 2040s, as frozen soils thaw in the North and release methane, a greenhouse gas far more potent than carbon dioxide, the rate of climate change will accelerate dramatically.
- In the 2050s, as the oceans continue to warm and become more acidic, coral reefs around the world will die, causing fish populations to crash.
- In the 2080s, as soils become exhausted by overuse, global food production will become a crisis. Pollinating insects will disappear. The weather will become even more unpredictable.
- In the 2100s, as our planet becomes 4°C warmer, large parts of the Earth will become uninhabitable and a sixth mass extinction event will be underway. We will lose the security and stability of the Holocene.
- Man no longer lives in a state of symbiosis with nature; we live unsustainably. David says, *"Anything that we can't do forever is, by definition, unsustainable. If we do things that are unsustainable, the damage accumulates ultimately to a point where the whole system collapses."* Earth's resources are finite, and we have been depleting them ... fast.

Resources:

[\*Forbes magazine hails Attenborough's film the most important documentary of the year.\*](#)

### *What Can We Do*

If we act now, we might be able to restore biodiversity ... the very thing man has removed. To rewild the world in the next century we must:

1. Raise the standard of living around the world, without increasing our impact. Choose to have fewer children. Increase access to healthcare and education.
2. Phase out use of fossil fuel; run our planet on nature's energies: sunlight, wind, water, and geothermal.
3. Halt global warming by restoring our oceans, which will provide more for us to eat and bring back our coral reefs. [Boost fish stock by establishing international "no fishing" zones and enacting restricted fishing practices long enough to restore marine life.](#)
4. Reduce the area we use to farm by changing our diet to become plant based. Farm in ways that use less space, water, pesticides, fertilizer, and that emit less carbon—all of which increase yield. [Farmers in the Netherlands have made such great strides in farming that the Netherlands is now the second largest exporter of food.](#)
5. Stop deforestation immediately and grow crops only on land that has been deforested a long time ago. Forests absorb carbon in the atmosphere and are centers of biodiversity.

Thirty-five years after Chernobyl, plant life is returning. It's a reminder that nature is our biggest ally and greatest source of inspiration. Nature worked out the secret of life many, many years ago. In this world a species can only thrive when everything around it thrives. We can solve the problems we have by embracing this reality. If we take care of nature, it will take care of us. We must exist in balance with nature ... a part of nature vs. apart from nature.

*Keep Sedona Beautiful hopes that in presenting information like this, along with the Good News column, we will inspire hope and prompt us to rise to the occasion of making the future as promising as possible for generations to come.*





## GOOD NEWS

While the news continues to focus on the struggle to contain 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.

The pace of technological advance is often difficult to grasp. For example, the phone in your pocket has more than 100,000 times the processing power of the computer that landed humans on the moon.

Some of the smartest and most creative minds on the planet are focused on renewable energy technology, and the results will be transformative.

### Advances in solar technology

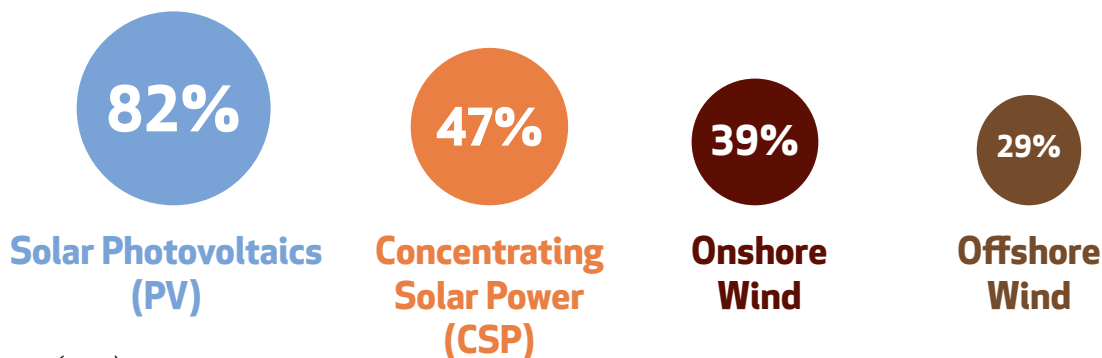
- [\*This article from the World Economic Forum\*](#) highlights the rapidly falling cost of various types of renewable energy.
- [\*Transparent solar panels\*](#) are being developed, promising the potential of harvesting sunlight in an exciting new way, as discussed on the site.
- Companies are even focusing on how to recycle old solar panels efficiently in order to reduce the waste generated by our evolving green economy. [\*This article in Fast Company highlights one such effort.\*](#)

### Advances in wind technology

- Generating electricity will not be confined to huge wind farms. [\*This article\*](#) introduces you to advances in developing small wind turbines scaled for home use.
- At the other end of the spectrum, [\*this story from Wired\*](#) discusses how China is implementing the generation of electricity from wind, on an industrial scale.
- [\*A consortium in Sweden\*](#) plans to launch a wind powered cargo ship in 2024 that is capable of carrying up to 7,000 vehicles while reducing emissions by 90%.

## FALLING POWER GENERATION COSTS

Renewable energy costs declined rapidly over the last 10 years (2010-2019)



Source: [weforum.org](http://weforum.org) (2020)



## DARK SKIES UPDATE WHAT YOU AND YOUR NEIGHBORS CAN DO FOR DARK SKIES

Keep Sedona Beautiful has long promoted actions that help preserve our dark skies. Our beautiful nighttime skies are among the many reasons that Sedona-area residents love it here and provide a “Wow!” moment when city dwellers visit. Dark skies provide a sense of awe, excitement, and common heritage with our ancestors who experienced a sky brimming with stars. Now, most Americans have little personal connection with the natural night sky and have lost a traditional source of inspiration for science, art, literature, and philosophy. Bright outdoor lighting, especially from LEDs that create abundant blue light, has been shown to interfere with our sleep patterns and can impact our health.

There are other major benefits when proper outdoor lighting is used—particularly to birds, bats, and insects, which can become confused and disoriented in the presence of bright lights. Migration patterns developed over millennia can be disrupted by too much artificial light, and nocturnal pollinators such as moths can be heavily impacted by outdoor lights.

Several local city governments and Yavapai and Coconino counties now have ordinances designed to minimize the impact of outdoor lighting on dark skies. But with limited staff, it can be challenging for these governments to enforce the rules. Yet we can all take simple and rewarding steps to minimize the impact of our own lighting choices on our neighbors and the dark skies around us. Here are some suggestions:

- Remove or adjust all upward-facing lights. Lights that beam directly upward into the sky cause the worst impact to dark skies, as you might expect. This artificial light interacts with molecules in the atmosphere to create the “sky glow” that we see in big cities, obscuring all but the very brightest stars. Even here in northern Arizona, we can see a large dome of sky glow to the South caused by millions of lights in the Phoenix area. The most important rule is that every light fixture should be fully shielded to avoid casting light upward into the sky.
- Create visibility, not glare. Fixtures that emit light horizontally, such as old-fashioned lantern designs, also create sky glow. And they create glare that constricts our pupils and makes it more difficult to see. Glare actually reduces safety and security around your home. Replace glare-producing light fixtures with attractive ones that shine only downward—to illuminate your landscape and home, not the sky.
- Put lights on timers. Whereas many of us love attractive lights that create a warm glow and highlight architecture

or landscaping, lights don’t need to be on all night long. For a few tens of dollars, residents can buy automatic, programmable timers at any hardware store to replace “on-off” light switches. They all come with instructions to help you wire them in yourself. To benefit wildlife and our dark skies, schedule lights to turn off by 8:00 PM. Timers can also add security by making it appear that you are home.

- Lower the wattage. Even light from properly shielded fixtures bounces off the ground into the sky. To reduce this effect and conserve energy, put in lower-wattage bulbs, or install dimmers for your fixtures.
- Emit less blue light. Typical white LED lights emit too much light in the blue part of the spectrum, creating sky glow. To minimize impact to dark skies, try using yellow “bug light” bulbs. Or find bulbs with a “color temperature” of less than 3000K (Kelvin)—the less K, the less blue light. The best LEDs to protect dark skies are narrow spectrum amber.
- Limit uplighting. If you like highlighting specimen plants or parts of your house, ensure that fixtures are shielded (no bare spotlight bulbs) and don’t point beyond the features you want to highlight. Illuminated shrubbery should be dense enough that little light escapes into the night sky beyond. Sconces that shine light onto your eaves, but not into the sky, are fine.
- Install motion-sensor lights for added security. Spotlights or floodlights that never turn off simply create glare in the neighborhood, add to skyglow, and add little security to your home. Motion-sensing light fixtures are available at all hardware stores at little cost and are easy to install. Adjust them so that they are triggered only by activity on your property and are on for only a few minutes.

Have a problem neighbor who has bad exterior lighting? Lead by example with good lighting practices on your own property and constructively discuss realistic options with that neighbor.

The International Dark Sky Association has tips for working with neighbors and reviewing your own outdoor lighting: [www.darksky.org/our-work/lighting/lighting-for-citizens/residentialbusiness-lighting/](http://www.darksky.org/our-work/lighting/lighting-for-citizens/residentialbusiness-lighting/).

Thank you for doing your part to protect our dark skies!

KSB is always looking for volunteers who want to work on dark sky issues. If you’re interested, please give Mark Lawler a call at 928-821-6972.



*Milky Way over Cathedral Rock, May 2020. Courtesy Robert Mueller*



## MEET YOUR LITTER LIFTER SHAWN COOK

Shawn Cook is passionate about doing everything in her power to contribute to our children inheriting a healthy Earth. She believes in action, not words, so every month, in the heat or the cold, she is outside litter lifting her mile. She firmly believes that combined action has the power to save the world. These are the words of someone who has environmental sustainability as a top priority.

A native Arizonian from Tucson, Shawn moved to Sedona six years ago from Los Angeles, so she and her daughter could be closer to family. She works for the City of Flagstaff as an IT Analyst and for Yavapai Community College as an Adjunct Faculty in their Computer Science department.

In addition to litter lifting in Sedona, Shawn is a litter lifter for the Flagstaff Sustainability Program, and she is Board of Directors Philanthropy Chair for the Flagstaff Young Professionals. Her past work includes many nonprofit development and planning positions.

Shawn loves litter lifting and finds it relaxing. It's an activity that gives her a sense of control amid everything that's happening in the world today. To people who might be interested in litter lifting, she says, "Contributing to the betterment of our community is a collective responsibility. If you enjoy the beauty of Sedona, claim ownership by being a part of Keep Sedona Beautiful, to protect the land we call home."



*Litter Lifter Shawn Cook on Her Route*

## PRESERVING THE WONDER™ SPEAKER SERIES UPDATE

In the last quarter of this epic year, Keep Sedona Beautiful organized three Speaker Series presentations through Zoom webinars. Despite the learning curve required for



this new mode of presentation, the webinars have gone well, and attendance has averaged close to 40 for each presentation. This new way for KSB to offer the Speaker Series provides a convenient opportunity to invite friends and neighbors that are interested in upcoming topics ... so they, too, can attend virtually.

As in previous years, KSB will not offer a Speakers Series presentation in December due to potential conflicts with year-end holiday plans people have. Because these virtual presentations make it so convenient to attend, and given the pandemic, KSB will continue to use webinars for at least the first half of 2021.

KSB has found that getting speakers for virtual meetings hasn't presented additional challenges; in fact, this approach may make it easier to partner with speakers from more distant locations.

On Wednesday January 13 at 5:00 PM, Dr. Ed Wolfe of The Citizens Water Advocacy Group will be our speaker.

Later in 2021, KSB will offer Speaker Series presentations on a variety of topics. For example, we will offer talks from Friends of the Verde River, the Red Rock District Ranger, and author Lisa Schnebly Heidenger will speak with a focus on Sedona history. For more information, please check the [KSB website](http://www.KeepSedonaBeautiful.org).



## KSB'S OHV COMMITTEE UPDATE

There is growing concern among residents about safety due to ATV and OHV drivers operating these vehicles recklessly on Sedona's backcountry and paved roads. The concerns are primarily around speed, rollovers and damage to the land. Nationwide, the number of fatal rollover accidents with these vehicles on public lands is surprisingly high, as are ATV rollovers resulting in critical injuries.

The KSB OHV committee is looking for solutions to this problem. A key area of concern is Forest Service Road 152C (Boynton Pass Rd.) where it borders the Bear Mountain residential development. KSB has also learned that rollovers are not rare incidents on the motor-vehicle-designated roads of the Coconino National Forest area between Sedona, the Secret Mountain / Red Rock Wilderness, and Bill Grey Road. Most of these accidents go unreported unless they involve bodily injuries that require medical emergency attention or transport. Even then, they are largely unnoticed by the public.

KSB's OHV committee has requested information on such accidents from the Sedona Fire Department, the Yavapai County Sheriff's Office, area medical centers, and via the Freedom of Information Act (FOIA) from Coconino National Forest. However, we have not yet received any data. We've been told that it may take up to a year to get some information due to a backlog of the USFS' nationwide FOIA requests.

Most rollovers are caused by driving at high speed and the

driver losing control of the vehicle. ATV/OHV speeds of up to 60 miles per hour are routinely observed on the unpaved Forest Service Roads. The USFS sets no speed limits on its roads and enforcement is lacking, but it can punish reckless driving with a fine of up to \$5,000 or six months in prison.

Reversing the dynamic of reckless driving will require ATV/OHV rental businesses to educate renters about safe driving of these vehicles and require reporting of all driving accidents. It may not be in the rental companies' financial interest to report such accidents, but it will be in the best interest of the city where the rental businesses are located.

A final and important aspect of this problem is the huge amount of dust raised by speeding OHVs. If you drive along the unpaved roads frequented by OHVs (like Forest Service Road 152C past Boynton Pass Road), you'll see scores if not hundreds of dead trees lining the road. The dust is killing them off.

This is a serious problem that is getting worse all the time as the number of OHVs increases. The KSB OHV committee will continue to work to find ways to get this situation under control, working with stakeholders such as the Forest Service, municipalities and OHV rental companies. We would appreciate comments and/or suggestions on how to reverse this dynamic. Please feel free to submit your thoughts to [info@keepsedonabeautiful.org](mailto:info@keepsedonabeautiful.org).

## UPDATES

### COMMUNITY CONVERSATION #3: *How to Influence the Future of Your Community in Yavapai County*

Thursday, Jan 7, 10:00 - 11:30 AM • Hosted by the Sustainability Alliance

Yavapai County is obligated to update its comprehensive plan soon. What's in the comprehensive plan and how well does it balance the needs of People, Planet, and Prosperity? Whether you live in an incorporated area or not, how can your community influence changes to the plan so it has more control?

Keep Sedona Beautiful has begun digging into the details. Craig Swanson and John Black will brief us on what they've learned and lead a discussion of next steps. They'll share what they've learned about the County's approach to citizen involvement in the update. The Sustainability Alliance will also give attendees a sneak peek at the SA's scorecard that has been in development to track our county's progress toward sustainability.

This event is free, but you must register in advance: [yavapai.zoom.us/meeting/register/tjwpde2srDspE9T8rK\\_kblHOuQA5pG4e81xN](https://yavapai.zoom.us/j/9pde2srDspE9T8rK_kblHOuQA5pG4e81xN)

After registering, you will receive a confirmation email containing information about joining the meeting.

### CREATING SEDONA'S CLIMATE STRATEGY

Thursday, Jan 28 – Thursday, Feb 18; 3 Sessions, 8:30 AM - 10:00 AM • Hosted by the Sustainability Alliance

What can Sedona do to reduce the root causes of climate change and what should we be doing now to prepare for the inevitable effects? Marsha Willard, author and MBA professor, will lead a simulation to explore which of the highest-leverage actions are a good fit here and McKenzie Jones, Sustainability Coordinator for the City of Sedona, will share the results of the Climate Profile and Climate Action Plan. Bring your expertise to help us build a robust, science-based plan. Host: Sustainability Alliance. Minimum number of students: 15. Maximum number of students: 40. Register through [Yavapai College/OLLI](https://yavapai.college/OLLI).

## INTERVIEW WITH JEFF DISSINGER KSB'S IT WIZARD VOLUNTEER

***How do you volunteer for KSB?***

For years I've been helping KSB with anything "technical," which means I assist with computer and printer issues, internet glitches, wiring challenges, etc.

***How did this come about?***

I've been a fan of KSB for a long time and believe in what they do. I just help out in one way or another when they have a technical challenge. Recent changes have allowed me to provide my services at no cost to KSB. It's a "win-win" for all of us.

***How long have you been working with KSB?***

This is difficult to say ... one of my previous businesses, eSedona, was an internet provider from 2001 – 2012. We provided internet service to KSB at no cost for many years. Once I sold that business in 2013 and went out on my own as a computer technician, I started helping with their technical needs.

***Has the work you do changed over the years?***

When I first came to Sedona nearly 30 years ago, I was a trained graphic designer and used computers daily. I was a user at first, but I quickly became tech savvy out of sheer necessity. Through the 1990s, I grew the computer sales and repair business quite a bit, which included establishing a software training center. Once it was clear that the internet (specifically broadband) was here to stay, I launched eSedona and it took off like wildfire.

Since selling eSedona eight years ago, I went back into business as a technician for hire and incorporated Mac / PC sales and repair, wired / wireless networking, and AV work that includes home theater, sound systems, smart home systems, etc. I also install quite a few security camera systems and work on AVAYA phone systems. You can reach Jeff at [jeff@digitechsedona.com](mailto:jeff@digitechsedona.com), or call him at 928-300-7313.

***Give me some examples of things you've done for KSB.***

A few years ago, just after Windows 10 launched, I rebuilt KSB's office computers and upgraded them. I've also set up data backups, supported their hardware / software needs, donated various pieces of equipment, and ran some cable throughout the office, to name a few.

***What would you like people to know about KSB?***

Keep Sedona Beautiful is a group of great folks who have dedicated their efforts to protecting Sedona's beauty and its natural state, as much as possible. I'm happy to help out; we share a common interest and they're always thankful to have my assistance.

***What would you like people to know about you?***

I've been a Sedona resident now for nearly three decades. I love Sedona and my customers! I strive to give all customers my best efforts, completely and honestly, and steer them toward the best possible technical solution to their challenges.

***If you consider your passion for Sedona, what is one thing you'd like to make better for Sedona?***

I believe that organizations like KSB, the Chamber of Commerce, and the City of Sedona really do have Sedona's best interests in mind. Things like traffic are always going to be a challenge given the nature of Sedona and our roads, but I really believe these groups strive to make things better a little at a time. I would like to see more focused attention on Sedona—its neighborhoods and citizens. Let's keep parks, trails, sidewalks, and community events rolling along. I also appreciate it when I see city workers pulling weeds and cleaning up along our highways, along with KSB's Litter Lifters managing roadside litter.

***If you could share one significant memory of Sedona, what would that be?***

Since 2001 when I created eSedona, I've spent a lot of time on roofs installing radios and antennae. Nearly every time, I'll take a moment to look around and appreciate the beauty we have here and smile because I know my 30 years in Sedona have really been just a fabulous, working vacation! I nearly pinch myself when I look around at the red rocks and blue sky ... it's then that I realize I really don't have a single thing to complain about.





## BURIED IN PLASTIC

Recycling feels good. When you recycle plastic, you can imagine that it's destined to turn up again, maybe as a fleece jacket you wear while hiking in Sedona in December. The sad truth is, most plastic has never been recycled and ends up buried. Since China stopped taking our discarded plastic in 2018, we're stuck with figuring out what to do with it. Ultimately, most of our plastic waste ends up getting buried. Perhaps even worse—far too much of it ends up in our rivers and oceans. That's the stark reality that we're coming to understand.

Working together, NPR and the PBS series Frontline investigated how the U.S. got into this dilemma. In order to ward off a growing aversion to plastic in the 1980s and 1990s, the oil and gas industry, along with plastic manufacturers, spent lots of money to promote recycling to consumers. If the public thought recycling was a solution to plastic consumption, they wouldn't be as concerned about the plastic's impact on the environment. People would continue to purchase items packaged in plastic that would ultimately be recycled, not sent to the landfill. With demand up, the industry would continue to sell more and more plastic. And that's exactly what happened. You can read about this extraordinary documentary (and see a preview of it) by [CLICKING HERE](#).

Fast forward to today and we have an ever-growing plastics problem. Recycling isn't the answer because most plastic is not recyclable and there's almost no market for what can be recycled. So we bury it or discard it in our rivers or dump it at sea. When you think about it, it's absurd to make 300 million tons of plastic each year that we ultimately discard, and that hangs around in the environment indefinitely.

Less demand for plastic is the answer. We have to reduce consumption of plastic, plain and simple!

This is a solvable problem, and you can be part of the solution. Become aware of the types of plastic you use daily, start searching for alternatives and then make changes. You have more options than you may think.



Here are 10 things you can do now to help reduce your plastic consumption:

1. Start researching [online sites](#) that sell alternatives to [plastic products](#) for everyday life.
2. Carry a stainless-steel travel mug or water bottle for coffee and water.
3. Carry reusable shopping bags.
4. Carry reusable utensils and drinking straws.
5. Store food in mason jars or other glass containers.
6. Find alternatives to plastic food/sandwich bags. Try beeswax wraps or reusable, food-grade silicone bags, or paper sandwich bags.
7. Cut down consumption of convenience foods packaged in plastic containers.
8. Cook enough for leftovers and store in glass containers.
9. Stop buying plastic-bottled beverages or other liquids.
10. Support businesses that are committed to sustainable packaging.

### Resources:

[\*This article highlighting the 10 things shown above plus 90 more ideas on how to live plastic free.\*](#)

[\*This article from the Plastic Pollution Coalition on living plastic free.\*](#)

[\*This Guardian article on supermarkets' wasted plastic.\*](#)

[\*This National Geographic article on how supermarkets can go plastic free.\*](#)





## 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

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(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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**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**





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