

KEEP SEDONA BEAUTIFUL

Preserving the Wonder



SPRING 2024

PHOTOGRAPHY ©DEREK VON BRIESEN



Preserving the Wonder

Spring 2024

**KSB's Quarterly
Environmental
Message:**

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

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



PRESIDENT'S MESSAGE: OHV Update

Keep Sedona Beautiful has been heavily involved in the Greater Sedona Recreation Collaborative (GSRC), formed to help address outdoor recreation issues.

GSRC was sponsored by a group of governmental entities sharing jurisdiction in the area: the National Forest Service, the City of Sedona, Yavapai County, Arizona State Parks & Trails and Arizona Game and Fish. These co-conveners hired Southwest Decision Resources (SDR) to facilitate the process to evaluate and address issues of concern to residents.

SDR began by conducting an extensive set of interviews with stakeholders to better understand those issues and to focus initial efforts on the most pressing problem. Through that process, motorized recreation was deemed the most critical issue, particularly what KSB has called "[The OHV Crisis](#)."

SDR then worked with the Co-conveners to identify a broadly representative group of local stakeholders to form the Motorized Recreation Working Group. They included residents of impacted areas, directly impacted businesses (OHV and jeep rental companies), environmental organizations, ranching permittees, recreation-related non-governmental organizations, recreation user groups, and law enforcement. I represented KSB on the Working Group.

The Working Group spent months in shared learning exercises in order to better understand the nature of the problem and the complexities of

working on a multi-jurisdictional effort.

The group gathered data, learned about best practices for conservation and restoration of fragile land, and evaluated candidate strategies. We concluded that three categories of root causes needed to be addressed: 1) volume of use and recreational demand, 2) physical infrastructure and the environment and 3) user behavior.

The Working Group then evaluated and came to consensus on a set of strategies to recommend to the Co-conveners. The Co-conveners DID NOT help choose these strategies. The strategies came from the Working Group, and included setting speed limits on key roads, implementing a permit system, continuing to coordinate voluntary efforts with impacted businesses and others, engaging in a motorized system planning effort, increasing visibility of existing educational programs and creating new programs, increasing the effectiveness and consistency of signage and barriers, and increasing enforcement activities.

On March 28, the [Proposed Strategies for Motorized Visitor Use Management in the Greater Sedona Area](#) was released, providing the Co-conveners with these proposed strategies and the justifications for why they should all be implemented. I encourage you to read this document, focusing on Chapters 1-6.

The next step in the process is for the Co-conveners to conduct their internal analyses, determining if and how to implement the strategies. Keep Sedona Beautiful will continue to keep you informed as the next steps take place.



**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.**



SEDONA'S TOURISM ADVISORY BOARD

Comprised of residents and business owners, the City of Sedona's new Tourism Advisory Board (TAB) provides input and makes recommendations on matters involving tourism marketing and management initiatives, projects, and short and long-range plans. Like all other City of Sedona advisory boards, TAB does not set policy and is not a decision-making body. KSB is represented on the board by Craig Swanson.

TAB was formed after the City of Sedona and the Chamber of Commerce severed their relationship in which the Chamber functioned as the Destination Marketing Organization (DMO) for Sedona. The city has assumed that role, allowing the Chamber to focus exclusively on their more typical role as an advocate for local businesses. It's important to note that other cities that are their own DMOs include Cottonwood, Williams, Prescott, Flagstaff and Show Low.

As with any complex issue, the first step in addressing it is to understand it. The impacts of tourism on a small town like

Sedona is a very complex issue, so the City has contracted with the Coraggio Group and Front Burner Media to provide expertise, data and guidance.

These consultants, along with city staff have presented information to the Tourism Advisory Board during the first three meetings in order to bring TAB up to speed on the issues. They have also conducted extensive interviews with a broad range of stakeholders to help understand the image of Sedona we want to present.

Protection of our environment and responsible tourism were themes that the consultants heard repeatedly and consistently from all stakeholders including members of the Tourism Advisory Board. Rather than advertising Sedona as way to attract more visitors, we'll be informing potential visitors that this is a special place that must be respected and preserved.

As the work of the Tourism Advisory Board proceeds, KSB will continue to keep you informed.

UPPER VERDE RIVER FOUND SUITABLE FOR WILD AND SCENIC RIVER DESIGNATION

The Prescott and Coconino National Forests have finalized the suitability determination for 38 miles of the Upper Verde River under the Wild and Scenic Rivers Act. This marks the conclusion of an extensive analysis and public engagement process aimed at safeguarding this significant natural resource.

Forest Service policy mandates protection for wild and scenic rivers, protecting them from development that could alter their free-flowing nature or impact their exceptional values. The goal is to preserve and enhance the river's character, outstanding values, and water quality.

The decision follows a two-year study prompted by a proposal from the Bureau of Reclamation to construct fish barriers to protect endangered native fish species. Such proposals trigger a suitability study if they could affect the river's free-flowing condition or its exceptional values. The study found potential impacts, leading to its completion.

Based on the Final Environmental Assessment, the decision designates 36 out of 38.2 miles studied as suitable for future Wild and Scenic River designation. This decision seeks to balance public support for preserving the river's character and values with provisions for protecting and enhancing native fish habitat.

However, two 1-mile segments proposed for fish barriers were deemed unsuitable due to potential impacts on the river's eligibility. These segments may be reconsidered if



future analysis or other factors prevent barrier construction.

This decision is notable for its provision allowing reconsideration of these segments if barrier construction does not proceed. It is expected to have positive impacts on 28 miles of suitable river segments by safeguarding native fish habitat.

Acknowledging the invaluable input from the public, nonprofit organizations, and local/state government agencies, the Forest Supervisors expressed appreciation for their assistance in determining the river's management.

The recommendation will now be forwarded to Michiko Martin, the Regional Forester for the Southwestern Region, and eventually to Congress for consideration as an amendment to the Wild and Scenic Rivers Act of 1968.

Project files can be reviewed on the [Forest Service website](https://www.fs.fed.us/recreation/verderiver/).

If you have any questions about this proposal, please contact Jason Williams at 928-910-3742 or send an email to: jason.a.williams@usda.gov.

ADOT MAINTENANCE CREWS AND KSB SHARE A SYMBIOTIC RELATIONSHIP



Litter is ongoing and getting worse every year in Arizona. Each piece is picked by hand, from beer bottles to construction materials to furniture. Individuals, whether they are litter lifters or ADOT maintenance crews, make Sedona and Arizona as litter free as possible.

When KSB's litter lifters gather piles of blue bags or plywood boards, they stage it for ADOT maintenance department employees to pick up. ADOT employees are incredibly generous with their time and perform this service quickly. Since the summer 2022, ADOT's Little Antelope Maintenance Unit has spent nearly 600 hours picking up trash along our area's highways, including the Adopt-a-Highway bags filled by dedicated volunteer groups. In 2023, those groups filled 854 bags of trash along I-17, SR 179 and SR 89A while volunteering hundreds of hours of time to the anti-litter cause. And, that's not the whole story when it comes to highway safety and cleanups.

When there is an accident on I-17 or any state road, the maintenance employees are the ones who answer the call. They immediately arrive on the scene with equipment loaded on trucks required to handle small or large crash sites. They have cone trucks, barricade trucks, electronic flashing sign trucks, safety sign trucks and the list goes on. Like an orchestra, they work together with fire personnel, ambulances and police to quickly make the crash site efficient and safe. They are the ones who get

everything in place for traffic to flow again, even when the crash site is still active. Until everything is in place, they put their own lives at risk. How many people would feel comfortable placing cones or picking them up on I-17 with cars whizzing by at high speed? You may be in a hurry to get home, but think about the people who are working at road construction or crash sites.

KSB litter lifters who work on SR 179 can relate to fast traffic moving close by. Litter lifters develop a sixth sense about their body position in relation to traffic going by. They use visual and hearing cues, as well as a highly-experienced sense of space and time. Many KSB's litter lifters have worked the job for years. Not everyone has the stamina necessary to be a litter lifter. Like the ADOT maintenance staff, KSB litter lifters need excellent physical conditioning and feel comfortable around fast-moving visitor traffic. They anticipate how a visitor driver might react in certain situations, such as at roundabouts. They lug around heavy bags with one hand while watching for hazards, such as broken glass. They rarely complain and volunteer their time to keep Sedona beautiful for themselves and others.

ADOT maintenance workers and KSB litter lifters work together to make everyone's lives better.

GOOD NEWS ON RECYCLING AND PLASTICS

It's becoming increasingly clear that governments, corporations and individuals across the globe are taking dramatic steps to reduce plastic pollution and make recycling more effective and efficient.

The [United Nations Intergovernmental Negotiating Committee](#) on Plastic Pollution aims to complete its negotiations by the end of this year, concluding with an international legally binding agreement. The final session, at which the agreement will be adopted, will be held at Busan in the Republic of Korea from November 25 to December 1, 2024.

The [European Union has agreed to ban](#) single-use plastic packaging for fresh fruit and vegetables, mini hotel toiletries and fast food in restaurants.

A joint venture between Arizona State University, the City of Phoenix, Goodwill of Central and Northern Arizona and Hustle PHX has opened its [Circular Plastics Microfactory](#) at the Goodwill Retail Operations Center in Phoenix.

The [Aldi grocery store chain](#) is eliminating use of plastic bags in its stores. This welcome news seems to be spreading throughout the industry, but needs to be accompanied by a similar initiative to phase out non-recyclable plastic clamshell packaging.

Arizona-based startup [We Recycle Solar](#) uses a process known as "urban mining" to recycle as much as 99% of the materials in discarded solar panels

Entrepreneurs world-wide are recognizing the unique opportunities that shifting to a circular economy offer. [Nzambi Matee founded a startup in Nairobi](#) that transforms plastic waste into plastic paving stones that are stronger than concrete. She employs 110 workers. On another continent, [Has Kea from Phnom Penh Cambodia](#) repurposes plastic bottles into heavy-duty brooms. And in Europe, [Bottlebag](#) has a line of products made from 100% recycled PET bottles.





Match Magic WINNER!

Brad Kincaid receiving his \$100 gift certificate to Willows at Poco Diablo for pushing KSB over the \$40,000 goal line in our fall 2023 Match Magic campaign. Many thanks to everyone who helped make this fundraising campaign a success!

FLY FRIENDLY AGREEMENT REACHED 4 YEARS AGO



Championed by Keep Sedona Beautiful, the voluntary agreement to control helicopter noise was reached four years ago, resulting in a significant reduction in noise caused by helicopter tours.

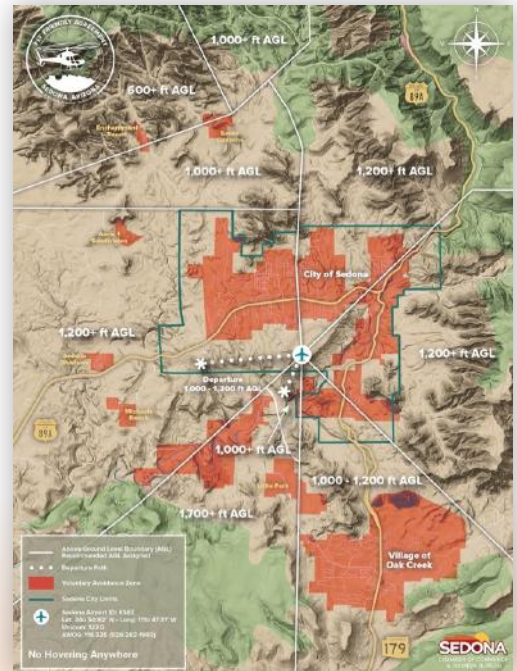
The City of Sedona, the Sedona Airport Authority, the Chamber of Commerce, Yavapai County and the two tour operators, [Guidance Air](#) and [Apex Air](#)

negotiated an agreement that:

- Limited tours to flying only between 8:00 AM to dusk
- Adapted takeoff and departure routes from the airport
- Routed helicopter flight paths away from the City of Sedona, major resorts and neighborhoods outside the city limits (see map, to the right)
- Prohibited tour helicopters from hovering above or near sensitive archeological sites and historical heritage sites.

Recently, some local hikers reported violations of the agreement and asked both the Sedona Airport Authority and KSB to investigate. We're happy to report that the Airport Authority took immediate action by engaging the tour operators who responded swiftly and appropriately. The Fly Friendly Agreement worked as it was intended. KSB commends both the Airport Authority and the tour operators for their quick action.

You can read more about this unique agreement and partnership, and view a larger map, [at this page on our website](#).



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"The environment is where we all meet; where all have a mutual interest; it is the one thing all of us share."

LADY BIRD JOHNSON

KSB LITTER LIFTERS HONORED BY YAVAPAI COUNTY

Carla Williams (far left) with a certificate from Yavapai County for KSB's work removing litter from Yavapai County roads. During the brief ceremony, Supervisor Donna Michaels (next to Carla) mentioned KSB's over 50 years of service to the community and to Yavapai County.



LITTER LIFTERS NEEDED!

Some of Keep Sedona Beautiful's litter lifters have served literally for decades. It's both personally rewarding and great exercise. However, we do regularly have openings. Right now, we have 1 Litter Lifting Route available; the on/off ramps at the western intersection of State Route 179 and I-17. This route is shared with one other team and is routinely performed in the early part of each month. The advantages of this route are safe and easy parking, a shorter distance to cover, and slower vehicles.

We provide all of the equipment you'll need. You supply the community spirit and the labor.

You can email ksb2@keepsedonabeautiful.org or call us at 928-282-4938 to learn more about the litter lifting program and discuss how you can help keep Sedona and the Verde Valley beautiful.



NEW WATER CONSERVATION PROGRAM



Water is essential and we all need to do our part to ensure there is enough water today, tomorrow, and for future generations. That's why the City of Sedona, Yavapai County, Big Park Water Company, and Arizona Water Company have created a water conservation program with the communities in mind. Check out the Ripple Effect water conservation program by visiting www.rippleeffectsedona.com. Do your part in conserving water!

ARE YOU READY FOR READY, SET, GO?



KSB encourages you to be prepared for an emergency, particularly should a wildland fire threaten the Verde Valley. We encourage you to read Arizona's [Ready, Set, Go! webpage](#) and to visit [our webpage](#) that supplies a host of resources that you'll find useful.

As the recent tragedy in Maui showed, a fire can spread astonishingly quickly. Your first line of defense is to be prepared to act quickly.

CURBSIDE YARD WASTE PICKUP IN SEDONA

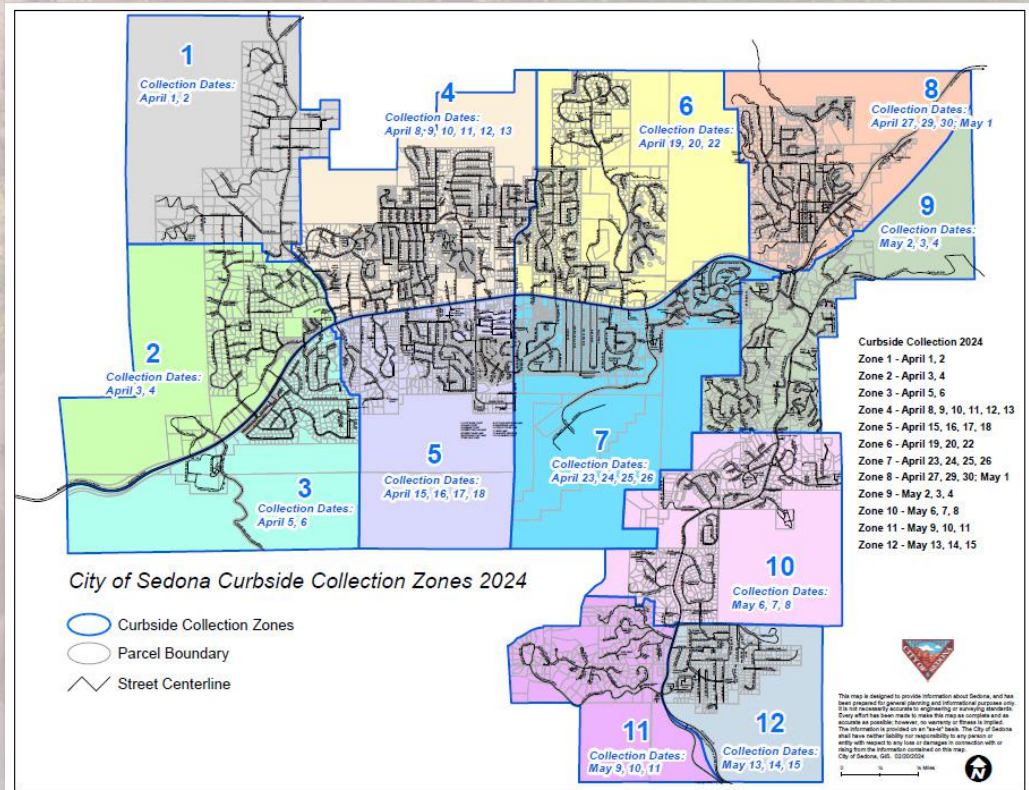
Every year the City of Sedona offers a Curbside Yard Waste Collection event in to help with yard maintenance, reduce wildfire risk and remove debris in drainage areas prior to monsoon season. If you live within the city limits of Sedona you can take advantage of this free program.

Accepted for collection:

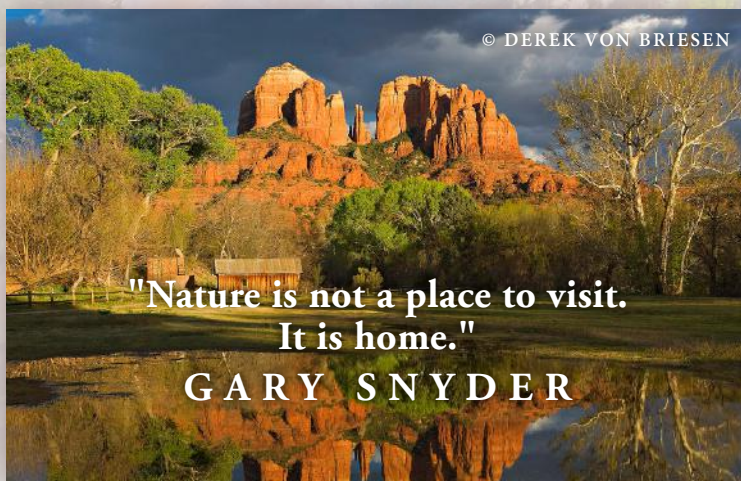
- Brush
- Tree limbs and trunks: Limbs 8 inches or less and 8 feet long or less.
- Shrub trimmings
- Paper-bagged leaves and pine needles: No more than 10 paper bags. **No plastic bags.**
- Total amount of debris accepted cannot exceed 5 yards, or a pile no larger than 10 feet long by 4 feet wide and 3 feet tall.

Not accepted:

- Cactus trimmings
- Appliances
- Hazardous materials
- Garbage
- Mattresses
- Other household waste



Each of the 12 zones shown on the map above have different dates for pickup. You can find your dates on [this page of the Sedona website](#).



RECYCLING MORE EFFECTIVELY

Keep Sedona Beautiful recently sat down with Doug Copp, President of the Board of Directors, Sedona Recycles. We wanted to understand their biggest challenges in order to provide you with guidelines for improving your recycling.

The closing of the Mountain Shadows drop-off site late in August of 2023 was due to excessive illegal dumping, which had become all too common. KSB is providing these recycling guidelines to help prevent other sites from closing.

Doug noted that nothing in the photo to the right is recyclable. That means Sedona Recycles had to clean up all the debris, bring it to the recycle center and pay a waste disposal service to haul it to the landfill. Also, non-recyclable trash placed in the green and blue recycle bins had to be manually sorted out. Dealing with all this trash was expensive.

Closing Mountain Shadows Drop-Off Site due to excessive, ongoing dumping



Doug pointed out the hundreds of recycling mistakes people make every. Most occur because people make assumptions about what can be recycled rather than read the signs on or above each bin. Doug says, *“If you’re looking in a recycle bin to decide what material to recycle, you may be looking at another person’s recycling mistake. Just because you see an item in a bin, it doesn’t mean it’s recyclable. When in doubt, throw it out - or Sedona Recycles has to.”* Doug added: *“If people did some pre-sorting of their material at home, they would make less mistakes at the recycle center and spend less time there.”*

Most recycling mistakes involve plastics:

- Sedona Recycles accepts empty plastic bottles with a number 1 or 2 on the bottom of the bottle.
- They also take in plastic containers with a number 5.
- Plastics with a number 5 may be a bottle, a tub (like yogurt) or a large object like a bucket or chair. These larger number 5 plastics go in the bin for large hard plastics at the recycle center.
- Sedona Recycles **does not** accept plastic “clamshell” type containers or plastic cups with a number 1. Clamshells and cups with a number 1 differ from number 1 plastic bottles in several ways: they have different densities, break into different size chips, melt at different temperatures, and may have strong adhesives.
- The organization **does not** recycle plastic bags or any type of plastic wrapping/packing material.

The next biggest issues are:

1. **Aseptic containers.** This type of packaging is a laminate made of paper (70%), aluminum (6%) and polyethylene (24%) glued together and is not accepted. They also don’t recycle waxed “gabled-top” milk/juice containers or waxed produce or meat containers.



2. **Cardboard and chip board.** Put clean cardboard and paperboard in when it’s empty and flattened. Some people leave trash (or packing material) in their boxes, which forces Sedona Recycles to throw that trash away. Paperboard (cereal or cracker boxes, 12 pack boxes, boxes that house frozen entrees, etc.) can be recycled with cardboard. Paperboard, also called chipboard, is made from wood pulp and is thicker than paper, but it does not have corrugated channels like cardboard.



cont. on page 8

cont. from page 5

3. **Pizza boxes** with greasy bottoms **are not** recyclable. But if the tops are not greasy, those tops can be recycled.
4. **Loose, shredded paper.** Shredded paper should be placed in a secured paper or plastic bag, otherwise the wind will scatter the shredded paper. Bags that hold shredded paper are the only exception to the "no plastic bags" rule. Sedona Recycles accepts newspaper, magazines, office paper, junk mail and bagged shredded paper, but they do not accept waxy gift-wrapping paper.
5. **Carryout packaging.** Most restaurants don't offer environmentally friendly take-out containers. When you run across a restaurant that does, please be sure to thank them.



What Sedona Recycles No Longer Takes

Sedona Recycles no longer accepts Styrofoam because it has become cost prohibitive. The organization also doesn't recycle electronics. However, the City of Sedona has a great hazardous waste program they run at different times of the year. [This webpage](#) describes the program in detail. [Camp Verde has a similar program](#), run by Yavapai County. Other residents of Yavapai County can call the County Solid Waste department at (928) 771-3183 for information on upcoming household hazardous waste collection events.

What You Can Do

Doug noted the three most important things that you can do to improve the efficiency of recycling in Sedona:

1. Take time to understand the [guidelines to follow when recycling](#) at Sedona Recycles.
2. Take the time to presort recyclables at home to prevent dumping a whole load of different items into a single bin.
3. **Stop dumping.** [Instead of dumping household items that are questionable, take time to know how to properly dispose of them.](#)

Support the fine work that Sedona Recycles does. Do it for the community. Do it for yourself and feel good for becoming part of the solution. Do it for your kids and grandkids.

"The ultimate test of man's conscience may be his willingness to sacrifice something today for future generations whose words of thanks will not be heard."

GAYLORD NELSON

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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 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

* 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

* 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
- Honorable mention at 9 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

Join today and receive the benefits (per household) by donation level, along with the beautiful KSB 50th Anniversary front vehicle plate. For more info, contact ksb@keepsedonabeautiful.org or call (928) 282-4938.



Agave \$50



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 with 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

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Keep Sedona Beautiful, Inc.

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KEEP SEDONA BEAUTIFUL
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 or call KSB at 928-282-4938



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WHOSE FINANCIAL SUPPORT HELPS US TO MAKE A DIFFERENCE



L'AUBERGE de SEDONA

