



Preserving the Wonder™

Celebrating Our First 50 Years

Spring 2022

**KSB's Quarterly
Environmental
Message:**

**In Sedona,
the Environment
...IS...the Economy.**

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



PRESIDENT'S MESSAGE: How has KSB Thrived for 50 Years?

Not many local non-profit organizations last long enough to celebrate their golden anniversary. Keep Sedona Beautiful

has, and the question is – how?

In 1971, a small group of residents revived the “Keep Sedona Beautiful Committee” in order to tackle the blight of litter and unsightly billboards and signs marring the beauty of the Verde Valley. The area was largely unincorporated with few enforceable county regulations. It was, in the worst way, the wild west.

Those residents established Keep Sedona Beautiful as a 501(c)(3) non-profit, formally incorporating on May 17, 1972. They were all volunteers, mostly retired, who believed their actions could make a difference. If they didn't do something, who would?

Through the power of persuasion, and because of the many dedicated hours they spent talking with owners, they convinced business after business to replace ugly signs with tasteful ones, to design new establishments aesthetically, to keep as many trees on their land as possible when erecting new structures and a host of other beautification efforts. Through these actions they lived up to our first motto, “*Keep Sedona Beautiful, It's Good Business.*”

The members who joined the new



organization we call KSB also worked diligently to make Sedona and the surrounding area as litter-free as possible by continually picking up trash from our streets and roads. This is never-ending work, without which we would be like most parts of the world – strewn with trash.

Each generation of members and leaders of KSB has passed the spirit of volunteerism on to the next - the belief that individuals can and do make a difference, the understanding that citizen involvement is necessary for a community to thrive, the conviction that residents can help shape the policies and priorities of our local and regional governmental agencies.

This unshakable belief in the power of volunteerism is the secret ingredient that has allowed us to thrive for past 50 years and will continue to motivate us for the next 50.

cont. on page 2



**10,000+ 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.**



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You can read about how KSB has harnessed the spirit of volunteerism to make Sedona and the Verde Valley a better place to live and visit by reading [The Story of Keep Sedona Beautiful](#).

To conclude, I ask you to consider whether or not you're doing your part to make your community a better place. If so, congratulations and thank you! If not, please think about how you can best contribute:

- Volunteer at and/or become a member of an organization like KSB
- Write your legislators about issues of concern to you
- Get on your city or county mailing lists so they can keep you informed
- Respond to surveys soliciting the opinions of residents
- Comment on proposed planning documents
- Offer to serve on a citizen advisory committee
- Apply to be a Planning and Zoning Commissioner
- Run for City Council or Mayor

However you choose to do it, get involved!

Craig Swanson, *President*

50 YEARS AND COUNTING

Throughout 2022, Keep Sedona Beautiful will be celebrating our 50th anniversary and we're inviting you to join us.

Each issue of this quarterly newsletter, Preserving the Wonder™ will feature one or more articles highlighting our 50 years, and we'll be sending everyone on our mailing list an eNews on the 15th of each month highlighting one of our programs or initiatives. In addition, we've added a page to our web site [Celebrating Our First 50 Years](#) and another giving you [The History of KSB in Pictures and Articles](#).

On **April 20** we'll hold our 50th Anniversary Awards of Excellence ceremony at KSB celebrating individuals and businesses making significant contributions to our community. We encourage you to join us for that event. Past President Jim Eaton was fond of stating that these awards "are the best thing we do."

On **May 11**, Janeen Treyvillian from the Sedona Heritage Museum will discuss the history of Sedona and KSB at our Speaker Series event, and on **May 17**, the anniversary of our incorporation as a 501(c)(3) non-profit, the Sedona Heritage Museum will formally unveil an exhibit on the history of Keep Sedona Beautiful. Join us at the Heritage Museum at 4:00 pm for a reception complete with wine, beverages and hors' d'oeuvres. We'll be sending out reminders closer to the event.

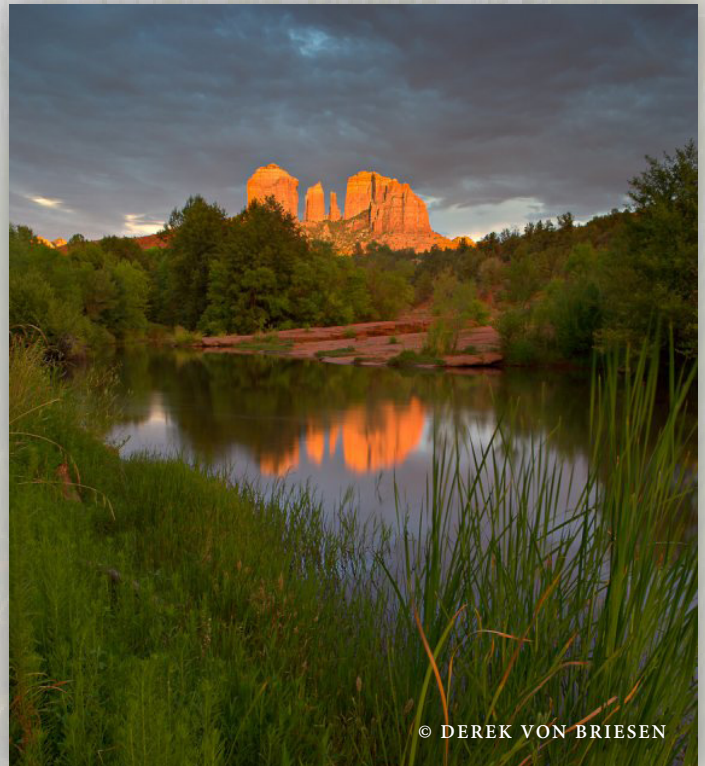
On **October 19** at 4:00 the Mary Fisher Theatre will graciously host an event at which we'll celebrate our 50 years and screen a short film highlighting our half-century of service to Sedona and the Verde Valley. Details on the event will follow, again closer to the event.

We invite all members to join us at our annual Membership Meeting that will take place at 1:00 PM on Thursday **November**

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

14 at Keep Sedona Beautiful, 360 Brewer Road, where we anticipate unveiling some exciting new initiatives.

If you're not yet a member of KSB, if your membership has lapsed or if you'd just like to contribute to help support our efforts, please go to our [Donate to KSB](#) web page and help us fulfill our mission "To Protect and Enhance the Scenic Beauty and Natural Environment of Sedona and the Verde Valley".



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Keep Sedona Beautiful *Awards of Excellence*

2022 RECIPIENTS ANNOUNCED - CEREMONY SCHEDULED FOR APRIL 20TH!

Each year KSB identifies groups or individuals who have made significant contributions to our community and whose work supports our mission of protecting and sustaining the scenic beauty and natural environment of Sedona and the Verde Valley.

This year's well-deserving recipients are:

- A Sunset Chateau for Sustainability
- Friends of the Forest Graffiti Removal Team for Community Service
- Layla's Café and Bakery for Sustainability
- Richard and Monique Sidy for Landscaping Design
- The Science Vortex for Education
- The Verde Valley School for Sustainability

On this our 50th anniversary year we're excited to once again hold an in-person ceremony for our 2022 Awards of Excellence recipients. The event will be held from 4-6 p.m. on Wednesday, April 20th at KSB, 360 Brewer Road in Sedona. Beverages will be served, and there will be no admission fee. Doors will open at 3:30 p.m. Since seating is limited, reservations are required.

Please email ksb@keepsedonabeautiful.org or call 928-282-4938 to make reservations for this event and to help us celebrate excellence in our community.

COMPREHENSIVE PLAN UPDATE

Yavapai County Development Services continues to work on draft sections of the updated County Comprehensive Plan. This critical document will help guide planning and zoning decisions for the next decade.

Recently the County released new surveys that residents of Yavapai County can take to register their priorities on the various "elements" of the plan. If you haven't done so already, please visit <https://planningyavapai2032.org/surveys> to take these surveys.

As of this writing, Development Services has released drafts of two of the 8 required elements of the plan - the Energy and Environmental Elements. You can read the drafts as well as KSB's suggestions on the drafts at [this page of the KSB web site](#).

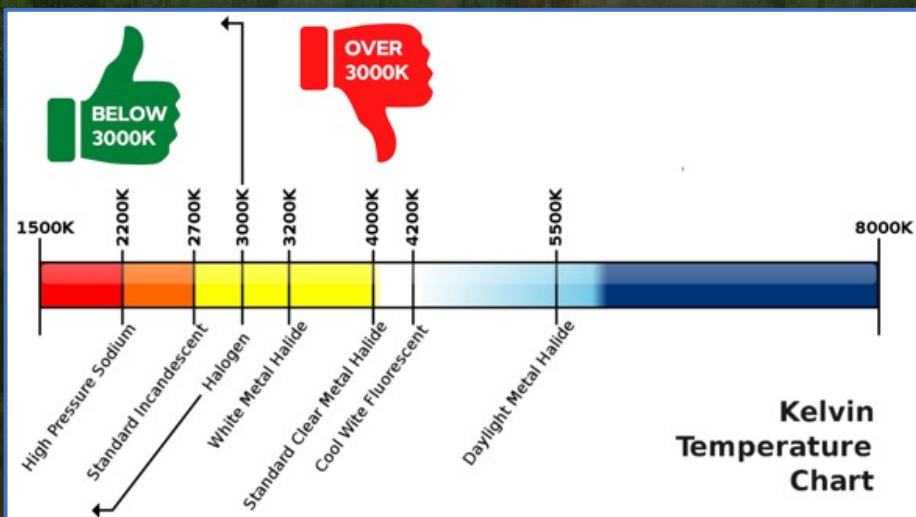
We urge residents of Yavapai County to look over these documents and let Development Services know your thoughts by emailing Planning@yavapiaz.gov. In addition, you can stay informed by subscribing to the Development Services newsletter at [this webpage](#).



LED LIGHTS POSE MAJOR CHALLENGES FOR DARK SKIES

LEDs (light emitting diodes) are a miracle of modern technology, using only 1/4 the energy of traditional incandescent bulbs. They help save enormous amounts of energy, reduce greenhouse gas emissions, and are now cheap enough to be used in almost every lighting application.

A couple decades ago, LEDs could emit light only in single colors such as red, blue, or amber. Modern LED lighting is able to emit across a range of spectral colors. Hardware stores now feature a choice of “white” LED lights--from “warm white” color (more reddish), to “daylight” white (more bluish).



White LED bulbs are great for inside the home. But when it comes to the outdoors, white LEDs present problems by casting a large part of their energy into the green and blue parts of the spectrum. Studies show that this light is confusing to moths and other insects, migrating birds, sea turtles, and countless other nocturnal creatures. It also disrupts human sleep patterns. For night skies, the green and blue emission from artificial lighting, especially white LEDs, is the main cause of the diffuse “sky glow” that wipes away all but the brightest stars.

The “gold standard” of outdoor lighting had been low-pressure sodium lights that emit most of their energy in a narrow band in the yellow-orange part of the spectrum. This doesn’t cause the atmosphere to glow and has been ideal in cities like Flagstaff and Sedona that want to preserve their night skies, near astronomical observatories and near sea turtle nesting beaches. These lights must now be replaced because manufacturers have stopped making the bulbs.

Fortunately, narrowband amber (NBA) LED lights are now available. They’re nearly as good for dark skies as low-pressure sodium lights. Flagstaff requires them for most outdoor uses. Sedona’s code suggests their use but unfortunately does not require them. Happily, some businesses are making the right choice, such as the CVS and Natural Grocers stores in Sedona that use amber LEDs to light their parking lots with a warm glow.

AMBER OPTIONS

Here are buying choices you can make to help protect dark skies:

- Shop online for “turtle friendly,” **narrowband amber (NBA) LED lights**, which only emit light at a wavelength of 590 nanometers. These bulbs will last over a decade. Some large retailers now offer screw-type NBA bulbs: try superiorlighting.com, lightbulbsurplus.com, and overstock.com. They are still expensive, but most people will only need a few.
- A variety of attractive and dark sky-compliant light fixtures are also available that have NBA LEDs built in.
- “Phosphor-converted amber” LED lights are the next best option.
- If you want to save some cash, buy low-wattage yellow “bug lights” that filter out much of the harmful green and blue light.

More choices to make

Be sure to only use outdoor light fixtures that cast light downward, not to the side or up, with as few watts as possible, and turn them off when not needed. Some of the worst offenders are lantern fixtures and floodlights, which cast most of their light directly into the sky and cause glare for drivers and neighbors.

Choosing the right bulb is important even for fully shielded light fixtures, because some of the light still bounces off the ground and makes its way into the sky. **So try to not use white LED bulbs for any outdoor uses.** If the box says the color temperature is 3000 K to 5000 K, it will create 5 to 8 times the sky glow as NBA LEDs! If you can’t find amber options, at least use low-watt “warm white” LED bulbs with color temperatures below 2700 K. However, they create about 4 times the sky glow as NBA.

The Flagstaff Dark Skies Coalition hosts an instructive comparison of lighting options at <https://www.flagstaffdarkskies.org/critical-dark-sky-issues/lamp-spectrum-light-pollution/>.

PRESERVING THE WONDER™ SPEAKER SERIES

SAVE THE DATE!

Keep Sedona Beautiful is currently planning to have the remainder of our 2022 Speaker Series events both live at the Pushmataha Center, 360 Brewer Rd. in Sedona and virtual on Zoom. All events begin at 5:00 pm. For more information, visit www.keeppedonabeautiful.org.

Out upcoming events include:

- **April 13:** Nancy Steele, Executive Director and CEO of Friends of the Verde River, will present “What About Water in the Verde Valley?”
- **May 11:** Janeen Treyvillyan, Sedona Heritage Museum President and Historian, will discuss 50 Years of Sedona and KSB.
- **June – August:** Summer recess
- **September 14:** District Ranger Amy Tinderholt and Friends of the Forest President Annie Glickstein will present an update on the Red Rock District of the Coconino National Forest.

THE LAST HONK AND WAVE

Gini O'Brien has been a KSB litter lifter for 24 years. She knows the exact month she started: April. For all those years, Gini remained steadfast in her desire to make the area look good and debris free. Before so many tourists came, she would always get a honk or a wave from people driving by when she litter-lifted, and she would wave and smile back.

Gini met her husband, Jim, in Teaneck, New Jersey. They went to the same high school, but they didn't know each other until after graduation and were attending a 4th of July parade. Jim offered to give Gini and her friends a ride home. Many years and two children later, her dentist said to check out Jerome when he discovered they were vacationing in Arizona. They happened to drive from Jerome to Flagstaff and fell in love with Oak Creek Canyon. This wasn't the desert of Phoenix, but something more appealing, so six months later they closed on a home.

In her litter lifting career, Gini found some unusual items, like a minister's leather binder stuck in a bush near a church, which she happily returned and a women's wallet. The women had her car broken into and the wallet stolen at a trailhead 18 months prior, but there were photos in it, so Gini tracked her down and received an original water-color print as a thank you gift. She also found a cell phone owned by a Phoenix resident who had bought it new just two days earlier. Gini has lots of good litter lifting memories, but recently turned in her picker to pursue other interests. KSB thanks Gini for 24 years of continued and devoted service. Her beautiful route is now litter lifted by another kind volunteer who continues in Gini's footsteps.



Mr. Contractor and Sons

By Lianne Rockstad

The materials you're missing to finish that floor
Are here in the ditch, including a door.

The drywall too, REALLY...you can't tie it down?
If that's so hard, maybe glue can be found.



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APRIL IS WATER AWARENESS MONTH



Water Awareness Month, as described by the Arizona Department of Water Resources, is not only dedicated to promoting Arizona's success in managing its water resources, it also is intended to encourage Arizonans to be conscious of every precious drop. After all, water is life to us all.

DID YOU KNOW WE NOW LIVE ON BORROWED WATER?

Just what does borrowed water mean? In the past when the West was settled, precipitation that feeds our water resources could sustain the needs of Arizona's population and agriculture. We now borrow water from the reservoirs we built by damming rivers, and we borrow water from the Colorado river and from Arizona's few remaining rivers flowing year-round. We also borrow water from the aquifers below ground, sinking wells deeper and deeper to pump groundwater.

Arizona law recognizes two types of water: surface water (streams, creeks, rivers, lakes) and ground water. Most perennial streams and creeks no longer flow year-round and ground water levels have

diminished considerably during the last 50 years. Use of surface water is adjudicated by the state, based on a seniority system: the water needs of the property owners who settled first along the surface water's banks have to be satisfied before the needs of those who settled there later, regardless of whether those later settlers are upstream or downstream of the senior water claimant. In this way, surface water rights are quantified.

In contrast, ground water rights are not quantified except in special Active Management Areas (AMAs) and a few other special water districts. There are no AMAs in the Verde Valley. A property owner here has the right to sink a well to whatever depth they can afford, and pump unlimited quantity of water as long as it is used for a 'beneficial' purpose. The assumption has been that rain and snow would replenish these groundwater resources forever. This no longer is true.

KSB is joining the voices around the State of Arizona calling for non-urban areas to be allowed to establish Rural Management Areas (RMAs). If such an RMA were to be established in the Verde Valley, we would have increased authority to measure and manage our water resources.

HOW TO BECOME MORE WATER AWARE

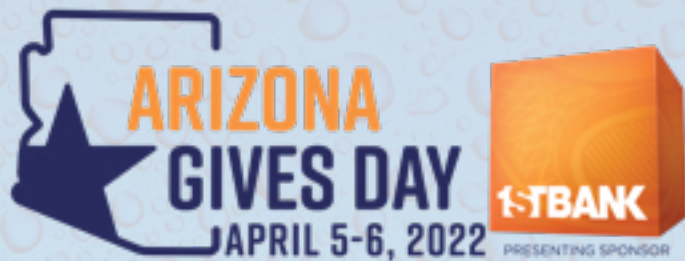
Water is life to us all. Please take a moment to read [The Water Awareness Month Tips](#) and choose how you use our most precious resource in your home and community.

SUPPORT KEEP SEDONA BEAUTIFUL ON AZ GIVES DAY

Keep Sedona Beautiful (KSB) will participate in AZ Gives Day again in 2022. This year the event will happen over two days, Tuesday, April 5th and Wednesday, April 6.

On this 50th anniversary year, we're asking our members and backers to show their support of KSB by donating to us on Arizona Gives Day. All such donations help our organization to protect the unique landscape of the Sedona and the Verde Valley and to continue KSB's mission of environmental stewardship.

How do we do this? Through activities that include hands-on tasks such as littler lifting, maintaining Sedona's dark star-studded night skies through initiatives like our dark sky lighting retrofit project and by advocating for wise use of our land by helping shape



the Yavapai County Comprehensive Plan and the Sedona Community Plan.

Our goal? Reach \$1,200 by midnight on April 6. But you don't have to wait until then. [It's possible to donate now by clicking here.](#)

KSB Hosts Learning Event on Building Cultural Relationships



On a day of harmony (2-22-22), KSB hosted a learning event at the Pushmataha Center on “Building Relationships Across Cultures” with Heather Sauyaq Jean Gordon, visiting from Washington D.C. She has her PhD in Indigenous Studies with a concentration in Indigenous Sustainability and completed her master’s thesis on how to equitably build mutually beneficial relationships with Indigenous Tribes and communities. She grew up in Alaska and is Inupiaq and an enrolled tribal member of the Nome Eskimo Community.

Heather walked participants through the process of achieving a meaningful partnership between differing cultures where trust may have significant barriers due to colonization, research abuses or other past interactions that caused dialogue to stop. This training was based on her master’s where Heather developed a proven method of building relationships across cultures with Inuit Greenlanders and Arctic researchers. This method was tested during her dissertation in Alaska, building a mutually beneficial trusting relationship with a Tribe, and Heather is currently working to refine the method for adaptation to cultural

differences in various situations.

While so many partnering processes call for ethical and meaningful engagement, the “how” to do that engagement is left out. Heather provides a comprehensive and clear method on how to develop these relationships and partnerships whether they are interpersonal or between organizations and Tribal Nations or Indigenous communities. The participants received information on cutting edge research not typically available outside an academic setting and left with a toolbox of practical knowledge to use in their work and life.

KSB members interested in reading Heather’s publications can go to <https://www.researchgate.net/profile/Heather-Gordon/research> and if you cannot get access to an article, email KSB at info@keepsedonabeautiful.org for information.

Good News

Considering a [recent study](#) describing the drought in the Southwest as the most severe in at least 1,200 years, we’re in need of good news on the environmental front. While bad news pushes out good news in the headlines, innovation is rapidly providing us with more and better tools to address the critical issues facing us. For example:

- A Colorado farmer is successfully growing vegetables under the solar panels installed on his family’s 24-acre farm, described [this article](#).
- [This article](#) explaining how a start-up in Denmark is powering an indoor vertical farm through wind power.
- The techniques and history of vertical farming is explained well in [this article](#).
- The concept of circular design, critical to realizing a circular economy, is explained in [this article](#).

A superb source of good news focused on sustainable living is Darcy Hitchcock’s [Good News Blog](#). Darcy was the driving force behind the creation of the Sustainability Alliance, of which KSB was a founding member. Her leadership helped bring the need to live sustainably to the forefront through initiatives like the Alliance’s Sustainable Business Certification Program, their Sustainable Entrepreneur Award and their extensive educational outreach activities.

Darcy and her husband Dale Graham, who both received a KSB Award of Excellence for environmental stewardship in 2017, recently moved to Colorado. We’ll miss them both greatly and thank them for inspiring us to live more sustainable lives.



SEDONA'S NEW TRAILHEAD SHUTTLE SERVICE

A guest column by Emily Guziak

Sedona is an outdoor enthusiast's paradise. Arriving here from Vermont relatively unaware of its growing popularity, it was a shock to see how quickly the popular trailhead parking lots filled up. But I was more impressed by the dedicated efforts to solve the problem.

In a multi-agency cooperative plan to mitigate the environmental damage to Sedona and the surrounding federal lands, and allow locals and visitors to access the land while also supporting Sedona's thriving business community, a 10-year, four-phased transportation program was introduced in January - the [Sedona Area Transit Implementation Plan](#).

[According to a recent city of Sedona press release](#) the Sedona Shuttle will provide a mix of transit routes, trailhead shuttles and demand-response services designed to improve mobility for residents of Sedona, the Village of Oak Creek and Oak Creek Canyon, improve access for the region's hospitality employees and enhance the visitor experience while reducing the negative environmental impacts of tourism.

The free trailhead routes will connect two park-and-ride lots with four popular trailheads: Cathedral Rock, Soldier Pass, Dry Creek and Little Horse. Other trailheads will be added as demand grows. Shuttles will run Thursday-Sunday from 8 a.m. to 6:30 p.m. and seven days a week during peak visitation periods. Users of the service can download the [TransLoc app](#) from either Google Play or the App Store to get real-time tracking information so they can see exactly when vehicles will arrive.

Mark Goshorn, Recreation Special Uses Permit Administrator with the Coconino National Forest, said he is optimistic about the new shuttle service, stating "The big reason shuttles haven't worked is because there was no centralized hub for parking. The city is working on that."

Hikers' reactions to the shuttle service were mixed. Mattie and Alex Duncan, from San Antonio, TX flew in for a 24-hour stay. They got up before sunrise to hike Cathedral Rock Vortex on a Sunday because they knew hiking would be difficult. They anticipated they would not be able to take a second hike that day "because of the parking." They said they would support a shuttle service.

Mike and Jen Horn from Allentown, PA were hiking Cathedral Rock on their four-day visit. They lucked out and got a parking spot at 9 a.m. "I can't imagine why they don't have more parking available here," Mike said. They had tried to park at Cathedral Rock or Soldier's Pass on Saturday in the middle of the afternoon but were told the lots were full. They



hoped to hike Devil's Bridge that afternoon but didn't know if they would be able to find parking. They said they would support a shuttle service.

Craig Sommerville from Oconomowoc, Wisconsin noted that a spot opened up in the Cathedral Rock parking lot just as they approached the road to the parking lot and they were allowed through, about 9:30 a.m. "I think a shuttle is a great idea. My only concern is that there will be more people hiking up here all at once." On Saturday, they said, they were turned away from the Bell Rock parking lot. "We decided to go shopping instead."

On the other hand, Dean Flucas from Burlingame, CA stated "If I had to ride a shuttle to reach a trailhead, I wouldn't do that hike. That would feel like the 'Walmart' of hiking." Brian Bowker, retired teacher from Long Beach Island, NJ, would not take a shuttle in order to hike. "I'd find another hike to go on where I could drive my car there...I understand why you need to regulate parking, but a shuttle service would detract from my hiking experience."

While reactions to the new shuttle program were mixed, this initiative is a concrete plan aimed at solving a long-standing problem. City of Sedona Transit Administrator Robert Weber noted that "We're a community of 10,000 people, surrounded by federal public lands, with approximately four million visitors annually. These lands are owned by the American people, whether you own property bordering the national forest, or you live in Iowa. We have to take the right steps to handle this."



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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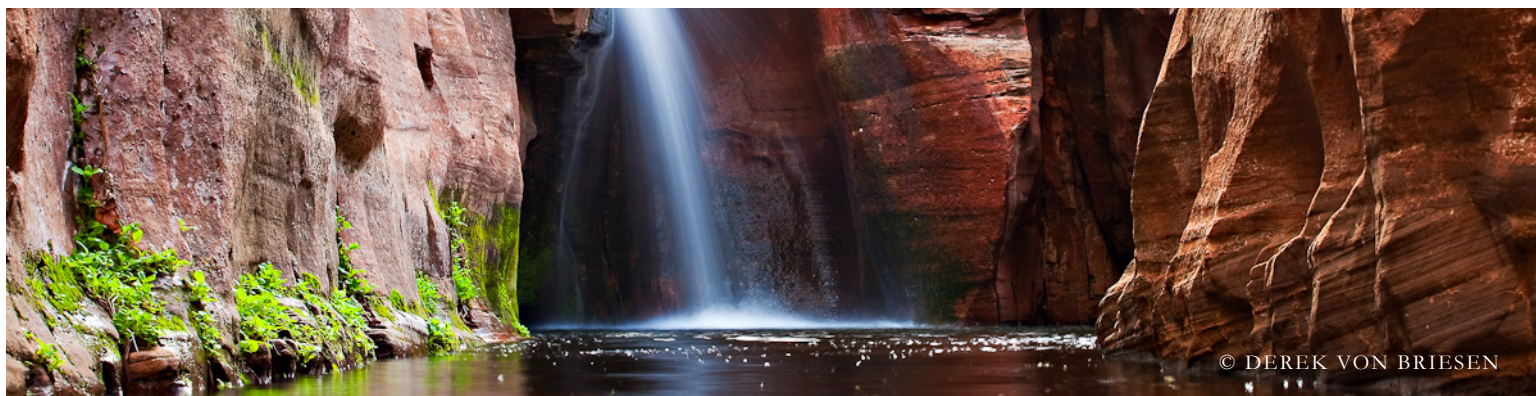
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INVITATION TO OUR MEMBERS:

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



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