



# KSB eNews Today

Celebrating Our First 50 Years

January 3, 2022

## HAPPY NEW YEAR 2022!

### WINTER PRESERVING THE WONDER™ QUARTERLY NEWSLETTER

We are happy to present this issue which explores the history of KSB in preparation of the KSB 50th year anniversary celebration.

The following topics are covered.

- A special 50th message
- The President's message
- New Board members
- KSB's key accomplishments for 2021
- Good News
- Infographic: 12 Steps to Living More Sustainably
- OHV and airport noise update

**PRESIDENT'S MESSAGE**



In preparation for celebrating the Golden Anniversary of Keep Sedona Beautiful, I've looked back at the message that KSB has been celebrating since 1972. It's a lot of work, but it's all worth it. We've made a lot of progress in the past 50 years.

The message and vision of Keep Sedona Beautiful were at the heart of the organization's success. It's important to remember the people who helped us get here. The Board of Directors, the Board of Trustees, and the Board of Advisors. They've all played a role in making KSB what it is today.

The Sedona Garden Club and the Chamber of Commerce helped to get KSB started. They provided us with the resources we needed to get started. It's important to remember the people who helped us get here. The Board of Directors, the Board of Trustees, and the Board of Advisors. They've all played a role in making KSB what it is today.


The importance of almost every issue that KSB focuses on today has been highlighted in our 50th anniversary message. From the Sedona Garden Club, the Chamber of Commerce, and the Chamber of Commerce. We've been able to do this because of the dedication of people who have been instrumental in making KSB what it is today.



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### President's Message Page 2

**The Story of Keep Sedona Beautiful: Celebrating our First 50 Years**



**How the Idea Started**

In the 1960's, the spectacular landscapes of Sedona and the Verde Valley were marred by a blight of billboards, business signs and abundant litter on the roads. Groups such as the Sedona Garden Club, the Chamber of Commerce and the "Keep Sedona Beautiful Committee" wanted to remove the most offensive billboards that marred scenic viewsheds, particularly on Highway 179 leading into Sedona. Their efforts were so successful that in 1966 Sedona was named one of the 25 cleanest small towns in the country.

Unfortunately, the situation gradually worsened. Litter became an increasing problem and business signs were concentrated in unincorporated Sedona. The unruly nature of the town was highlighted in a 1971 Arizona Republic article that talked about "honky-tonk, cluttered Sedona."

On April 8, 1971 a group of sixteen concerned citizens met at the home of Norman McGee, at the urging of his wife Eileen McGee and of Malena Black. In that meeting, the Keep Sedona Beautiful Committee was revived. According to Norman McGee, "The primary aim of this group, which is composed of business people and interested citizens and who has been endorsed by several civic organizations, should be, as its name implies, an attempt to devise ways and means to help in keeping Sedona beautiful in the face of ever rapidly increasing growth."

The Keep Sedona Beautiful Committee used the power of persuasion to convince a number of business to take down "high-rise" business signs, including one at the Circle K on Highway 179. Other business-related goals, street signs with more tasteful ones. The committee held its first litter drive on December 11, 1971.

Norman McGee became the driving force behind the group, which was incorporated on May 17, 1972 as Keep Sedona Beautiful, Inc., a 501(c)(3) non-profit organization. The motto adopted by the newly formed group was "Keep Sedona Beautiful, or Good Business."

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### The Story of KSB, Celebrating Our First 50 Years

**Preserving the Wonder™**  
Celebrating Our First 50 Years  
Winter 2022

**KSB Quarterly Environmental Message**

Keep Sedona Beautiful's mission is to protect and enhance the scenic and natural environment of Sedona and the Verde Valley.

**KEEP SEDONA BEAUTIFUL TURNS 50!**

This year marks a major milestone for Keep Sedona Beautiful - our 50th anniversary. As we celebrate our 50th anniversary, we look back on the progress we've made and the challenges we've overcome. We've been instrumental in protecting our great natural areas.

The mission of Keep Sedona Beautiful is "To protect and enhance the scenic beauty and natural environment of Sedona and the Verde Valley."

Throughout the year we'll be looking back at how we have fulfilled our mission over the past 50 years. We'll be highlighting the progress we've made and the challenges we've overcome. We'll be celebrating the progress we've made and the challenges we've overcome.

We've been instrumental in protecting our great natural areas. We've been instrumental in protecting our great natural areas. We've been instrumental in protecting our great natural areas.

**60,000 VOLUNTEER HOURS OVER 5,000 HOURS LITTER LIFTING**

Join KSB and help us protect the environment of Sedona and the Verde Valley through our programs and initiatives.

**KSB Topics:**  
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KSB 50th Anniversary 2  
Good News 3  
Sustainability 4  
OHV and Airport Noise Update 5

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## WHAT WILL THE NEXT 50 YEARS LOOK LIKE?

- Will there be dark skies?
- Will there be uncontrolled development?
- Will the Verde River still flow?
- Will the roadways be free of Litter?



**DONATE NOW TO KEEP SEDONA BEAUTIFUL**

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