



# Preserving the Wonder

**Celebrating Our First 50 Years**

Winter 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:

As we near the end of 2022, Keep Sedona Beautiful will be closing out our 50th anniversary celebration. It's been a momentous year for us,

providing an opportunity to look backward to our long history of environmental activism while also prompting us to look forward to our next 50 years. In a separate article in this issue of Preserving the Wonder, I'll take those backward and forward glances. My message here will focus on the more immediate issues we face and what KSB is doing about them.

While not applicable to the Verde Valley's incorporated communities, the Yavapai County Comprehensive Plan is critical for the vast majority of the county—the unincorporated areas. KSB has constructively influenced that document, continually stressing the fact that "The Environment is our Economy," and that impact on the environment needs to be a central concern when development proposals are considered. However, we feel that the draft language under consideration does not adequately balance economic growth with environmental protection and KSB will be urging the county to remedy those imbalances.

The damage being done to the land and well-being of residents by OHVs reached a crisis point in 2022. The Broken Arrow neighborhood in Sedona continues to

experience an onslaught of disruption as OHVs use city streets to access the trailhead. Unlike Soldiers Pass, where the number of OHVs is strictly limited, no such limitations have been placed in the Broken Arrow neighborhood. We're working diligently to change this.

Northwest of Sedona in the Bear Mountain area accessed by Forest Routes 152C and 525, irresponsible OHV drivers are destroying large swaths of land and are endangering the health and safety of both residents and visitors. To better understand what's happening, visit our webpage [www.keepersdonabeautiful.org/ohv](http://www.keepersdonabeautiful.org/ohv) where you'll be able to view a video that we produced.

One of our highest priorities in 2023 is to see that rational limits are placed on OHV use. We ask you to join us in that effort by letting the Coconino National Forest know that you, too, support restricting OHV use to stop the damage. You can call them at 928-567-3200 or email Acting Supervisor Lesley Yen at [lesley.yen@usda.gov](mailto:lesley.yen@usda.gov).

Lastly, we have nearly completed renovations to our building at 360 Brewer Road that will transform the Pushmataha Building into the KSB EcoHub. Our objective is to provide a model for how an old building can be retrofitted to be a net provider of electricity to the community. We replaced our inefficient gas furnace and A/C with a new highly

*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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efficient electric heat pump. Our roof now has a new insulated membrane surface, and we've installed solar panels on that roof. With a few additional replacements inside, we'll be as environmentally responsible as we can.

As you can imagine, these renovations have been costly. Please consider helping defray these costs by donating to KSB at: [www.KeepSedonaBeautiful.org/donate-to-ksb/](http://www.KeepSedonaBeautiful.org/donate-to-ksb/).

For your New Years' Resolution, please think about finding one more change you can make to live more sustainably. Happy Holidays from all of us at KSB!

## THE STORY OF KEEP SEDONA BEAUTIFUL

### How the Idea Started

In the 1960s, the spectacular landscapes of Sedona and the Verde Valley were marred by a blight of billboards, tasteless business signs and litter on the roads. Groups such as the Sedona Garden Club, the Chamber of Commerce and the "Keep Sedona Beautiful Committee" worked 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 10 cleanest small towns in the country.

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

On April 6, 1971 a group of citizens met at the home of Norman McGee. In that meeting, the Keep Sedona Beautiful Committee was revived. According to McGee, *"The primary aim of this group, which is composed of business people and interested citizens and 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 businesses to remove 'high-rise' business signs. Other businesses replaced gaudy storefront signs with more tasteful ones. The committee held its first litter lifting 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. The motto they adopted was "Keep Sedona Beautiful, It's Good Business."

Over the next 50 years, KSB evolved with the times while continuing to fulfill the primary goals voiced by our founders. We have been at the forefront of civic and environmental activism, focusing on programs and initiatives fostered during our earliest years:

- Keeping our roads clean of litter
- Eliminating gaudy or intrusive signs
- Encouraging tasteful building design
- Retaining and enhancing our dark skies
- Fostering responsible land use and growth
- Protecting our precious water resources and our environment
- Living sustainably
- Using native plants for landscaping
- Honoring excellence in the community

- Controlling noise pollution and curbing OHV damage
- Protecting our public lands
- Educating the public through our speaker series

As you'll see below, KSB has been active in all of these areas for the last half-century and will continue to advocate for a more beautiful and sustainable Verde Valley over the next 50 years.

### Decade 1: 1972 to 1981

Our first Awards of Excellence ceremony was held on November 15, 1972 when 16 businesses were honored for excellence in the treatment of their business properties and for sign design. KSB has bestowed well over 500 awards since, expanding the categories to include Community Service, Cultural Heritage, Dark Sky Lighting, Education, Environmental Stewardship, Landscaping and Sustainability.

We contributed a weekly article to the Red Rock News discussing issues of concern and advocating for citizen action and involvement. In our first decade, we drew attention to the following:

- The dangers of toxic herbicides
- The importance of recycling
- The need to conserve energy and our natural resources
- The protection of our dark skies and limitations on light pollution
- The value of natural open space
- The need to live sustainability through moderating our consumption of resources
- The threat that reckless OHV use poses
- The need to permanently protect our public lands
- The need to conserve water

In 1976, KSB held our first Native Plant Workshop. This popular annual event has educated thousands of attendees over the years on how to landscape more responsibly and sustainably.

During our first decade, Sedona was not incorporated and had no city government. Regulations and codes were the province of either Coconino or Yavapai County, depending on where you lived. In many ways, KSB functioned as a 'de-facto' city government, providing guidance that relied on voluntary compliance.

In 1977, we issued "Guidelines for Signs", a pamphlet laying out a clear set of voluntary rules for businesses to follow. These were updated in 1979.

In 1979, we issued "Guidelines for Architectural Design", a companion pamphlet of voluntary rules for good building design.



We worked directly with a number of businesses as they designed buildings, greatly improving the aesthetics of those designs. KSB placed trash containers around uptown Sedona, and we held semi-annual citywide cleanup days both in Sedona and at Slide Rock which was not yet a state park.

In short, during our first decade, KSB advocated for action on the entire range of issues we continue to focus on today. At first glance, this may seem as if we're still fighting the same battles as 50 years ago. The reality is quite different. *Sedona has retained its beauty and controlled its growth because of the ongoing efforts of KSB and like-minded organizations.*

#### **Decade 2: 1982 to 1991**

During our second decade we became more active in the area of public land protection, providing input to the National Forest Management Plan and opposing the rash of land trades where developers swapped their open space for national forest land that could be more profitably developed. Similarly, we supported smart sustainable development while vigorously opposing inappropriate development proposals.

Environmental advocacy continued to be a key focus. In a Red Rock News article in 1986, we warned of the dangers of what we now call "greenwashing," by which corporations convey a false impression or provide misleading information about how their products or processes are environmentally sound. We opposed placement of utility lines on ridges and advocated for burying utility lines. We commissioned a groundwater study and warned about the overuse of toxic pesticides and herbicides. In 1988, we donated \$5,000 to an advocacy group studying the impact of pollution on Oak Creek. The health of Oak Creek has been a major concern of ours since our founding, as has the need to protect the Verde River.

KSB has long advocated for permanent protection of our public lands, beginning with a 1989 initiative to have the lands around Sedona designated a National Scenic Area. This proposal was again raised in 1999 and an initiative to form a National Monument was proposed in 2015. None of these controversial initiatives received the broad support required for adoption.

We've also been a vocal advocate for making the Verde Valley a more sustainable place to live, work and recreate. In 1982, KSB strongly supported creation of a sanitary district which was approved on July 19, 1982. While the initial referendum to incorporate Sedona itself was defeated in 1985, a second referendum was overwhelmingly passed on December 2, 1987. Incorporation marked a turning point for Sedona. Many of the informal roles played by KSB would now be codified into law by the city. KSB cooperated with the newly formed City of Sedona by providing advice and assistance. We helped create and pass a sign ordinance, supported a wastewater treatment plant bond measure and identified solutions to traffic issues via a task force. As Sedona grew and flourished, so did Keep Sedona Beautiful.

#### **Decade 3: 1992 to 2001**

Our commitment to preserving and protecting open spaces and

public land has never wavered. We urged citizens to contribute to updating the Forest Service Management Plan and helped form an alliance opposed to land trades. We have long advocated for adequate funding for the U.S. Forest Service. We have also regularly drawn attention to danger of wildland fire in the Verde Valley.

In 1996, we formed the Land Preservation Task Force that raised more than \$18 million dollars to purchase 513 acres of sensitive land which was then donated to the National Forest. KSB played a pivotal role in creating Amendment 12 of the Forest Service Plan. Since the adoption of Amendment 12 and its eventual incorporation into the Coconino National Forest Management Plan, land trades on approximately 160,000 acres in the Sedona area have been curtailed.

Members of Keep Sedona Beautiful played key roles in the formation of a number of important local organizations including:

- Friends of the Forest
- The Verde Valley Chapter of the Arizona Archeological Society
- Sedona Recycles
- The Verde Valley Land Preservation Institute
- The Water Wise Alliance
- The Verde River Basin Partnership
- The Sustainability Alliance
- Save Our Ancient Red Rocks

#### **Decade 4: 2002 to 2011**

Our fourth decade saw another controversial issue arise: the plan to upgrade Hwy 179 through the Village of Oak Creek to "the Y" in Sedona, where it intersects with Hwy 89A. Keep Sedona Beautiful opposed the Arizona Department of Transportation's (ADOT) plan to build a 5-lane thoroughfare through some of the most scenic land in the world. The ensuing controversy and acrimony became so great that a separate group, Voice of Choice, formed to address the issue. In 2001, the newly elected Sedona City Council overturned the prior City resolution favoring the five-lane thoroughfare. A 'charrette' group process fostered citizen involvement through a series of interactive meetings. The process arrived at a set of alternative designs that met citizen needs and desires. A vote was held in 2005 on the final three contending plans, resulting in the current configuration completed in 2008.

Keep Sedona Beautiful authored and championed the covered load ordinance that was adopted by Sedona in 2006, reducing the amount of litter falling from trucks and vehicles. We continued to advocate for preserving our dark skies by shielding lights and installing limited but sufficient lighting along Hwy 89A.

We engaged students and citizens by initiating both a student poster contest and a photo contest and by awarding college scholarships to high school seniors. We also held six environmentally themed workshops free of charge in 2008, thanks to a generous grant from the Arizona Community Foundation.

At the suggestion of KSB and other organizations, governor Janet Napolitano declared April 2008 Water Awareness Month,



highlighting our ongoing focus on water quality and availability. Each April, the State of Arizona focuses on water issues during Water Awareness Month.

#### Decade 5: 2012 to 2021

Our focus on dark skies led to Sedona adopting a Dark Sky Policy in 2014 and being named the world's 8th dark sky community by the International Dark-Sky Association. Led by Joanne Kendrick, KSB then helped the Village of Oak Creek obtain dark sky community designation in 2016, followed by Camp Verde in 2018 and Cottonwood in 2019.

Noise abatement, particularly from sight-seeing helicopters, has long been a focus. After five years of work, agreement was reached to reduce helicopter noise in Sedona. Mike Yarbrough of KSB was instrumental in reaching this landmark voluntary agreement that establishes "No-Fly Zones" and minimum altitudes. Both of these restrictions have resulted in less noise pollution.

When the Coconino National Forest solicited comments for its draft Management Plan, a working team from KSB analyzed the entire plan and submitted 58 pages of comments.

Keep Sedona Beautiful strongly opposed a number of huge development proposals in the Verde Valley including the El Rojo Grande development west of Sedona. A developer proposed to put 600 manufactured homes and a 50+ unit RV park on 173 acres off of Hwy 89A. Prior to being heard by Yavapai County, the developer withdrew their proposal. Subsequently a private party purchased the entire 173 acres with the intent of keeping it one property.

We also strongly opposed the massive project proposed for the Spring Creek Ranch property located between Sedona and Cottonwood. Initially proposed for 3,000 units, it was later revised to reflect 2,100 units. Before the revised proposal was heard, the developer withdrew it and instead convinced the City of Cottonwood to annex the property. The land is now up for sale, but the owner is still considering developing it. In late 2020, Yavapai County initiated a project to update the County Comprehensive. This plan will be critical in guiding development in unincorporated areas of the Verde Valley. Keep Sedona Beautiful is actively participating in the process, having submitted a detailed document laying out key priorities. We also administered a set of surveys covering the various topical areas of the plan and submitted the results to Yavapai County, demonstrating the priorities of residents who took the surveys. We have commented on their draft plan recommending ways to strengthen environmental protection.

KSB contributed to the creation of the Sedona Sustainable Tourism Plan and is the lead partner for implementing four of the plan's key tactics. We also vigorously supported the City of Sedona Climate Action Plan adopted in 2021.

The exponential increase in Off Highway Vehicle rentals and use has triggered nothing short of a crisis on Forest Service land northwest of Sedona and in the Chapel neighborhood where the Broken Arrow OHV trail starts. Irresponsible drivers are disrupting the peace of neighborhoods, destroying pristine land, endangering the safety of others and themselves and raising clouds of dust

that harm both vegetation and local residents. We're working with residents, the Forest Service, the City of Sedona and Yavapai County to bring this devastation to an end.

#### The Future

We believe that our most important work lies ahead.

Keep Sedona Beautiful will vigorously oppose any proposal to privatize our public land. While we'll focus on the Verde Valley, this is an issue of such importance that we will rally opposition to any such proposal nationwide. This is non-negotiable for KSB.

Tourism is the economic engine of the Verde Valley and will remain so in the coming decades. As the Phoenix area continues to grow (in spite of its location in an arid desert) more day-trippers will escape the heat to visit. We will increase our messaging on the importance of the "Leave No Trace" ethic and on respecting the land. It's also imperative that we successfully address the OHV crisis.

Both visitors and residents will, unfortunately, continue to toss litter out of their vehicles, but KSB will always be here to clean up the miles that ADOT and the city allow us to lift litter on. You may not know this, but if we were to pick up trash from stretches of highway not assigned to us, ADOT could take all of our other routes away!

Developers will continue to propose new large-scale projects, some of which will be wholly inappropriate. Working with local communities and residents, KSB will analyze these proposals and vigorously oppose those that threaten our environment, our resources or the rural character of the Verde Valley. That stated, we look forward to supporting well-planned proposals to provide workforce/affordable housing.

We're already seeing the effects of climate change as temperatures here and in the rest of Arizona relentlessly creep higher. The mega-drought we're in the midst of only makes the situation more pronounced. We will focus even more on the need to protect and conserve our water resources. In particular, we will help make this a primary consideration when large-scale new developments are proposed. Growth for its own sake or to enrich developers cannot continue unabated. We will fight for rational limits to growth and for environmental impact to be a primary consideration when considering new projects.

In order to address the existential threat posed by climate change, we need a rapid transition away from fossil fuels and to an all-electric infrastructure. This is one of the reasons we invested in a new electric HVAC system, a new insulated membrane roof and solar panels for our building. An all-electric economy will require enormous investments in renewable and non-carbon energy sources. However, these investments will stimulate economic growth and provide unparalleled employment opportunities worldwide. KSB will champion this transition.

We're optimistic that governments, corporations and citizens will embrace the new technologies and changes in lifestyles necessary to meet the challenges ahead, and we look forward to playing an active role in bringing those changes about.





# KSB History & Timeline

**1970+**

Keep Sedona Beautiful Committee (Keep Sedona Beautiful) revived to deal with “honkytonk cluttered Sedona” and trash

KSB incorporated as a nonprofit (May 17, 1972)

First Awards of Excellence are held (1972) and continue to current day

U.S. Forest Service award goes to KSB Litter Lifters (1975)

KSB draws attention to the need to protect Dark Skies (1975)

KSB issues two guidelines: one for signs (1977) and one for architectural design (1979)

## ORIGINAL OBJECTIVES FOR KSB

- To assist in the preservation of the natural beauty of Sedona
- To encourage the construction of the buildings in harmony with the character of the area
- To seek the cooperation of builders and developers to save as many of the trees and plants on the site as possible
- To encourage commercial establishments and homeowners to plant trees and shrubbery on their premises
- To suggest signs should be western in character
- To hold regular clean-up days
- To stimulate a spirit of civic pride among all residents
- To provide appropriate recognition to public-spirited citizens



**1970-  
1980**

*Ongoing programs begin early:*

- Litter Lifters
- Protection of Dark Skies
- Speaker Series
- Awards of Excellence
- Advocating for public land protection
- Noise abatement
- Native Plant Workshop
- Newsletter
- Focus on Conservation and Sustainability



**1980+**  
(Sedona  
incorporated  
1988)

KSB advocates for creation of a Sanitary District (approved in 1982)

KSB helps to draft Sedona's Sign Ordinance





1990+

Governor's Pride award goes to KSB Litter Lifters (1997)  
Land Preservation Task Force forms ... helps to raise \$18+M to purchase 500+ acres of sensitive land (1996) that was donated to National Forest  
KSB plays a key role in creating Amendment 12 of Forest Service Plan, resulting in curtailing land trades on 160,000 acres in greater Sedona



2000+

ADOT multi-state award goes to KSB Litter Lifters (2002)  
City of Sedona award goes to KSB Litter Lifters (2005)  
Governor's Pride award goes to KSB Litter Lifters (2006)



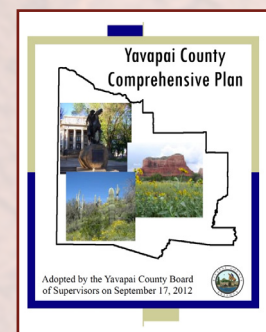
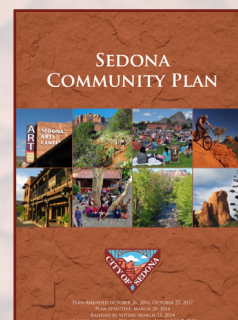
2010+

Sedona becomes the 8th International Dark Sky Community in the world (2014)  
Village of Oak Creek receives Dark Sky designation in 2016, Camp Verde in 2018 and Cottonwood in 2019



2020+

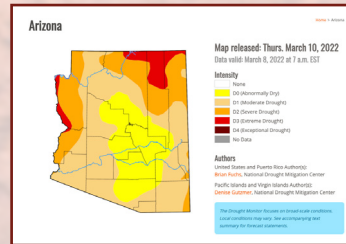
KSB plays a key role in reaching historic agreement to reduce helicopter noise in Sedona and to establish "No-Fly Zones" and minimum altitudes (2020)  
KSB provides detailed feedback to the Yavapai County Comprehensive Plan and the Sedona Community Plan  
To date, KSB has given 500+ Awards of Excellence  
To date, 3,500+ people have attended KSB's Native Plant Workshops  
KSB turns 50 (2022)





## FUTURE OBJECTIVES FOR KSB

- Opposing large developments that threaten the environment and way of life
- Supporting initiatives and responsible developments that address the short-term rental and work-force housing crisis
- Keeping public lands intact
- Protecting water resources and educating people on the realities of climate change ([see Drought Monitor map](#))
- Promoting sustainable lifestyles
- Informing members and the public of KSB's works through the quarterly magazine (Preserving the Wonder)
- Supporting initiatives (e.g., Sedona Shuttle) to reduce traffic congestion and to recreate responsibly
- Continuing to keep roads free of litter
- Preserving Sedona's dark skies
- Collaborating more effectively with the entire Verde Valley
- Using social media to reach out to a greater audience for awareness and support





## Keep Sedona Beautiful Celebrates 50TH & DEBUTS TWO KEY VIDEOS

Keep Sedona Beautiful (KSB) celebrated fifty years of environmental stewardship in Sedona and the Verde Valley with a formal reception at the Mary D. Fisher Theater on October 19th.

The gathering was attended by long-time friends, KSB members and community officials who helped KSB grow over the last half-century. After a reception held in the courtyard, attendees moved into the theatre where KSB President Craig Swanson detailed the organization's decades of accomplishments. He conveyed how the group was founded on the desire to clean up what the Arizona Republic referred to as "honky-tonk Sedona," picking up litter and convincing businesses to remove obnoxious billboards.

Craig recognized how remarkable it is for a nonprofit as small as KSB to continue to thrive for fifty years. *"For over five decades, KSB has been a champion for litter-free roadways, effective signage, environmentally harmonious buildings/landscapes and native plants in landscaping. Each year, KSB bestows Awards of Excellence which honor individuals, organizations and businesses who have most contributed to our mission to keep Sedona beautiful."*

*"KSB will leverage its 50 years of experience to address challenges with sustainable development and tourism, reduction in plastics use, dark sky preservation, detrimental OHV use and climate change,"* stated Swanson.

Craig then debuted two KSB videos, the first featuring a recap of KSB's fifty years of service and a second focusing on the destructive impact of unregulated Off-Highway Vehicle (OHV) use. Irresponsible OHV drivers in the Red Rock District of the Coconino National Forest are having a disastrous impact on both the environment and the quality of life for residents. Both

videos can be viewed at the Keep Sedona Beautiful website.

Mayor Sandy Moriarty read a proclamation designating October 19, 2022 as Keep Sedona Beautiful Day and spoke about the value that KSB brings to Sedona and the Verde Valley.

Arizona Congressman and former KSB President Tom O'Halleran spoke about the Organization's commitment to the environment and what it means for Sedona. He highlighted the need to preserve what we have today for future generations and recognized the imperative to stop land devastation from irresponsible OHV use, emphasizing that these vehicles need to be enjoyed in an appropriate way.

Since 1972, the nonprofit organization has been dedicated to conserving the area's beauty by maintaining our precious resources: clean water, dark skies, open space and serene landscapes. To launch KSB's Fiftieth Anniversary, the Board of Directors updated its mission statement to read: *"To protect and sustain the scenic beauty and natural environment of Sedona and the Verde Valley."* For more information about Keep Sedona Beautiful, please visit [www.keeppedonabeautiful.org](http://www.keeppedonabeautiful.org).



KSB President, Craig Swanson, with filmmakers Stu and Maureen Aull

### REFLECTIONS FROM PAST PRESIDENTS:

**Bill Kusner**, President from 1998 – 2002

*While I was president we made improvements to the roads in Sedona, our building, and adding members to Keep Sedona Beautiful. Our objectives have always been the same, and we still do it today.*



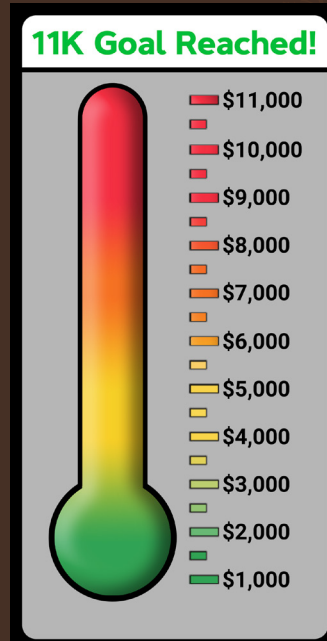


## KSB REACHES MATCHING GOAL

Bring in the band, sound the horn, and shake the pom poms! KSB reached the “Double My Donation” goal of \$22,000! This matching campaign was the brainchild of the Development Committee in charge of fundraising and is the first phase of KSB’s fundraising effort. The second phase will include working to restore our membership to pre-pandemic levels after two years of decline. Members are the financial bedrock of KSB and the force behind our activism. To entice members, we have simplified our membership and included experiential benefits. For more information, visit:

[www.keepersdonabeautiful.org/ksb-membership](http://www.keepersdonabeautiful.org/ksb-membership)

Get your new KSB 50th anniversary vehicle plate today by renewing at [www.keepersdonabeautiful.org](http://www.keepersdonabeautiful.org).



## WELCOME NORTHERN AZ HEALTHCARE: NEW KSB BEAR MOUNTAIN SPONSOR

KSB is pleased to welcome Northern Arizona Healthcare as a new business sponsor. Northern AZ Healthcare is the largest healthcare organization in a region and it encompasses more than 50,000 square miles. A team of more than 3,000 doctors, nurses and other experts works together to keep you and your family healthy.

Serving more than 700,000 people in communities across the region, the organization provides comprehensive healthcare services through two hospitals: Flagstaff Medical Center and Verde Valley Medical Center, as well as through primary care and specialty physician clinics, outpatient surgical centers, the Heart & Vascular Center of Northern Arizona, Cancer Centers of Northern Arizona Healthcare, EntireCare Rehab & Sports Medicine, Fit Kids of Arizona, Guardian Air and Guardian Medical Transport and Valley View Care.

As a nonprofit healthcare system, the organization is governed by a volunteer board of directors.



### REFLECTIONS FROM PAST PRESIDENTS:

**Bill Pumphrey**, President from 2003-2005 and also from 2019-2021

*I knew while visiting Sedona on a sunny 70-degree January day, that I would end up living here. Finding KSB was a dream come true. I had little time and opportunity during my working career to devote time to the environmental concerns I hold dear. Once retired and in Sedona, I met former KSB President Joan McClelland who brought me to a KSB board meeting and that was it. I found many personal interests on the meeting agenda from dark skies, air quality, and litter to roadway signs and unreasonable land use.*

*One of my fondest memories was helping former KSB President Norm Herkenham prepare for the KSB Annual Native Plant Workshop. A trained botanist, KSB honored Norm's passion for local native plants by creating the KSB Norman Herkenham Award to commend those in the community that further the use of native plant landscaping. I was truly fortunate to learn and benefit from preceding officers including Neil Smith, Harry Newman, Bill Helmke, Bud Flynn, Joan McClelland, Bill Kusner, Cole Greenberg and even the original KSB founder and president, Norman McGee. All were as passionate then about preserving the wonder of Sedona as we are today.*



## THE WONDER REMAINS

We continue to be reminded that Sedona leaves a lasting impression in the hearts and minds of those who can only visit. The joy and inspiration of one is shared with many and their experience is memorialized.

KSB has received donations throughout the years from those who wish to honor family and friends, those who have passed on and those who consciously bring change to Sedona and the Verde Valley. In essence, these remembered loved “*found the wonder*”. This quarter, donations from friends and family of the honored came from California, Colorado, Illinois, and Indiana. The following comments remind us that KSB’s guardianship is truly appreciated.

*“I know he loved Sedona and the surrounding areas so much, and all of its beauty. I’d love to have a front license plate. I’ll give it to his mother.”*  
*“She and her husband, Ken, discovered the beauty of Sedona in 2012. They immensely enjoyed hiking through Boynton Canyon while taking in all of Sedona’s magical flora. Combined with learning about the local ruins and many hiking trails, Sedona was Angela Kerstiens’ ‘happy place’ with yearly trips made with Ken. She will be truly missed by her many friends and family.”*

KSB’s fifty years of existence is due to resolute individuals dedicated to protecting the environment, which we can visually see and dwell in and to Preserving the Wonder of that which touches our core. Thankfully, KSB is committed to the next fifty years, to sustaining the scenic beauty and natural environment, and to Preserving the Wonder of Sedona.

### REFLECTIONS FROM PAST PRESIDENTS:

**Norris Peterson**, President from 2014 – 2015

*KSB has done so much good work over these past 50 years that this community would be markedly different if KSB had not existed. In those 50 years, KSB has taken on a wide range of projects, from just keeping the community clean with the important litter lifter efforts to the other extreme of working on how to protect this special place from being ruined.*

*KSB has been involved in the long-term, permanent protection of the sacred lands around Sedona almost from the start of the organization. Without KSB’s efforts, there would not have been an Amendment 12 to the Forest Service Plan. However, that protection has been diminished by the change in the Forest Service Plan from being prescriptive to now being only aspirational. I can’t help thinking about how different the current OHV crisis could have been if the National Scenic Area or the National Monument efforts had been successful.*

*Looking into the future, KSB will have to operate in both a reactive mode to fight each crisis and also in a proactive mode of anticipating future critical issues. The former takes organizing the reactive forces and the latter takes foresight and bravery to be out in front, taking the spears and arrows of a not-yet popular issue. Both modes are important, and both need to be active and ongoing.*

## Keep Sedona Beautiful

Reminds all members  
to patronize our generous sponsors.



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## DARK SKIES UPDATE: Verde Valley Dark Skies Protect Nearby Observatories

Many of us in the Verde Valley treasure the beauty of our dark night skies and want to protect them from light pollution. But as populations grow and development increases, there is a real risk that our dark skies will become polluted by too much artificial light—obscuring our views of faint stars, the Milky Way, and other sights we currently enjoy.

Fortunately, after years of hard work by local citizens and elected leaders, Sedona, Flagstaff, the Village of Oak Creek, Camp Verde, and Cottonwood are now designated as Dark Sky Communities. The International Dark Sky Association bestows this designation only to communities that demonstrate that they are working to protect and improve their dark skies. This designation is a bonus to many local businesses, helps to attract responsible tourists, and gives impetus to our communities to make sure that development does not threaten their Dark Sky Community status.

In addition to providing major benefits for Verde Valley residents and visitors, dark skies are absolutely crucial to local astronomical observatories. In our area, Lowell Observatory and the U.S. Naval Observatory operate major research telescope facilities near Sedona and the Village of Oak Creek. So every step we take locally has a double benefit: as we take steps to maintain the darkness of our night skies, we also ensure that Lowell and Naval Observatory facilities can continue to produce unmatched research that moves the fields of astronomy and space science forward.

About 19 miles east of the Village of Oak Creek, at an elevation of 7740 feet, the Lowell Discovery Telescope (LDT) has a 4.3-meter diameter main mirror, making it the fifth-largest optical telescope in the continental U.S. Its instruments and cameras take advantage of very dark skies to discern extremely faint, distant objects, and perform accurate measurements of color and brightness. The research that scientists perform with this telescope could not happen without high-quality dark skies.

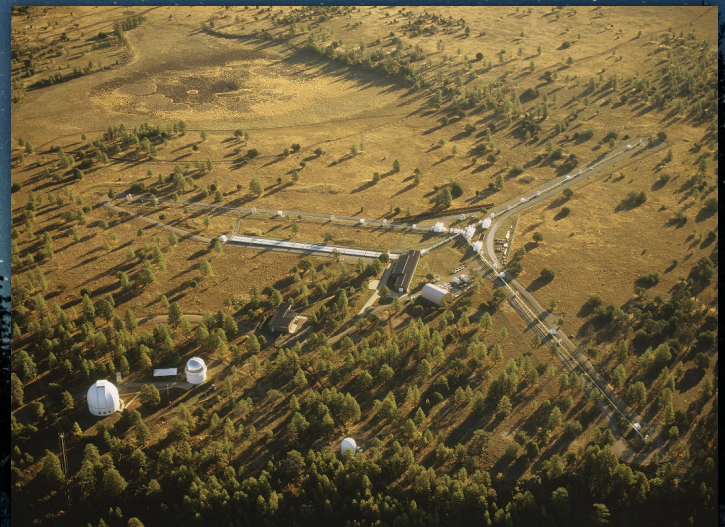
About 20 miles northeast of Sedona, the U.S. Naval Observatory runs the Navy Precision Optical Interferometer. This unique array of mirrors and telescopes, spread across Anderson Mesa in a Y with 800-foot arms, is used to derive extremely precise measurements of star locations. This data is ultimately used to ensure accurate navigation capabilities for satellites. Lowell Observatory and the Navy also use telescopes here to conduct research on the evolution of stars and other objects. Again, very dark skies are essential for all these instruments to function properly.

It's amazing to think that these world-class facilities are in our backyard. It's also heartening to realize that as KSB and others work to regulate outdoor lighting to protect our local dark skies, we're also helping to ensure that nearby researchers continue to add to our understanding of the universe and our place in it.

Wishing you clear skies!



*Scientists use the Lowell Discovery Telescope to conduct research on comets, asteroids, planets, objects in the Kuiper Belt beyond Pluto, planets around other stars, massive stars, dwarf galaxies, and distant galaxies.*



*Anderson Mesa is the site of the Navy Precision Optical Interferometer and research telescopes that are used to pinpoint precise locations of stars and conduct research on comets, asteroids, and variable stars.*





With the prompting and assistance of Keep Sedona Beautiful, Sedona, the Village of Oak Creek, Cottonwood and Camp Verde are all certified by the International Dark-Sky Association as dark sky cities.

To become certified, a municipality must ensure that their own municipal lighting needs meet minimum requirements and that new construction or renovation projects also meet those requirements.

Residents and visitors are often perplexed as to why some commercial and residential lighting casts significant glare, interfering with the quality of our dark skies. Pre-existing lighting, was 'grandfathered' in, which means it didn't have to be replaced in order to be certified.

This fact is why the Sustainable Tourism Plan jointly sponsored by the Sedona Chamber of Commerce and the City of Sedona includes a tactic to replace non-compliant grandfathered lighting with compliant dark sky fixtures.

Both the Arizona Community Foundation of Sedona and the City of Sedona have awarded grants to KSB to help fund this initiative. KSB is also dedicating funds toward this effort. Our initial projects are nearing completion and we anticipate communicating the results shortly.

*If you own a business and need assistance or advice replacing your non-compliant outdoor lighting, or if you're interested in helping KSB with our initiative to replace non-compliant lighting, please contact us at [info@keepsedonabeautiful.org](mailto:info@keepsedonabeautiful.org). Let's make Sedona and the Verde Valley even more beautiful!*

### REFLECTIONS FROM PAST PRESIDENTS: Mike Yarbrough, President from 2017 – 2018

*The sense I had while serving as president of KSB was one of honor and responsibility. I knew of the great work of the organization for almost 50 years and I felt the duty to continue that mission while responding to ever changing issues and demands from present day life (from helicopter noise, to land development, to ATV, etc.). I am proud of KSB and very fortunate to have had the chance to be a small part of the continued efforts to preserve the beauty of this area.*



## MEET LITTER LIFTER BOB HAKE

Bob Hake has been litter lifting since late 2019, just before the pandemic struck. He was assigned a stretch of road that he drives and bikes every day and absolutely loves. He considers the three miles of the Red Rock Scenic Byway between the Village of Oak Creek and the Chapel area to be a national treasure. Bob is honored to be one of those that help keep it clean so that everyone can enjoy the views as they drive, bike and hike through it.

Bob and his wife JoAnne first visited Sedona in the late 1990s and fell in love with it immediately. They were living in Alabama at the time and after every visit to Sedona they found it more difficult to return back east. So, in 2008, they made a long-term personal goal to move to Sedona if the opportunity arose.

It just so happened that in 2012 Bob was working as a software engineer at a startup and Google expressed interest in it. They asked him to move to Silicon Valley HQ in California, but he negotiated so that he would live in Sedona and work every other week in CA. Everyone was happy. He worked at Google traveling back and forth from Sedona until he retired in 2019. After moving to the Village in 2012, Bob saw the litter lifters doing their thing and knew he wanted to be one as soon as he retired.

He also enjoys volunteering at an elementary school, where he tutors third graders in reading and writing, teaches ESL at a local church, helps at Habitat for Humanity and prepares taxes at the library for AARP. He finds the time spent picking up trash on Route 179 very rewarding. As you drive through the area and happen to see him litter lifting, please feel free to give him a honk and wave as you pass him.



### REFLECTIONS FROM PAST PRESIDENTS: Joanne Kendrick, President from 2016 - 2017

*I admire and respect the founding members of KSB for their work in protecting the unique scenic beauty and environment of Sedona. As KSB celebrates its 50th anniversary as the environmental steward of Sedona and the Verde Valley, I remember with fondness the seven years I served on the KSB Board of Trustees and the two years as KSB's president. It was an honor to have the opportunity to work with people who care deeply about preserving Sedona's wondrous starlit skies, protecting wildlife habitat, abating noise, conserving water, and protecting the land.*

*During my tenure with KSB, I learned so much from the board members and its volunteers. It is heartwarming to review KSB's many accomplishments which were made possible by its dedicated Board, its members, its business sponsors, and all the many organizations and businesses that have supported KSB.*

## PRESERVING THE WONDER SPEAKER SERIES

## SAVE THE DATE!

All programs are held at Keep Sedona Beautiful, 360 Brewer Rd., Sedona. Events begin at 5:00 p.m. and conclude at 6:15 p.m.

**January 11, 2023:** Steve Ayers, Camp Verde Economic Development Director, will discuss how Camp Verde approaches rational and responsible management of growth.

**February 8, 2023:** Alecia Peck, Sustainability Manager City of Sedona, will share the City of Sedona's efforts around sustainability and the climate action plan.

**March 8, 2023:** Mike Dechter, Climate Action Plan, Appeals, and Litigation Coordinator at Coconino National Forest and President Arizona Mushroom Society, will talk about Fungi and Arizona Mushrooms with special attention to edible mushrooms that can be found in Sedona. For anyone who's even a tiny bit interested in the cryptic kingdom, it should be a lot of fun!

**April 12, 2023:** Tom O'Halloran, Past President of KSB and three-term U.S. Representative from Arizona's 1st congressional district will share his perspective on the environmental challenges we face.

**May 10, 2023:** Jason Coil, Assistant Chief Sedona Fire Department, will discuss fire preparedness measures we can all take to be ready for the upcoming fire season and will share his photography from natural events, including fire, and his wanderings in slot canyons and other natural environments.





Scan to Join

# KSB Business Sponsorship

KSB's Business Sponsorship is an excellent way for businesses to support the protection of Sedona's Red Rock Country and the Verde Valley.

Join now & begin utilizing the various benefits listed below by donation level. Email us at [ksb@keepsedonabeautiful.org](mailto:ksb@keepsedonabeautiful.org) or call us at (928) 282-4938 for more information.



Good for Business

**Keep Sedona Beautiful, Inc. is a 501(c)(3) non-profit organization.**



## Chimney Rock \$250

- Window KSB decal
- Your logo on the KSB Website for one year
- KSB front vehicle plate



## Bear Mountain \$500

- Your logo on the KSB website with a link to your business website for one year
- KSB front vehicle plate

\* All of the benefits above



## Wingfield Mesa \$1,000

- Your logo included in e-newsletters and the quarterly, emailed Preserving the Wonder magazine for one year
- One business article in one e-newsletter per year

\* All of the benefits above



## Thunder Mountain \$2,500

- Featured logo on front page of one quarterly, emailed Preserving the Wonder magazine per year
- One breakfast with a KSB Board Member

\* All of the benefits above



## Bell Rock \$5,000

- Featured logo on front page of two quarterly, emailed Preserving the Wonder magazine per year
- One lunch with KSB President and Executive Vice President
- Honorable mention at the annual KSB's Award Ceremony

\* All of the benefits above



## Mingus Mountain \$10,000

- Featured logo on the front page of 3 quarterly, emailed Preserving the Wonder magazines per year
- One dinner with KSB President and Executive Vice President
- Tour of KSB grounds and historic Pushmataha Center
- Verbal honorable mention at the 9 per year Speaker Series Events
- Your logo on KSB social media platforms (Facebook & Instagram)

\* All of the benefits above



## Cathedral Rock \$20,000

- Featured logo on the front page of all 4 quarterly, emailed Preserving the Wonder magazines per year
- QR code in Sedona Monthly publication bringing tourists/residents to on-line KSB brochure with your business information
- Sponsor Advertising and logo in Keep Sedona Beautiful brochure

\* All of the benefits above





## KSB Membership

Our members are concerned citizens sharing a common goal to preserve the scenic beauty and natural environment of Sedona and the Verde Valley. Join today and receive the below-listed benefits by donation level.



Scan to Join

In addition, you have the option to claim a beautiful KSB 50th Anniversary front vehicle plate. For more information, please contact [ksb@keepsedonabeautiful.org](mailto:ksb@keepsedonabeautiful.org) or call us at (928) 282-4938.



### Agave \$50 - \$250



### Ocotillo \$500

- Tour of the KSB grounds & Pushmataha Center



### Piñon Pine \$1,000

- Tour of the KSB grounds and Pushmataha Center
- Verde Valley Photo Notecards



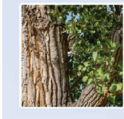
### Juniper \$2,500

- One breakfast for two with a Board Member



### Gambel Oak \$5K

- Lunch for two w/ President & Executive Vice President
- Honorable mention at KSB Award Ceremony
- 1 hour historical tour of KSB grounds and Pushmataha Center



### Cottonwood \$10K

- Dinner for two w/ President & Executive Vice President
- Verbal honorable mention at 9 Speaker Series Events
- 2 hour, private geology tour or narrated tour of the area with respect to the KSB mission



### Ponderosa Pine \$25K

- Dinner for two w/ President & Executive Vice President
- 2 hour, private geology tour or narrated tour of the area with respect to the KSB mission
- Name and donation amount on plaque displayed at Pushmataha Center
- Verbal honorable mention at 9 Speaker Series Events
- 1 hour stargazing with local astronomer

360 Brewer Rd. Sedona, AZ 86336 | 928-282-4938 | [ksb@keepsedonabeautiful.org](mailto:ksb@keepsedonabeautiful.org) | [www.KeepSedonaBeautiful.org](http://www.KeepSedonaBeautiful.org)

## Keep Sedona Beautiful, Inc.

### 2023 BOARD OF OFFICERS

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**Carla Williams, Executive Vice President**

**Lynn Zonakis, Secretary**

**Abbie Denton, Treasurer**

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**DeAnna Bindley**

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**Suzanne Castner**

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**Office Manager: Jan Wind**

**Executive Assistant: Wendy Heald**



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K E E P S E D O N A B E A U T I F U L

360 BREWER ROAD, SEDONA, AZ 86336

## 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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