



# Preserving the Wonder™

Spring 2021

**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: Living in the Midst of Positive Change**

Change is in the air, and we need to embrace it. While COVID-19 has forced fundamental change on our day-to-

day lives and seems to have no redeeming value, when we emerge on the other side of this pandemic, we'll be far more prepared for the next one. And there will be a next one. It's a matter of when, not if.

We're now in the process of demonstrating that superb science, coupled with the political will to follow that science, along with changes to individual lifestyles, can solve even the most difficult problems.

By marshalling society's forces for positive change, we're seeing the beginnings of a world-wide effort to move away from use of fossil fuels and fully embrace renewable energy. Government entities from the local level on up to the national level are defining and enacting Climate Action Plans, including the City of Sedona. Corporations are committing to achieve carbon neutrality on announced timelines. Automobile manufacturers around the world are phasing out production of internal combustion vehicles and moving to all-electric fleets.

Governor Newsom of California signed an executive order requiring all cars sold in that state to be electric as of 2035. President Biden

signed an executive order directing federal officials to develop a plan to convert all federal, state, local and tribal fleets, including 225,000 Postal Service vehicles, to "clean and zero-emission vehicles".

Major investment firms and large pension funds (e.g., the State of New York) are divesting their portfolios of stock in firms that are major polluters of our environment, including Rio Tinto, the mining conglomerate that wants to create an enormous copper mine near Superior Arizona (East of Phoenix).

In January, President Biden signed an executive order to begin halting oil and gas leasing on federal lands and waters. Rewilding initiatives are emerging across the globe. Closer to home, Yavapai County residents have an opportunity to help protect our open spaces by contributing to the update to the County Comprehensive Plan.

Finally, individuals continue to make small changes in their personal lives that in aggregate add up to have a significant impact.

Embrace change, not for its own sake, but in order to bring about a more equitable and sustainable world.

*Craig Swanson, President*



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

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



Awards of Excellence Winners	<b>2-4</b>
KSB Board & Trustee Updates	<b>5-6</b>
KSB Programs	<b>7-8</b>
Comprehensive Plan / Sustainability	<b>8-9</b>
Updates, News, Initiatives	<b>9-11</b>

# Keep Sedona Beautiful

## 2020 AWARDS OF EXCELLENCE RECIPIENTS



### BUILDING AND SIGNAGE DESIGN: *Awarded to Enchantment Resort*

*In photo: L to R: Jim Foss, Director of Outdoor Adventures and Activities; Jo Anne Van Derveer, KSB; and Stan Kantowski, Managing Director at Enchantment Resort*

- Trail House at Enchantment Resort (opened fall of 2020), is a 4,000-square foot structure that serves as an epicenter for outdoor adventure, offering retail space, a shop for bike rentals and purchases, and a discovery center for enrichment of the surrounding area and gathering spots for guests to come together. The centerpiece of the Trail House is the map room, a space dedicated to introducing visitors to the region's dramatic trails and geology, diverse flora and fauna, and Native American culture and history. The room features a twelve-foot video wall, a 3-D topographic map table, and wall map
- Natural building materials dominate the design, with the building's palette of pigmented concrete floors, adobe brick, and red rock-inspired stucco walls—in harmony with the surrounding canyon landscape. Latillas (peeled pine logs, a common building material in the Southwest) create a trellised roof, weaving the interior and exterior together
- Signage is small, unobtrusive, and matches canyon colors
- Landscape is designed around the property's existing topography and trees and includes low-water plants and plants native to Arizona. During construction, native trees and plantings not preserved in place were temporarily moved, saved, and re-planted around the building. Natural water catchment areas, or "bio-sponges," offer protection from flooding and prevent destructive erosion during hard rains
- Low lighting around the Trail House
- Enchantment Resort created the Boynton Canyon Foundation that allocates a portion of the profits from each guided hiking and mountain biking adventure to the fund. To date, the Resort has contributed more than \$105,000 to local organizations that help to enhance the environment
- Future plans include West Sedona Elementary School annual field trips

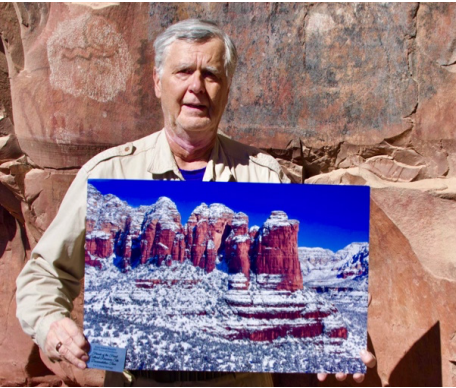


### COMMUNITY SERVICE: *Awarded to Marty Glinsky*

*Marty Glinsky, President, Verde Valley Bicycle Coalition; Founder, President, and Education Coordinator of Red Rock Mountain Bike Patrol; and Co-founder, Vice President, and Secretary of Wheel Fun*

- President, Verde Valley Bicycle Coalition, a 501(c)(3) non-profit group of about 200 members, founded in 2004 to promote road and mountain bike advocacy in and around the Verde Valley. Raised \$56,000 for trail work in the Coconino National Forest

- Founder, President, and Education Coordinator of Red Rock Mountain Bike Patrol, a group of about 40 volunteers whose mission is to assist and educate all trail users in the Red Rock Ranger District. Trained in first aid and CPR-certified, volunteers patrol the trails, providing first aid and trail-side bike repair, talking to people about our trails, assisting lost trail users, and helping to promote the public's perception of mountain biking (last year 4,000+ patrol hours)
- One of three founders and current Vice President and Secretary of Wheel Fun, a 501(c)(3) non-profit group whose mission is to create and promote mountain bicycling opportunities for young riders of all skill levels in the Verde Valley. Wheel Fun operates after-school mountain bike clubs in all eight Verde Valley public elementary schools and one middle school



## CULTURAL HERITAGE:

*Awarded to Resources Site Documentation Team  
of Friends of the Forest*

*Cultural Resources Site Documentation Team member, Jon Petrescu, at the Palatki site*

- Group of volunteers responsible for groundbreaking work photographing the irreplaceable cultural heritage of the Sedona area
- Volunteers document Native American and early settler sites such as Honanki, Palatki, and V Bar V, and record and store images that describe the sites in detail
- Recent project: volunteers scanned tens of thousands of old physical photographs and slides, digitizing and categorizing source materials for use by archeologists and scholars
- Newest project: creation of 3-D photographic models of cultural heritage sites, available online to archeologists and scholars that can manipulate the images to view a site from almost any angle



## DARK SKY LIGHTING:

*Awarded to Canyon Mesa Townhouse Association*

*In photo: Canyon Mesa Townhouse Association Board Members, L to R: Arland Averill, President; Lew Turano, Bob Dickson, and Dean Campbell*

- Initiated and completed a project to replace outdoor lights to meet dark sky standards for their 170 townhouses, villas, and casitas
- Canyon Mesa Board of the Directors encouraged owners to replace existing carriage style fixtures with downward lit, dark sky compliant sconces
- 92% of homeowners voluntarily agreed to change out their fixtures; more than 280 fixtures were replaced over a two-year period





## ENVIRONMENTAL STEWARDSHIP:

*Awarded to McKenzie Jones, Sustainability Coordinator, City of Sedona*

*McKenzie Jones, Sedona's Sustainability Coordinator*

- Goes above and beyond in her work as Sustainability Coordinator for the City, finding innovative strategies to further the numerous environmental steward programs under her charge
- Partners with Sedona Recycles, Recycle by City, and Sedona Chamber to promote recycling education in the community
- Leads the Climate Action Plan, developing strategies to reduce harmful emissions and identify areas for environmental improvements
- Assists businesses, community members, and the City of Sedona to increase the number of solar users in 2020
- Under her leadership, the City achieved the Silver Sustainable Business Certification (February 2020)



## SUSTAINABILITY & COMMUNITY SERVICE:

*Awarded to Sedona Community Food Bank*

*Cathleen Healy-Baiza, Sedona Community Food Bank's Executive Director*

- Distributes food to 165 families per week. Lean operation run by two part-time staff members, including Director Cathleen Healy-Baiza and 128 volunteers
- Reduces food waste in the community by distributing surplus food donated from stores and restaurants. Distributes what is safe to eat; remainder is donated to an animal sanctuary
- Operates an energy efficient facility. Refrigerators replaced in 2015. Transport van does not require refrigeration. Motion-detection lights in bathrooms, soon to add them to hallway and kitchen
- Recycles all materials accepted by Sedona Recycles

[Read more, see more here.](#)

Local photographer Mike Koopsen donated use of his spectacular photos for these awards. *Thank you Mike!*



## MEET CRAIG SWANSON, KSB'S NEW PRESIDENT



### *When did you move to Sedona? What drew you here?*

Like most, the incredible beauty of the red rocks drew us to Sedona. We wanted to move somewhere out west, having made dozens of visits to the National and State Parks in the Four Corners area. My wife Lynn and I bought a home in the Village of Oak Creek in 2004, planning to retire here. We rented it out for a number of years and then moved here part-time. We relocated to the Village 6 years ago and then moved to West Sedona a year ago.

### *How did you start volunteering with Keep Sedona Beautiful?*

Two things prompted me to start volunteering: litter lifting and land use. I saw the (very few) signs on our roads letting folks know that Keep Sedona Beautiful litter lifters kept those roads clean. Having traveled many places around the world where litter is not picked up, I knew how fortunate we were to have volunteers who fight the blight of litter. This made me want to contribute.

I feel that our public lands and open spaces are a singular gift we enjoy. Those lands and spaces are at risk from forces that want to divest public lands and/or impose inappropriate, large-scale developments to enrich themselves. KSB was active in opposing those forces. I wanted to be involved.

### *In a nutshell, what types of work have you been involved with during the years you've volunteered for KSB?*

In addition to litter lifting and land use issues, I've been quite involved in our communications efforts and in helping the organization improve our website. I have a background in IT project management and have been able to leverage those skills in a number of ways for KSB.

### *What are the three biggest challenges we face in the greater Sedona community and what recommendations do you have?*

*Planned, sustainable and rational growth* depends on our governmental entities having the appropriate sets of rules and regulations in place. Our greatest opportunity in that regard is to help shape the update to the Yavapai County Comprehensive Plan. Become involved in that effort. If you live in an unincorporated community, aid your community organization that's providing input. If you're in an incorporated city that has its own Community Plan, offer to help organizations like KSB that are working to help shape the Comprehensive Plan. Provide feedback to the County as they reach out to residents to understand their priorities. Get involved!

*Protecting our environment* will become even more important as we continue to feel the effects of climate change. This will be an enormous world-wide effort in which everyone will need to play a role, with leadership primarily coming from governments, corporations and large non-profits. However, individuals also need to step up and contribute:

1. Conserve resources by consuming less.
2. Recycle everything that can be recycled.
3. Practice sustainable living; make smarter choices.

*Water is the necessary ingredient to life*; we need to protect those resources. In the Southwest, we face an uncertain future with respect to supply and have an absolute obligation to use our water wisely. This requires us to first have an objective understanding of our current supplies, our draw rate, and how much growth we can responsibly support. KSB is working to identify ways that Yavapai County can do a better job of measuring supplies and monitoring use. The State of Arizona needs to give local governmental agencies more local control over water resources. Please [contact your elected officials](#) to express support for initiatives like these.

### *In what areas would you like to see the organization grow?*

*Keep Sedona Beautiful is all about the future.* Over our nearly 50 years as an organization, we've naturally evolved to embrace a larger set of issues critical to "protecting and sustaining the natural beauty of the Greater Sedona Area", which is our stated mission. We need to attract a new generation of stewards who will carry on our work. To that end, we're beginning to use social media more effectively to reach a generation that uses their mobile devices extensively.

### *How can people become involved?*

Sedona has one of the most robust volunteer communities anywhere. There are dozens of organizations that focus on different things – all aimed at improving the lives of residents and visitors. Seek out volunteer opportunities with an organization whose work appeals to you, get to know them, and jump in to volunteer. Of course, I hope folks will consider contacting us at [info@keepsedonabeautiful.org](mailto:info@keepsedonabeautiful.org) (particularly those with social media skills to help KSB reach more people with our message).

## Meet the New KSB Board Members



**Donna Hadland** Donna grew up in the northwest Chicago suburbs and graduated from Western Illinois University with a degree in Health Sciences. Part of her early coursework at WIU included Environmental Health, a topic that has always been of interest to Donna. Today, Donna is still focused on the environment and passionate about protecting the earth from human impact on nature.

For most of her career, Donna worked in Marketing, Communications, Public Relations, Brand Strategy, and Digital for some of the biggest global medical device companies. She retired early from Medtronic two years ago. Donna also ran her own consultancy, Medical Marketing Communications, for 15+ years.

Prior to relocating to Sedona in 2018, Donna spent many years in the Twin Cities and lived for six years in northern California, in the Sonoma Valley. During this stint in Wine Country, Donna found a camera and a passion for photography. She loves taking pictures of nature and thinks there's no better place to live than in Sedona.

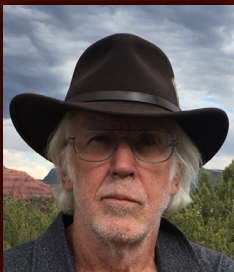
When Donna is not working on communications-related projects for KSB, you'll find her taking pictures or hiking or road-tripping to explore new areas ... you guessed it ... to appreciate the beauty that's all around us.



**Mark Lawler** Mark started his interest in the dark skies as an amateur astronomer at the age of twelve, while using a telescope with his father to explore the light-polluted sky near Washington, D.C. After obtaining a Master's Degree in Mechanical Engineering from Stanford and a PhD in Astronomy from the University of Washington, he went on to work on satellites and rockets at Boeing and software at Microsoft while living in Seattle.

Mark's other major life interest has been public lands and wildlife conservation. For over two decades, he chaired the National Forests Committee of the Sierra Club's Washington State Chapter and is proud of its successes in designating new wilderness areas and protecting ancient forests, roadless areas, and wild rivers. Mark gained a wealth of experience working productively with volunteers and non-profit staff to reach their goals with agencies and elected officials.

When Mark and his wife, Rita, moved to the Village of Oak Creek in 2015, they explored the fabulous trails and wild places in the area and found that taking in our amazing dark sky was a highlight for them. This led to a growing interest in getting personally involved to ensure that the night sky in the Sedona area remains spectacular. Mark is now the KSB Dark Sky Committee Chair and notes that, "I've been privileged to be mentored by longtime KSB dark sky committee chair Joanne Kendrick. I'm excited to continue her legacy and to continually improve the quality of our night sky. I also hope that my conservation background will prove useful to KSB's other programs."



**Tom Marlow** Although his early years were spent in southern Ohio, Tom spent most of his life in the San Francisco Bay area. Drafted while living in Ohio in 1970, he served in the US Army for two years. Eager to start over after being mustered out, he moved to California and never looked back. After a BA in mathematics and an MS in Cybernetics from San Jose State University, he met his future wife, Naty, while she was there working on her BSN in nursing. Living in Silicon Valley with newly minted degrees, the burgeoning high-tech industry beckoned. After 14 years of engineering positions with Ford Aerospace and Sterling Software, Tom started his own consulting business and enjoyed contributing to engineering simulation projects at NASA Ames Research Center and other science and engineering firms. But after 25 years of consulting, he'd had enough.

Never a believer in the Silicon Valley mindset of 'all work and no play', as an avid sailor Tom managed to squeeze in about 40,000 nautical miles under his keel while contracting at NASA. An author with four novels under his belt, Tom penned *A Mexican Tale* describing some of his adventures sailing through Central America. It was as a sailor that Tom's interest in environmentalism started. He saw firsthand the effects of declining fishing stocks. Eventually, the physical demands of open ocean sailing caught up with him and day sails were not much of a challenge anymore. It was time to move on.

In his early twenties, Tom had been through Sedona on a road trip and fell in love with the scenery, so he left the San Francisco Bay waters for the Sedona Red Rocks in 2018.



## MEET YOUR LITTER LIFTER NORM SUNSTAD

Norm Sunstad loves litter lifting and removes trash today from the exact same route he was assigned nearly 15 years ago. Back then he was looking for fresh air and leaving the land better than he found it. But it wasn't all about goodwill. "There was some paying back for past sins," Norm says with a laugh, "I was a kid once and might have thrown stuff out!" If Norm did litter as a kid, he has made up for it with the hundreds of blue bags he has filled as an adult.

When asked about interesting things he's found, Norm talks about finding a Trek bicycle and a stack of credit cards, both of which he reported to the sheriff. He is also interested in nature and recently watched a javelina carcass decay, fascinated with how the hide and muscles disappeared, leaving only the ribs ... a real-life example of the natural process.

Norm doesn't just volunteer out on the highway, he also spent years giving caregiver rides, repairing furniture for Twice as Nice, delivering Meals on Wheels, collecting food for Green Bag Collection and working at the Sedona Recycling Center. He prides himself in recycling as much roadside litter as possible, dovetailing with his passion for recycling. Like most litter lifters, he enjoys the occasional appreciative honk or wave while out on the road.



*Litter lifter, Norm Sunstad, on his route.*

## PRESERVING THE WONDER™ SPEAKER SERIES

In Q1 (January), KSB successfully continued to use Zoom webinars for guest speaker presentations. The January speaker, Dr. Ed Wolfe, attracted more than 60 viewers to his presentation on the scarcity of water in the Verde Valley region.

In February, District Ranger Amy Tinderholt from the USDA reviewed 2020 and presented her outlook for 2021.

The March speaker, author Lisa Schnebly Heidenger, discussed Arizona artists, celebrities and good places to drink!

Getting speakers to use the Zoom webinar format has

proven to be less challenging than expected. The speaker series is now booked into July of this year, with more potential speakers in the queue. Check the KSB website for more information.

Keep Sedona Beautiful is grateful for the Q1 series speakers that covered a variety of topics in their presentations. With the attendance online good, it is obvious that switching from in person to Zoom hasn't had a negative impact on the Series. KSB will continue to use this format into 2021 and will reevaluate and consider moving to in person presentations as the country gets the pandemic under control.



## UPCOMING SIGHTS IN THE SEDONA SKY

Take advantage of our area's dark night skies to view these special upcoming events this Spring!

**Zodiacal Light**, moonless evenings from late February through early April: This is the best time of year to seek out the very faint Zodiacal Light, shortly after twilight has dimmed and the sky starts to get truly dark. Find a dark location not disturbed by bright lights, and make sure that your eyes have had at least 15 or 20 minutes to adjust to darkness. Look to the West for a hazy, colorless pyramid shape that starts wide at the horizon and narrows as it projects up and to the left, in the direction of orange-colored Mars.

What you're seeing is sunlight reflected off myriad tiny dust particles, shed over eons by comets, that orbit in the same plane as the Earth and planets. As seen edge-on from our position on Earth, this plane where the planets travel is the ecliptic. It forms the band in the sky where the constellations of the Zodiac are located.

If you see the evanescent Zodiacal Light, you're in a rare minority—very few Americans are ever able to see it because of the rarity of dark skies around most populated areas. We're fortunate in the Sedona area to still have dark skies that let us see very faint objects like this.

**Jupiter moon occultations**, early mornings: Every six years, the planes of the orbits of *Jupiter's Galilean moons* align with our line of sight from Earth. At various times during 2021, one moon will either eclipse another moon (cast a shadow on it) or occult another moon (obscure it from our view). The occultations are a rare treat in any telescope, even binoculars, though the eclipses are best seen with a larger telescope. One upcoming choice event: Io occults Ganymede starting at 5:06 a.m. on March 29. (For details of all events, go to



Partial phases of the eclipse progress from lower left, until full totality is reached at upper right (happens in Sedona morning of May 26). At that point, the Moon is illuminated only by sunlight shining through the rim of Earth's atmosphere. Photo by Ryan Tasto.

<https://is.gd/mutualevents>, and enter 688 for the observatory. Moon codes are: 1 for Io, 2 for Europa, 3 for Ganymede, and 4 for Callisto, so "1O2" means Io occults Europa.)

**Total lunar eclipse, May 26, morning:** This rare and stunning event greets the western US. As the Earth's shadow grows across the Moon, it will gradually darken to shades of gray and then red, until totally engulfed by the shadow. The total phase, when the Moon will become very dark, starts at 4:11 a.m. Arizona Time and ends at 4:25 a.m.

**Acknowledgments:** *Sky and Telescope* magazine, March 2021, and *National Geographic Science News*, December 29, 2020 ([nationalgeographic.com/science](https://nationalgeographic.com/science)), and *Tonight in earthsky.org*, Feb. 28, 2021.

## YAVAPAI COUNTY COMPREHENSIVE PLAN



Yavapai County has begun the process of updating the Yavapai County Comprehensive Plan. This mandatory update provides the opportunity to outline specifically how the County will protect and sustain our natural environment while developing responsibly.

*Since the last plan was adopted in 2012, we've become more aware of the economic value of our natural environment, open spaces, dark skies and water resources. We have also come to realize that our water resources are finite. The mega-drought we're living through, made worse by climate change, threatens Verde Valley's water resources as much as over-development. Land use decisions should consider the resulting groundwater use because groundwater is the main source for the freshwater needs of Yavapai County.*

Residents of Yavapai County can help protect our priceless environmental resources by participating in the update of the Yavapai County Comprehensive Plan. The County is currently reaching out to unincorporated communities to solicit Vision Statements that will

be incorporated into the Comprehensive Plan. Contact your community leaders if you want to contribute to the creation of those Vision Statements.

[Click here](#) to view a copy of the 2012 Yavapai County Comprehensive Plan.

Recently, the Sustainability Alliance held an OLLI Community Conversation on this issue. KSB President Craig Swanson and KSB member John Black provided information about the process of updating the Plan and how that process is likely to unfold. You can view a recording of the Zoom session by [Clicking here](#).



## HOW SUSTAINABLE IS THE GREATER SEDONA AREA?

It's often been said, *you can't manage what you can't measure*. How do we know if our region is getting closer to sustainability or drifting further away? Until now, there's been no way to know.

Sustainability involves seeing our society as an integrated system, recognizing how **people, planet, and prosperity** weave together to create the world we have now and the world we want in the future. Sustainable thinking looks for cycles ... interconnections ... interrelationships. For example, the pandemic is about the virus, but it's also about what that does to the economy, the environment, healthcare systems, etc.



The Sustainability Alliance (SA) looked to make sense of complex interrelationships regarding sustainability by using *The Natural Step Framework*, a set of four principles created by scientists that define a fully sustainable society. The SA approached the task with a “start with the end in mind” perspective (as management guru, Stephen Covey, used to say); the group worked backward to decide what needs to be done.

The result of this work is the SA's recently developed and published Sustainability Scorecard that measures our sustainability performance and provides recommendations in four areas:

- Climate & Energy
- Pollution & Waste
- Ecosystems & Water
- Community vitality

*In a nutshell: we have lots to do in this community!*

The SA's findings about how “sustainable” the region is will be used to help inform an updated Comprehensive Plan for Yavapai County. To learn more about the Yavapai County Comprehensive Plan for 2022 and take a survey that will help to inform the County of resident concerns, etc., please see the Yavapai County Comprehensive Plan article in this issue of *Preserving the Wonder*.

## GOOD NEWS

Along with great technological advances world-wide, there are a number of things happening locally that our members should be aware of.

The City of Sedona is asking for resident input on Plan Uptown, a major initiative to make uptown Sedona a much more inviting and pedestrian-friendly place. You can read about it by [CLICKING HERE](http://www.sedonaaz.gov/planuptown), and you can submit questions and comments at: <http://www.sedonaaz.gov/planuptown>.

The City of Sedona is also moving forward with development of its Climate Action Plan. [CLICK HERE](#) to visit the City website that provides information on the plan, and [sign up for updates](#) about the Climate Action Plan and other sustainability news.

Yavapai County has embarked on a 2-year project to update the County Comprehensive Plan. This plan defines how development will be controlled in unincorporated areas of the County. Follow the progress of this initiative by regularly visiting Yavapai County Development Services website: <https://www.yavapai.us/devserv/>.

After years of neglect, the State of Arizona has finally passed legislation enabling funding of our State Parks through the [Arizona State Parks Heritage Fund](#). Established in 1990 through a state-wide voter initiative, it was defunded by the legislature 10 years ago. In July 2019, Governor Ducey signed a bill reinstating the fund, but without any means of funding it. House Bill HB 2127 and Senate Bill SB 1384 have recently been introduced to fund the Fund. If you have signed up for [Request to Speak](#), you can comment in support of these two bills. If you haven't yet, please consider going to [Request to Speak](#), creating an account, and commenting.

## VOLUNTEERS NEEDED TO EVALUATE NON-TOXIC HERBICIDE EFFECTIVENESS

Keep Sedona Beautiful would like your help in evaluating the use of a new, non-toxic weed killer that is more friendly to the environment. If you are interested in participating in this non-toxic herbicide evaluation, KSB will provide the product free of charge, along with an evaluation form for you to complete and return. This pilot program could provide the catalyst toward reducing glyphosate herbicides from our local environment.

Please note that supplies are limited; volunteers will be chosen on a first come, first serve basis. Please respond by emailing us at [ksb@keepsedonabeautiful.org](mailto:ksb@keepsedonabeautiful.org).

If you agree to participate, KSB will provide one gallon of [Armor All-Natural Weed Killer](#), including the hose and spray nozzle. Click the link in the previous sentence to obtain the product description and application directions.

Your responsibility is to use the product, adhere to the application instructions, and provide before and after photos—along with your feedback—on an evaluation form. The trial period is decided by you and may begin as early as March or as late as mid-May. Effectiveness is determined by moisture, temperature and direct sunlight. To avoid contamination with what has been used recently we ask that you only use this product on the application area.

KSB is the lead partner in the Sedona Sustainable Tourism Plan (SSTP) Environmental Tactic A4.7 which states:

“Eliminate pesticides and herbicides (long-term goal). Encourage businesses and residents to eliminate the use of pesticides and other chemical products that may negatively impact the environment.”

Feedback will be publicized through SSTP partners and KSB; KSB will provide updates in an upcoming issue of Preserving the Wonder.

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

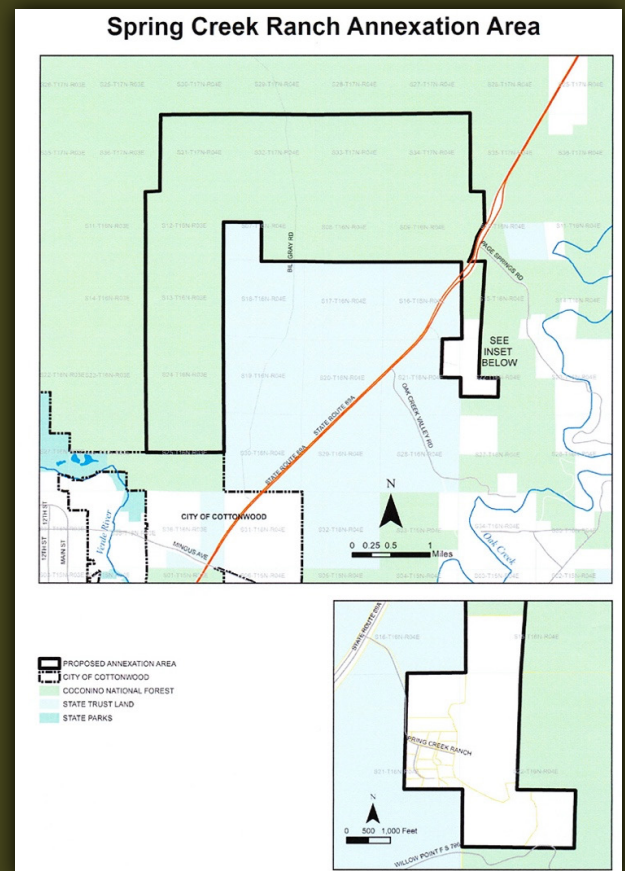
## UPDATE ON DEVELOPMENT PROPOSALS

**Spring Creek Ranch:** After a series of public hearings and meetings, on Tuesday January 19 the City of Cottonwood voted to annex the Spring Creek Ranch property along with 11 square miles of National Forest land. Their stated reason for annexing this land is to set the stage for the eventual sale and annexation of the State Land Trust land, shown in blue in the map. The land to be annexed is outlined in black.

From this point on, any rezoning and potential development will be evaluated by the City of Cottonwood, not Yavapai County. It's likely that the developer will submit yet another proposal, since Cottonwood has expressed their belief that the project should be scaled back considerably.

Once a proposal is submitted to the City of Cottonwood, Keep Sedona Beautiful will evaluate it and update our members.

**AutoCamp:** On Monday February 15, the law firm representing AutoCamp informed Yavapai County Development Services that this application for rezoning is being withdrawn. KSB vigorously opposed the development proposal, but it was the tireless work of the Save Bear Mountain group that prompted the withdrawal. AutoCamp may still be in the process of purchasing this land, so please stay tuned for news on this front.





## SIGN A PETITION TO STOP DIVERTING MONEY COLLECTED AWAY FROM RECYCLING

We need more and better recycling here in Sedona! But KSB has just learned that not all the money cities in Arizona are paying in landfill fees to support recycling is actually being allocated as intended. Over the years, half of the money (millions) has been diverted elsewhere instead of being used by municipalities across the state to start or innovate recycling programs. Recycling has taken a hit. We feel it in Sedona, too.

*As an organization, KSB has signed a petition to reverse this dynamic and we're asking for your support.*

Please read and consider signing a petition that asks legislators to fully finance the recycling fund so that Arizona municipalities can reinvigorate their recycling programs. Please encourage family and friends to sign the petition, too.

Access and sign it here:

<https://forms.gle/y8uAHQyvU8YUd6zdA>

Why is this important? With the implementation of China's "National Sword" policy in 2018 that banned the import of 24 types of waste, the U.S. has had to adjust in different ways. China had been the primary importer of our recyclable materials. For Arizona, it left municipalities scrambling to manage increasing recyclables and no options to manage or send this waste. Municipalities have had to reduce services or halt recycling programs altogether.

***This isn't about needing money to implement something. This is about using funds collected for the purpose they were intended.***

Recycle efforts remain challenging, at best, as our throw-away society becomes more careless. Couple that with misappropriation of funds (taxes collected) and it becomes a dismal, uphill climb. Image from Global Water Forum.



## HAVE GRAFFITI, WILL TRAVEL

A recent request by the KSB Litter Lifters to the Friends of the Forest Graffiti Removal Team, a volunteer arm of the Red Rock District Forest Service, is a great example of how these local volunteers operate. Yes, Sedona has its own graffiti removal experts that take care of a myriad of issues facing our red rocks from disrespectful scratches to gang related symbols. WHAT you say, gang symbols ... in Sedona? Yes, we have gang related activity and they deface our structures, particularly concrete. On February 17th, KSB Litter Lifters found graffiti at the I17 overpass at the juncture of I17 and SR179 and contacted Jerry Piepiora, chairman of the removal team. Even though this graffiti was well outside their normal jurisdiction, the removal team jumped into action and removed the graffiti the following day. This is an extraordinary service and we thank them for being there.

*If anyone sees graffiti in Sedona, particularly on the Red Rocks, please do not attempt to repair or remove it. Just take a photo and note the exact location and contact Jerry at [graffiti@fjfsedona.org](mailto:graffiti@fjfsedona.org).*





## JOIN/RENEW

**Keep Sedona Beautiful**  
**Environmental Stewards Since 1972**

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

Contributions are tax deductible within the limits of the law.

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

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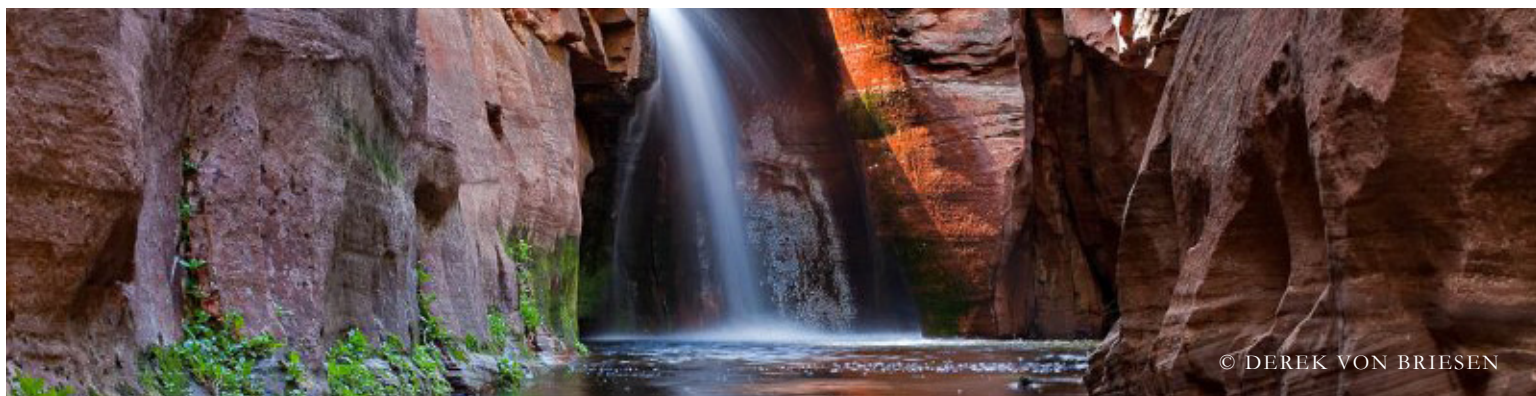
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### INVITATION TO OUR MEMBERS:

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





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