

WORK SESSION AGENDA

CITY COUNCIL WORK SESSION
TUESDAY
OCTOBER 14, 2025

COUNCIL CHAMBERS
211 WEST ASPEN AVENUE
3:00 P.M.

All City Council Meetings are live streamed on the city's YouTube page
(<https://www.youtube.com/@FlagstaffCityGovernment>)

PUBLIC COMMENT

Verbal public comments not related to items appearing on the posted agenda may be provided during the "Open Call to the Public" at the beginning and end of the meeting and may only be provided in person.

Verbal public comments related to items appearing on the posted agenda may be given in person or online and will be taken at the time the item is discussed.

To provide online verbal comment on an item that appears on the posted agenda, use the link below.

[ONLINE VERBAL PUBLIC COMMENT](#)

Written comments may be submitted to publiccomment@flagstaffaz.gov. All comments submitted via email will be considered written comments and will be documented in the record as such.

1. Call to Order

NOTICE OF OPTION TO RECESS INTO EXECUTIVE SESSION

Pursuant to A.R.S. §38-431.02, notice is hereby given to the members of the City Council and to the general public that, at this work session, the City Council may vote to go into executive session, which will not be open to the public, for discussion and consultation with the City's attorneys for legal advice on any item listed on the following agenda, pursuant to A.R.S. §38-431.03(A)(3).

2. Roll Call

NOTE: One or more Councilmembers may be in attendance through other technological means.

MAYOR DAGGETT

VICE MAYOR SWEET

COUNCILMEMBER ASLAN

COUNCILMEMBER GARCIA

COUNCILMEMBER HOUSE

COUNCILMEMBER MATTHEWS

COUNCILMEMBER SPENCE

3. Pledge of Allegiance, Mission Statement, and Land Acknowledgement

MISSION STATEMENT

The mission of the City of Flagstaff is to protect and enhance the quality of life for all.

LAND ACKNOWLEDGEMENT

The Flagstaff City Council humbly acknowledges the ancestral homelands of this area's Indigenous nations and original stewards. These lands, still inhabited by Native descendants, border mountains sacred to Indigenous peoples. We honor them, their legacies, their traditions, and their continued contributions. We celebrate their past, present, and future generations who will forever know this place as home.

4. Open Call to the Public

Open Call to the Public enables the public to address the Council about an item that is not on the prepared agenda. Comments relating to items that are on the agenda will be taken at the time that the item is discussed. Open Call to the Public appears on the agenda twice, at the beginning and at the end. The total time allotted for the first Open Call to the Public is 30 minutes; any additional comments will be held until the second Open Call to the Public.

If you wish to address the Council in person at today's meeting, please complete a comment card and submit it to the recording clerk as soon as possible. Your name will be called when it is your turn to speak. You may address the Council up to three times throughout the meeting, including comments made during Open Call to the Public and Public Comment. Please limit your remarks to three minutes per item to allow everyone an opportunity to speak. At the discretion of the Chair, ten or more persons present at the meeting and wishing to speak may appoint a representative who may have no more than fifteen minutes to speak.

5. Review of Draft Agenda for the October 21, 2025 City Council Meeting

Citizens wishing to speak on agenda items not specifically called out by the City Council may submit a speaker card for their items of interest to the recording clerk.

6. City Manager Report

Information only

A. State Legislative Priorities

B. Human Resources/ Risk Management Division Update

C. Sustainability Division Update

7. Wildfire Resilient Homes Initiative: Program Introduction

Information only

8. Shaping Public Art through Public Input at Downtown Connection Center and Cleo Murdoch Park

Share process and outcomes to Beautification, Arts & Sciences community outreach and engagement efforts for the time-table element of Southside Grove at the Downtown Connection Center and Rustle at Cleo Murdoch Park. Seek input from Council on future projects going forward.

9. Discussion of Resuming Paid Advertising Program at Flagstaff Pulliam Airport and Draft Advertising Policy

Provide staff direction on whether City Council is interested in staff resuming the paid advertising program at the Flagstaff Pulliam Airport. If the City Council is interested in resuming the program, staff would also like direction on the draft advertising policy attached to this staff summary.

10. Open Call to the Public

11. Informational Items To/From Mayor, Council, and City Manager; future agenda item requests

12. Adjournment

CERTIFICATE OF POSTING OF NOTICE

The undersigned hereby certifies that a copy of the foregoing notice was duly posted at Flagstaff City Hall on _____, at _____ a.m./p.m. in accordance with the statement filed by the City Council with the City Clerk.

Dated this _____ day of _____, 2025.

Stacy Saltzburg, MMC, City Clerk

THE CITY OF FLAGSTAFF ENDEAVORS TO MAKE ALL PUBLIC MEETINGS ACCESSIBLE TO PERSONS WITH DISABILITIES. With 48-hour advance notice, reasonable accommodations will be made upon request for persons with disabilities or non-English speaking residents. Please call the City Clerk (928) 213-2076 or email at stacy.saltzburg@flagstaffaz.gov to request an accommodation to participate in this public meeting.

NOTICE TO PARENTS AND LEGAL GUARDIANS: Parents and legal guardians have the right to consent before the City of Flagstaff makes a video or voice recording of a minor child, pursuant to A.R.S. § 1-602(A)(9). The Flagstaff City Council meetings are live-streamed and recorded and may be viewed on the City of Flagstaff's website. If you permit your child to attend/participate in a televised Council meeting, a recording will be made. You may exercise your right not to consent by not allowing your child to attend/participate in the meeting.

**CITY OF FLAGSTAFF
STAFF SUMMARY REPORT**

To: The Honorable Mayor and Council
From: Georganna Staskey, Deputy City Clerk
Date: 10/08/2025
Meeting Date: 10/14/2025



TITLE:
City Manager Report

DESIRED OUTCOME:
Information only

Executive Summary:

These reports will be included in the City Council packet for regularly scheduled Work Session meetings. The reports are intended to be informational, covering miscellaneous events and topics involving the City organization.

*****The report will be provided in advance of the meeting*****

Information:

Attachments: CM Report

City Manager's Report

October 9, 2025

Council and Colleagues, greetings. These reports are intended to be informational, covering miscellaneous events and topics involving the city organization. During my report at the upcoming Council Work Session, you will receive an informational presentation from Human Resources and Risk Management (HRRM) and Sustainability. Additionally, this report will include an item for discussion, related to State Legislative Priorities.

Fire Department

Graduation

The Greater Flagstaff Region Fire & EMS celebrated the Recruit Firefighter Graduation on October 3rd here at City Hall. The room was packed and the atmosphere was indeed celebratory. There were twelve graduates, who will now serve five different firefighting organizations: Flagstaff Airport Fire, Flagstaff Fire Department, Highlands Fire District, Pinewood Fire Department, and Summit Fire & Medical.

Notable for the City, Firefighter Greyson Halik will be joining the Flagstaff Airport Fire; Firefighters Hayden Butler, Neko Hernandez, Tanor Loosle, and Bryce Winter, will all be joining Flagstaff Fire Department.

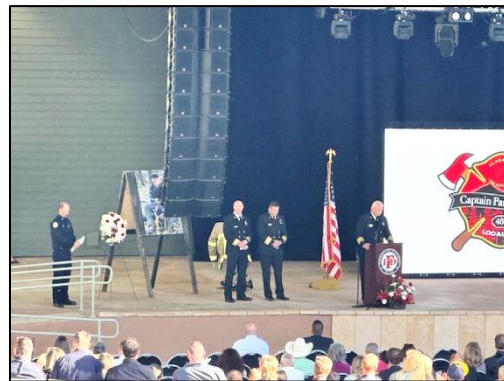
The oaths were administered by Chief Gaillard, followed by badge pinning and shift assignments. Closing remarks were offered by Deputy Chief Wilson.

Thanks to all who attended.
The city was well represented.



Celebration of Life

The festive mood at the graduation was in follow-up to the solemn event that was held at Fort Tuthill on September 29th, where hundreds of friends, family, firefighters and attendees gathered to celebrate the life of Captain-Paramedic Paul Sanders, a 13-year veteran of the Flagstaff Fire Department. Captain Sanders, well-loved by all and known for his compassion, energy, and sense of humor, passed away at his residence on August 23rd. Amidst the grieving and sadness at this gathering, there were indeed many heartwarming stories and personal accounts shared, illustrating Captain Sander's incredible sense of humanity and dedication.



State Legislative Priorities

6. B.

**CITY OF FLAGSTAFF
STAFF SUMMARY REPORT**

To: The Honorable Mayor and Council
From: Georganna Staskey, Deputy City Clerk
Date: 10/09/2025
Meeting Date: 10/14/2025



TITLE:
Human Resources/ Risk Management Division Update

DESIRED OUTCOME:

Executive Summary:

Information:

Attachments: [Presentation](#)
[HRRM Newsletter](#)

Human Resources & Risk Management

October 2025



HUMAN RESOURCES
& RISK MANAGEMENT

CITY OF FLAGSTAFF

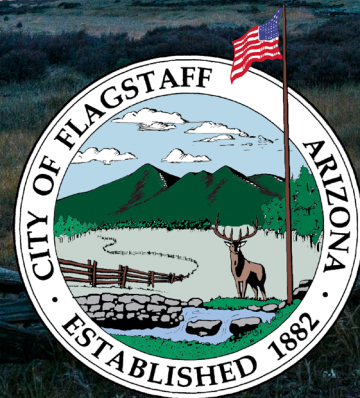


Photo @ Abe Snider



HR & Risk Management Updates



- HRRM Team & Remodel
- Recruitment
- Employee Compensation
- Employee Learning & Development
- Risk Management



Human Resources Updates

HRRM Team & Remodel

- 15 Total FTEs
- 1 vacancy: HR Generalist (currently posted)
- New Employees since March 2025



Ryan Saxby

HRRM Director



Aaron Kaminski

Risk Manager



Emily Carter

HR Analyst
(Benefits)



Courtney Smith

HR Analyst
(Org Learning/Trainer)



Drake Sauer

HR Generalist



Human Resources Updates

HRRM Team & Remodel

- New HRRM logo
- HRRM Remodel
- Open House 10/28



**HUMAN RESOURCES
& RISK MANAGEMENT**

CITY OF FLAGSTAFF

**POP
ON BY
OUR OPEN HOUSE!**

WHEN: Tue Oct 28 from 8:30 - 11am

WHERE: The new HRRM office suite in City Hall - follow the light streaming in our six new windows to find your way!

- See our bright and beautiful new space
- Ask those nagging HRRM questions
- Meet our new and not-so-new staff
- See the prairie dogs hibernating
- Enjoy fresh popcorn!

SPECIAL THANKS TO PUBLIC WORKS AND COMMUNITY DEVELOPMENT FOR GIVING US TEMPORARY HOUSING DURING THE REMODEL!





Human Resources Updates

Recruitment Data (as of October 2025)

- Current Vacancy Rate: **12.21%**
 - Budgeted FTE (not including Temporary & Council): 942.16
 - Unfilled FTE: 115
 - History:
 - July 2025: 12.71%
 - April 2025: 12.06%
 - January 2025: 12.25%
 - 2024: 13.20%
 - 2022: 11.15%
 - 2021: 17.07%
 - 2020: 12.01%



Human Resources Updates

Recruitment Data (as of October 2025)

- Current Job Postings: **20**
- Current Requisitions: **58** (178 in 2025)
- Applications Received Jan 1 – Oct 10 (up 1.3%)
 - 2025: 5,634
 - 2024: 5,561
- Avg Time to Hire: **77** days (Date Posted to New Hire Start Date)





Human Resources Updates



WALK-IN WEDNESDAY AT THE LIBRARY

DON'T MISS OUT!

Celebrate Library Card Sign-Up Month and learn about the careers at the library by taking a tour at 12:10pm and talking to hiring managers.

SEPTEMBER 24TH, 2025

DOWNTOWN FLAGSTAFF LIBRARY

12PM - 2PM





Human Resources Updates

Compensation: Market Reviews

- Goal to review 25% of classifications each year
 - Completed final year of 4-year market review last month
- FY26 Market Adjustments:
 - \$4M investment
 - Recent Market Adjustments had positive impact on hard-to-fill roles: Police Officers, Water Services Operators, Equipment Operators, and Project Engineers



Human Resources Updates

Employee Learning & Development

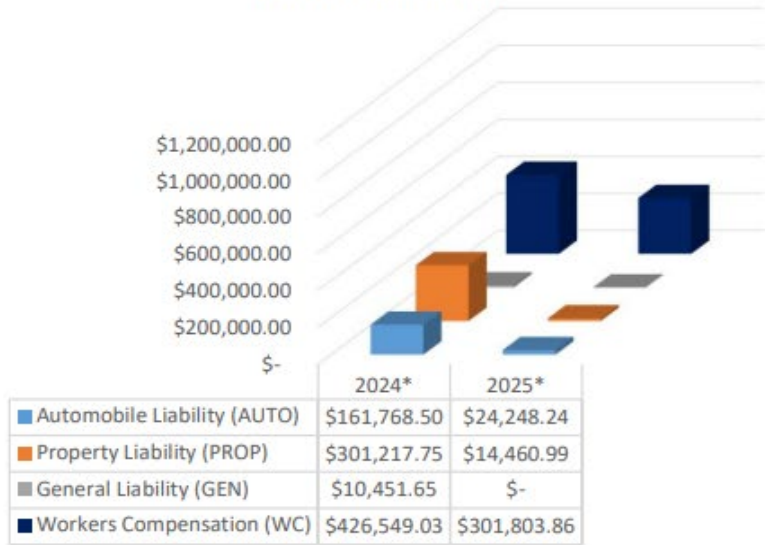
- Online and In-person Trainings
 - New Hire Learning Plans for each division
 - Google Classroom for all part-time employees
 - Special Training Sessions monthly - Starting Jan. 2026
 - Manager Academy - Coming 2026
- Goals:
 - Mentorship Program
 - Flag Learning Lounge Calendar for trainings open to everyone



Risk Management Updates



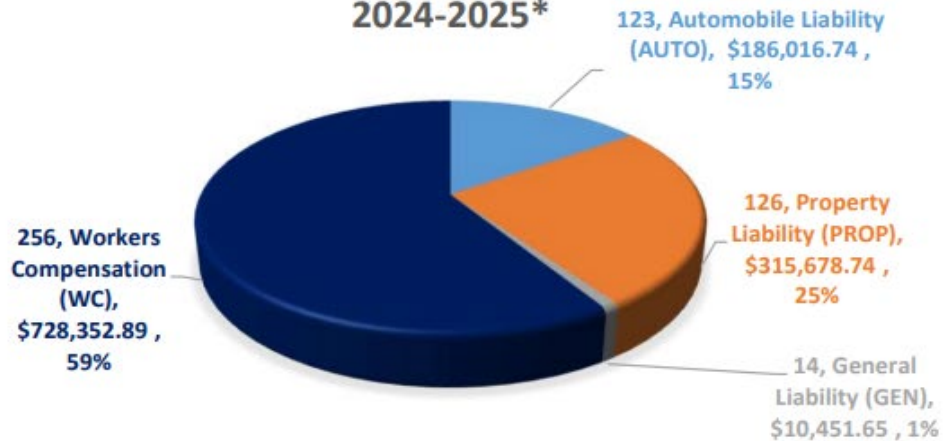
CLAIMS BY EVENTS



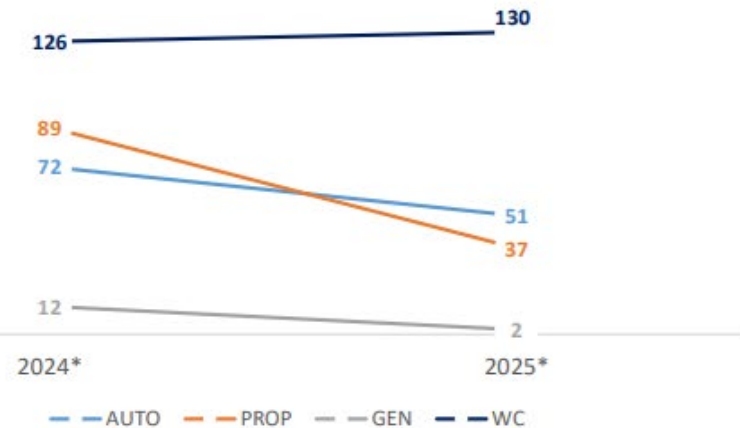
	\$	Incidents	\$/Incident	%
Auto	\$ 186,016.74	123	\$ 1,512.33	15%
Property	\$ 315,678.74	126	\$ 2,505.39	25%
General	\$ 10,451.65	14	\$ 746.55	1%
Work Comp.	\$ 728,352.89	256	\$ 2,845.13	59%
Totals	\$ 1,240,500.02	519	\$ 2,390.17	100%

CLAIMS BY EVENTS

2024-2025*



CLAIMS FREQUENCY BY EVENT



*January - September



Risk Management Updates

- Processed premium renewals including airport/library inspections
- Starting monthly Safety Series focusing on topics such as hearing protection, winter driving, slip/trip/falls, ergonomics, heat stress, lifting/pulling
- Created shared spreadsheet for tracking automobile liabilities with Fleet Services
- Transitioned workers' compensation claims from Vera Whole Health to NextCare



HR & Risk Management Updates

Thank You!

Ryan Saxby

HRRM Director

City of Flagstaff

ryan.saxby@flagstaffaz.gov

General HRRM Info:

HR email: human.resources@flagstaffaz.gov

HR phone: 928 213-2090

RM email: risk.management@flagstaffaz.gov

RM phone: 928 213-2083



**HUMAN RESOURCES
& RISK MANAGEMENT**
CITY OF FLAGSTAFF

HRRM NEWS

SEPT - OCT 2025

WELCOME TO HRRM'S NEWEST TEAM MEMBERS



RYAN SAXBY

HUMAN RESOURCES & RISK MANAGEMENT DIRECTOR


Ryan joined the City of Flagstaff after an 11 year career with the City of Tucson, where he began as an HR Analyst and rose to the level of Deputy HR Director. He has over 15 years of professional-level HR experience split between the private and public sectors. Before working for the City of Tucson, Ryan worked for BAYADA Home Health Care as an HR generalist and a recruiter. He obtained his Master's in Public Administration from the University of Arizona and he holds two bachelor's degrees from Northern Arizona University (NAU) where he recently served on the Honors Program Board of Directors. He is a member of the Society of Human Resources Management (SHRM) and Public Sector HR Association (PSHRA). Ryan and his wife met while attending NAU. They now have two children and spend most of their evenings at a baseball field or dance studio watching their kids perform. In his free time, Ryan enjoys hunting, fishing, camping, gardening, and hanging out with his family.



COURTNEY SMITH

HUMAN RESOURCES ANALYST

Courtney is a lifelong learner and adventurer. In 2023, she sold her house, bought a camper, and hit the road — logging over 50,000 miles across the Southwest. She discovered breathtaking landscapes, fascinating people, and more about herself than she ever expected. She also discovered chocolate-covered crickets and cheese-coated mealworms, although she does not recommend either unless you enjoy regret as a flavor. Arizona lured her with a technology job in Scottsdale, but she was not a match for Valley life. Flagstaff had already stolen her heart from earlier travels and when she landed this job with the City, it felt like coming *home*. She holds a Bachelor's in Early Childhood Education and a Master's in Educational Technology. Her career has led her from K-3 classrooms to running a robotics team, serving as co-director for an esports program, teaching at a trade school, being an Academic Director at a university, and joining a research institute to collaborate with Dreamscape Learn. At the heart of it all, her passion is finding creative ways to make sure anyone can learn anything, anytime.



**POPPON BY
OUR OPEN HOUSE !**

WHEN: Tue Oct 28 from 8:30 - 11am

WHERE: The new HRRM office suite in City Hall - follow the light streaming in our six new windows to find your way!

- See our bright and beautiful new space
- Ask those nagging HRRM questions
- Meet our new and not-so-new staff
- See the prairie dogs hibernating
- Enjoy fresh popcorn!



**SPECIAL THANKS
TO PUBLIC
WORKS AND
COMMUNITY
DEVELOPMENT
FOR GIVING US
TEMPORARY
HOUSING DURING
THE REMODEL!**



**HUMAN RESOURCES
& RISK MANAGEMENT**

CITY OF FLAGSTAFF

PAGE 3

HRRM BY THE NUMBERS

HERE'S A GLIMPSE OF WHAT WE DO FOR YOU EVERY DAY!

JULY – AUGUST

- The Risk Management team responded to 37 new injuries or incidents
- In July, the Risk Management team managed 19 worker's compensation claims, costing a total of \$126,952. In August, the team managed 13 claims with an initial cost of \$7500. The initial cost grows if more medical care and follow up is needed. Reducing injuries on the job is obviously better for employees, and it is also better for our budget!
- Many new employees visit Concentra for a health assessment before starting their new job, and certain current employees visit Concentra for ongoing testing for their position. HRRM made payments on behalf of other divisions for a total of 45 visits.

HRRM FUN FACT

What is a PAF?

PAF stands for Personnel Action Form. When something changes for an employee, a PAF is processed by both HRRM and the Payroll team. Examples of common PAFs are below, but there are dozens more. In July and August, we processed **411 PAFs** to make sure you are getting paid correctly!

- begin or return from FMLA or parental leave
- merit raises or pay increases for completing industry certifications
- receiving a WOW, QSI, or 7K award
- a change in annual hours
- begin or return from light duty or time off for worker's comp
- hires, promotions, transfers, or when positions are retitled or reclassified
- begin or end a temporary promotion or acting pay
- retire or resign
- request or end donated leave



**HUMAN RESOURCES
& RISK MANAGEMENT**

CITY OF FLAGSTAFF

BENEFITS MAKE LIFE BETTER!

NEW WAYS TO LEARN ABOUT AND MAXIMIZE YOUR BENEFITS

FOR NEW HIRES

New Benefits Meetings for New Hires

- At New Employee Orientations (NEO) on Thursdays, in-Person at City Hall or via Teams
 - Next Meetings: Oct. 2 and Oct. 30, 12:00-12:30 pm
- New employees will receive a Teams meeting invite to their work email with Emily Carter – Benefits Analyst
- Questions? Please contact Emily Carter – Emily.Carter@flagstaffaz.gov or 928-213-2085

FOR EVERYONE

Week without Driving Challenge

September 29 - October 5

- Experience life without a car
- Walk, bike, carpool, or use public transportation
- Confirm your participation in My Vera
- Earn points to redeem for great rewards



Get started
Scan to log in or create your My Vera account



- Get points towards your annual total
- Get some fresh air
- See how easy it is to make a small but meaningful change

- Date: October 22nd
- Location: Vera Whole Health
 - 1500 E. Cedar Ave.
- Time: 7 - 11am
- Call to schedule: 928-774-3985



Get screened for prostate cancer

The POP mobile unit is coming to Vera—available to anyone needing a prostate cancer screening



DID YOU HEAR THAT?

HEAR TODAY... AND TOMORROW!

LIFE-LONG HEARING

Prolonged exposure to loud noise can lead to permanent hearing loss, tinnitus (ringing in the ears), and other health issues including anxiety, depression, and dementia. These conditions can make communication harder and impact your safety and also the safety of those around you.

Protect your hearing – it's important for your work, your well-being, and your quality of life.

THINGS YOU CAN DO

- Eliminate or reduce noise at the source
- Choose quieter equipment or processes whenever possible
- Use barriers or insulation to block or absorb noise
- Provide quiet break areas to give ears a rest
- Always wear appropriate hearing protection (e.g. earplugs or earmuffs) in noisy environments



HUMAN RESOURCES
& RISK MANAGEMENT

CITY OF FLAGSTAFF

PAGE 6

WELCOME TO TEAM FLAGSTAFF!

THE FOLLOWING EMPLOYEES JOINED OUR TEAM IN AUGUST OR SEPTEMBER

FULL TIME

Heather Bonhote – Police Emergency Communications Specialist

Diane Bridger – Sustainability Specialist

Dax Clapp – Water Services Operator II

Blake Commisso – Community Service Coordinator

Scott Davis – Maintenance Worker I

Casey Emig – Water Services Operator II

Robert Faus – Code Compliance Officer I

Jillian Fenley – Police Emergency Communications Specialist

Edgar Fraire Herrera – Streets Operations Tech I

Sierra Frydenlund – Sustainability Coordinator II

Hunter Hansen – Police Officer Recruit

Brian Imai – Desktop Technician I

Vincent Jeffrey – Water Services Operator

Lisa Lau – Senior Budget Analyst

Hailey Manning – Police Records Technician

Matthew Mansfield – Senior Assistant City Attorney

Benjamin Markert – Project Manager Senior Lead

Mark Marotta – Program Coordinator Solid Waste

Anthony Masayeva – Parks Maintenance Worker

Michael Miranda – Streets Operations Tech I

Sullivan Moore – Housing Planner

Alexa Mulcahey – Maintenance Worker I

Emily Oller – Water Services Operator

Nicholas Penoff – Water Services Operator

Gavin Ray – Police Officer Recruit

Ernesto Robles-Miranda – Police Officer Recruit

Serena Rodriguez – Police Emergency Communications Specialist

Janice Sanders – Police Emergency Communications Specialist

Ryan Saxby – Human Resources and Risk Management Director

Michael Sloan – Parks Maintenance Worker

Courtney Smith – Human Resources Analyst

Erin Smith – Streets Operations Tech II

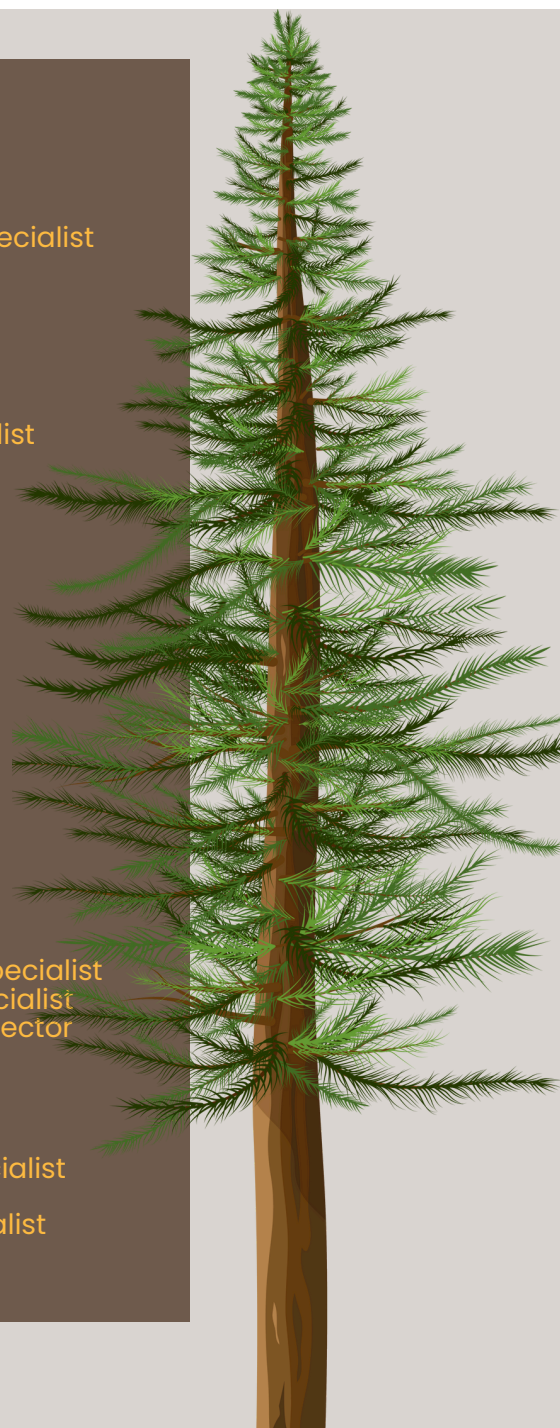
Daniel Soldier Petite – Police Officer Recruit

Brentley Tsosie – Police Emergency Communications Specialist

Yvonne Vieau – Assistant City Attorney III

Emily Weaver – Police Emergency Communications Specialist

Aslyn Wright – Library Specialist





WELCOME TO TEAM FLAGSTAFF!

THE FOLLOWING EMPLOYEES JOINED OUR TEAM IN AUGUST OR SEPTEMBER

PART TIME

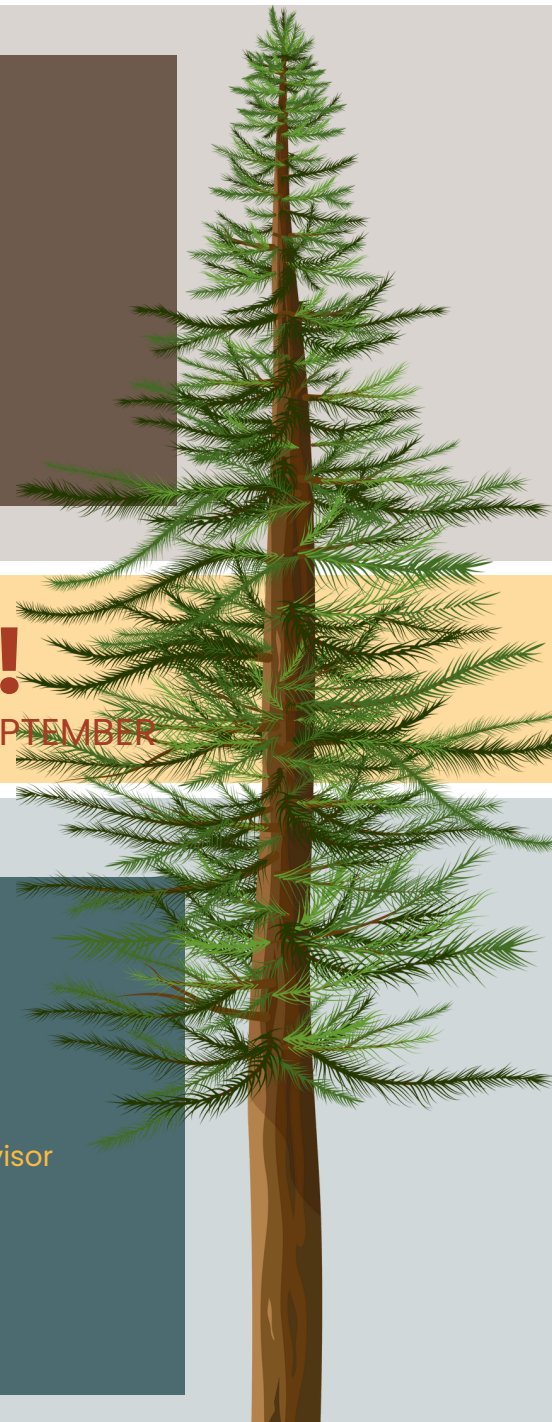
Embree Chattin – Library Page
Cooper Earley – Rink Guard
Gina Graziano – Recreation Instructor II
Logan Hunt – Rink Guard
Leslie Jhung – Library Specialist
Liam Morrigan Sarr – Lifeguard
Rosemary Steinwand – Recreation Leader I
Heather Valdez – Recreation Assistant

CONGRATULATIONS!!

THESE EMPLOYEES WERE PROMOTED IN AUGUST OR SEPTEMBER

HAPPY FOR YOU!

Jeffrey Gonya – Court Judicial Specialist II
Alyson Jones – Librarian
Lyle Kenefick – Public Works Supervisor
Jeremiah Magana – Streets Operations Tech II
Kendra Mann – Police Emergency Communications Supervisor
Joseph Nagle – Public Works Supervisor
Chelsea Potts – Police Officer Recruit
Lorn Sampson – Water Services Supervisor
Ryan Sherf – Police Sergeant
Kegan Slayton – Public Works Supervisor
Lucas Staires – Water Services Supervisor
Joseph Thomas – Water Services Program Manager





SHINING STARS

THE FOLLOWING EMPLOYEES WERE RECOGNIZED FOR EXCEPTIONAL WORK IN
AUGUST OR SEPTEMBER

WOW AWARD

Levi Daulton - Fire Engineer Paramedic
Patrick O'Connor - Water Services Section Director

SEE A NAME YOU RECOGNIZE? REACH OUT AND SAY "CONGRATS!"

QSI AWARD

William Alacorn - Laboratory Technician
Christopher Phair - Transportation Planner
Paul Rosevear - GIS Analyst II

6. C.

**CITY OF FLAGSTAFF
STAFF SUMMARY REPORT**

To: The Honorable Mayor and Council
From: Georganna Staskey, Deputy City Clerk
Date: 10/14/2025
Meeting Date: 10/14/2025



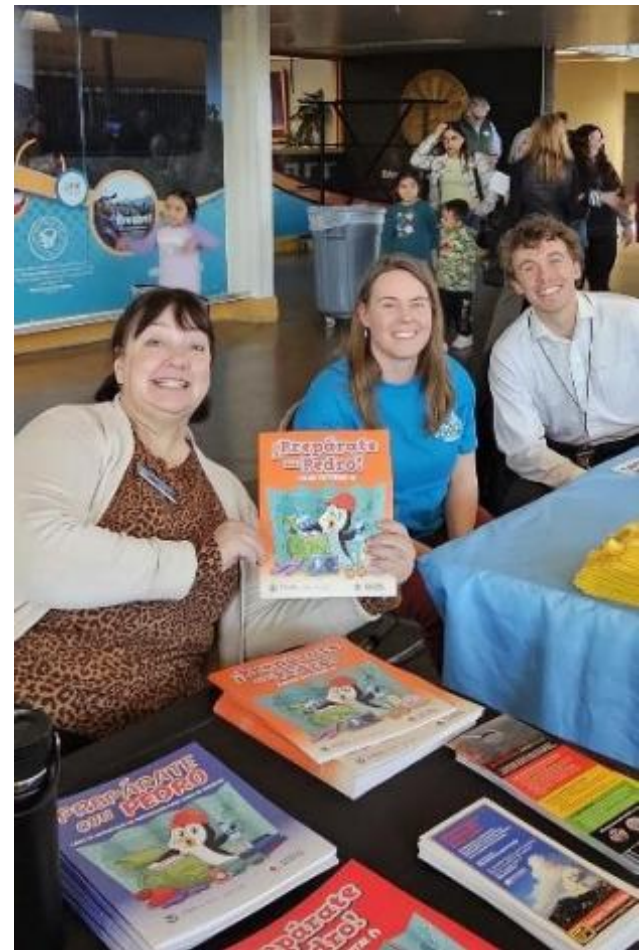
TITLE:
Sustainability Division Update

DESIRED OUTCOME:

Executive Summary:

Information:

Attachments: [Presentation](#)



SUSTAINABILITY DIVISION SEMI-ANNUAL UPDATE

MARCH 1, 2025 - OCTOBER 1, 2025



AGENDA

- Division Overview
- Climate Action Section
- Neighborhood Engagement and Volunteerism Section



July Litter and Invasive Weed Clean-up

SUSTAINABILITY DIVISION OVERVIEW

OUR VISION

The Sustainability Division's vision is to create a **livable** and **low-impact** community, contributing to the **greater well-being** of Flagstaff residents by:

- Reducing the impacts of Flagstaff's waste and material consumption
- Preparing the Flagstaff community and City operations for the long-term impacts of climate change
- Protecting Flagstaff's ecological health
- Engaging volunteers to keep Flagstaff's neighborhoods, trails, parks, and streets litter-free
- Facilitating energy efficiency and climate action measures across the community and City government operations
- Increasing access to local, healthy, and affordable food throughout the community

ENGAGEMENT

March 1, 2025 - October 1, 2025

- Engaged with **7,306 people**
- Hosted **506 activities**

Solar 101 Workshop & Solar Expo

Tuesday, August 12th
East Side Library

1:00–4:00 pm

Office Hours

5:00–6:30 pm

Solar 101 Workshop

6:30–7:30 pm

Solar Expo







Emergency Preparedness Workshops

Hosted by the Flagstaff Resilience Hubs

<p>Market of Dreams 2136 N Fourth Street</p> <p>Ready-Set-Go 3/10 at 5:30p Discover evacuation zones and the emergency notification system. Take home a Ready-Set-Go kit!</p> <p>DIY HEPA Filters 3/31 at 5:00p Learn how to build affordable HEPA air filters for cleaner indoor air. All materials for the DIY filters will be provided.</p> <p>Financial Preparedness 4/14 at 5:30p Providing practical strategies for financial resilience during crises.</p> <p>Neighborhood Resilience Leaders Workshops Thursdays at 5:30p, 4/3–5/8 A cohort-based series training community members to become resilience leaders in their neighborhoods, with an emergency preparedness and recovery focus.</p>	<p>Murdoch Center 203 E Brannen Avenue</p> <p>Ready-Set-Go 3/11 at 5:30p Discover evacuation zones and the emergency notification system. Take home a Ready-Set-Go kit!</p> <p>DIY HEPA Filters 4/5 at 10:00a Learn how to build affordable HEPA air filters for cleaner indoor air. All materials for the DIY filters will be provided.</p> <p>Financial Preparedness 4/15 at 5:30p Providing practical strategies for financial resilience during crises.</p>
--	---

The workshops are free and open to all!







For more info:
flagstaff.az.gov/hubs



2025 WATERSHED CLEANUP SERIES

City of Flagstaff Sustainability Office





Number of Participants: 109

A HUGE thank you to all the volunteers who joined the event series!

Number of Volunteer Hours: 218

Volunteer hours are calculated by multiplying the number of volunteers by the number of hours worked







Lbs of Invasive Plant Species Removed: 1,283

Removing Invasive Plant Species from the stream channel helps to create available resources for native plants

Lbs. of Debris Removed: 1,081

Removing debris from the stream channel helps reduce the potential of flood risk due to channel blocking debris.






Total Lbs. removed: 2,364

Across 4 events the total amount of debris, invasive plants, and litter removed from the stream channel!

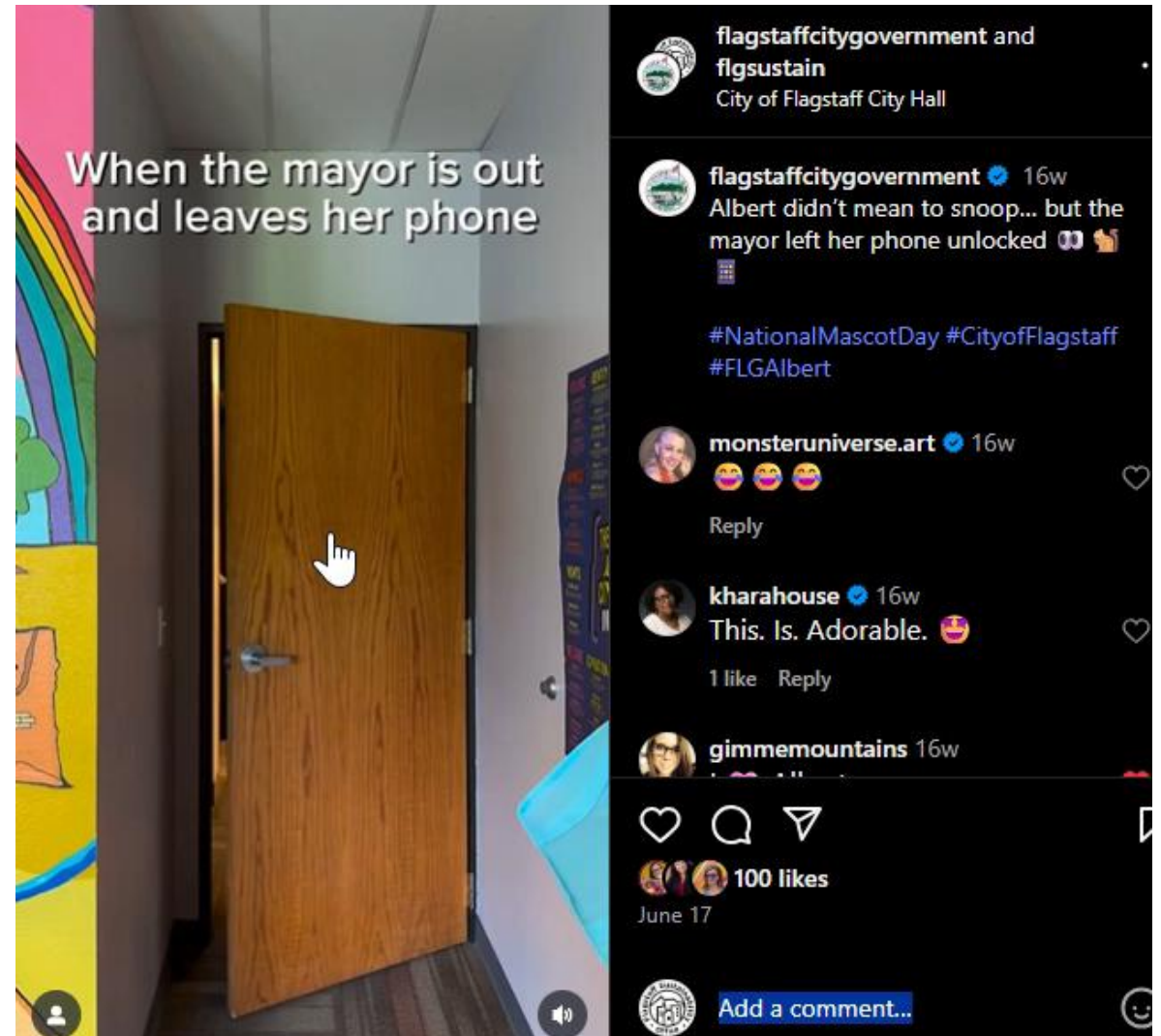
Locations:
Greenlaw, Sinclair Wash, S Fourth St, Cheshire

For more Information email:
CommunityStewards@flagstaffaz.gov



OUTREACH

- **Facebook followers: 7,669**
 - Over **325,000** page impressions since March 2025
- **Instagram followers: 2,810**
 - Over **101,600** post impressions since March 2025



<https://www.instagram.com/flgsustain/reel/DLAZRRKSmf0/>

OUTREACH

Monthly Newsletter

We completed a newsletter overhaul which has nearly doubled our "opens":

- 1,727 subscribers
- 14,013 total sends since March 1, 2025
- 52% open rate
- 0.4% unsubscribe rate

Radio

- Monthly spots
- Guest interviews

A screenshot of a newsletter email from the Flagstaff Sustainability Office. The header features the office logo and the text "Flagstaff Sustainability Office" and "Cultivating a thriving and resourceful community". The main content includes a section titled "Autumn approaches, Flagstaff!" with a paragraph about sustainability and resilience in the community, and a section titled "Upcoming Events" with a list of "Sustainability Grant Virtual Support Hours" for various dates in September. A green button at the bottom says "Learn About the FSG".

Flagstaff Sustainability Office
Cultivating a thriving and resourceful community

Autumn approaches, Flagstaff!

September is full of ways to cultivate sustainability and resilience in our community. Partake in the Harvest Festival, tour inspiring homes and gardens, and connect with neighbors working toward a greener future. Do you have an idea for a project to make Flagstaff more sustainable? Bring your vision to life with a Flagstaff Sustainability Grant!

— The Flagstaff Sustainability Team

Upcoming Events

Sustainability Grant Virtual Support Hours

- Thursday, September 4, 5:00 – 6:00 pm
- Tuesday, September 9, 5:00 – 6:00 pm
- Monday, September 15, 10:00 – 11:00 am
- Thursday, September 25, 5:00 – 6:00 pm
- Tuesday, September 30, 5:00 – 6:00 pm

Flagstaff community members, organizations, schools, and businesses are invited to apply for grants to implement sustainability, climate, and resilience projects. Attend the virtual office hours.

[Learn About the FSG](#)

ADMINISTRATIVE

Promoting a culture of *connectivity*

- Professional development
- Resiliency retreat centered on equipping employees with tools for long-term well-being and fostering a rejuvenating work environment
- Host staff from other Divisions to learn about their work, see our space, and learn about us.



Best Sustainable City in Arizona



ADMINISTRATIVE

Beautification and maintenance

- Collaborated with PROSE to expand landscaping services
- Employee volunteer weed pull events

ADA upgrades

- Electric front door
- Bathrooms
- Parking striping and signage

Energy efficiency upgrades

- New Energy Star windows
- Heat pumps (facility is now 100% electric)
- Attic insulation upgraded
- "Smart" thermostats
- Tankless water heater



Personnel Updates



**Community Services
Coordinator
Blake Commisso**



**Engagement Specialist
Diane Bridger**



**Food Systems
Coordinator
Sierra Frydenlund**

Photo Credit: Amy Martin

PRIORITY BASED BUDGETING

1. High Performing Governance – 4 Objectives
2. Safe & Healthy Communities – 4 Objectives
3. Inclusive & Engaged Community – 6 Objectives
4. Sustainable & Innovative Infrastructure - 3 Objectives
5. Robust & Resilient Economy – 2 Objectives
6. Livable Community – 4 Objectives
7. Environmental Stewardship – 6 Objectives



Neighborhood Engagement & Volunteer Section

Community Stewards

- **Adopt-A Programs**
 - 500+ volunteers removed 393 bags of litter over 78 events
- **Neighborhood Engagement**
 - Mobile Haven neighborhood clean-up
- **Watershed Clean Up Series**
 - 109 volunteers removed over 2,300-lbs of invasive plants, debris, and litter over 4 events
- **Workshops**
 - Native & Invasive Plants



Fall Watershed Clean Up.
Photo Credit: Maria Tereza Pereira-Barros

Food Systems



- **Community Gardens**
 - Expansion to McAllister Ranch
- **Education & Outreach** (250+ participants)
 - Full Circle Garden Workshop Series
 - Pollinator Festival & Art Contest
 - Sustainable Building Tour
 - Harvest Festival Event
- **Initiatives**
 - Food Action Plan—Open House Events
 - October 8th & 18th
 - Online Survey



Waste Prevention

- **Events & Services** (since March 43K+ pounds of waste diverted)
 - Residential Food Scrap
 - 23,919 lbs.
 - Drop-Off Day
 - 18,039 lbs.
 - Fix-It Clinic
 - 1,117 lbs.
- **Education & Outreach**
 - Dozens of presentations or activities
 - Recycle by City: 12,089 new users
 - 327 community members engaged

Volunteerism

- **Employee Volunteer Program**
 - Food Prep, Litter Clean Ups, Humane Society, Invasive Plant Removal, and much more!
 - 100+ unique events
 - 1,300+ cumulative hours
 - 265 employees



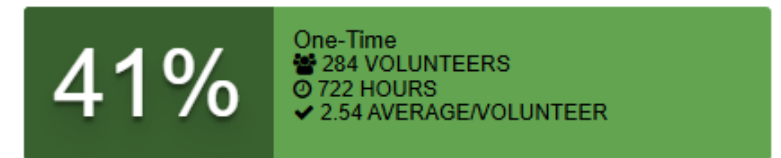
City Engineering Staff
Photo Credit: Paul Mood

Volunteerism

- Initial Launch
 - Open Space
 - Sustainability
- Continued Roll Out



VOLUNTEER FLAGSTAFF ANALYTICS



CLIMATE ACTION SECTION



Energy Program

- **Energy Efficiency Community Block Grant:**
 - Electric landscape equipment for our Parks team
 - Cold climate heat pumps at Fire Station #1, Fire Training Center, and the Sustainability Office
- Through a series of in-person events, office hours, and webinars, staff partnered with Solar United Neighbors to support residents in installing solar before the **federal tax credits expire.**
- IGA for Virtual Power Purchase Agreement and **clean energy choices**
- The **Weatherization and Energy Rebate Program** was revamped to:
 - Improve our process, making it easier to apply
 - Increase benefits for low-income residents
- Secured **\$64,189 in energy rebates** from APS for LED retrofits through the City-wide Energy and Water Conservation Project

Energy Upgrades for Healthy Homes:

Accepting applications!



This HUD-funded program aims to reduce costs and improve health in Flagstaff's homes

- Provides energy audits, energy efficiency measures, and stove, heating and water heating upgrades
- Open to lower-income residents and those with vulnerabilities related to health, housing or having children in the household

For every \$1.00 invested in weatherization improvements:

- \$1.72 is generated in energy benefits
- \$2.78 is generated in non-energy benefits

The Flagstaff Retrofit Coalition is helping with door-to-door outreach.

Learn more and apply: www.Flagstaff.AZ.gov/EUHH

Electric Mobility Programs

- Hosted **Electric Vehicle Ride and Drive** events for City staff and the public with DRIVE Electric Arizona – leading to **160 test drives!**
- Public use fees at City-owned **electric vehicle charging stations** went into effect on July 1, 2025
 - On track for 80-100% cost recovery
 - Idling reduced by 45%
- Expanded the **employee electric mobility fleet** – at Public Works, Wildcat Water Reclamation Plant, and the Lake Mary Water Treatment Plant
- Collaborated on the Fleet and Equipment Policy update



Resilience Programs

- **Flood Prevention Grants:** Outreach and support to the Sunnyside neighborhood to distribute supplies and build resilience
- **Climate Resilience Project** monthly conversations covered solar, battery storage, invasive weed management, wildland fire management, recycling, and multi-modal transportation
- Hosted seven **Emergency Preparedness Workshops** with Coconino County and Resilience Hub partners
- The Sustainability and Economic Vitality teams partnered to support local businesses through the **Innovate Green** competition and the third Flagstaff cohort of the **Green Business Boot Camp**

Community Equity Programs

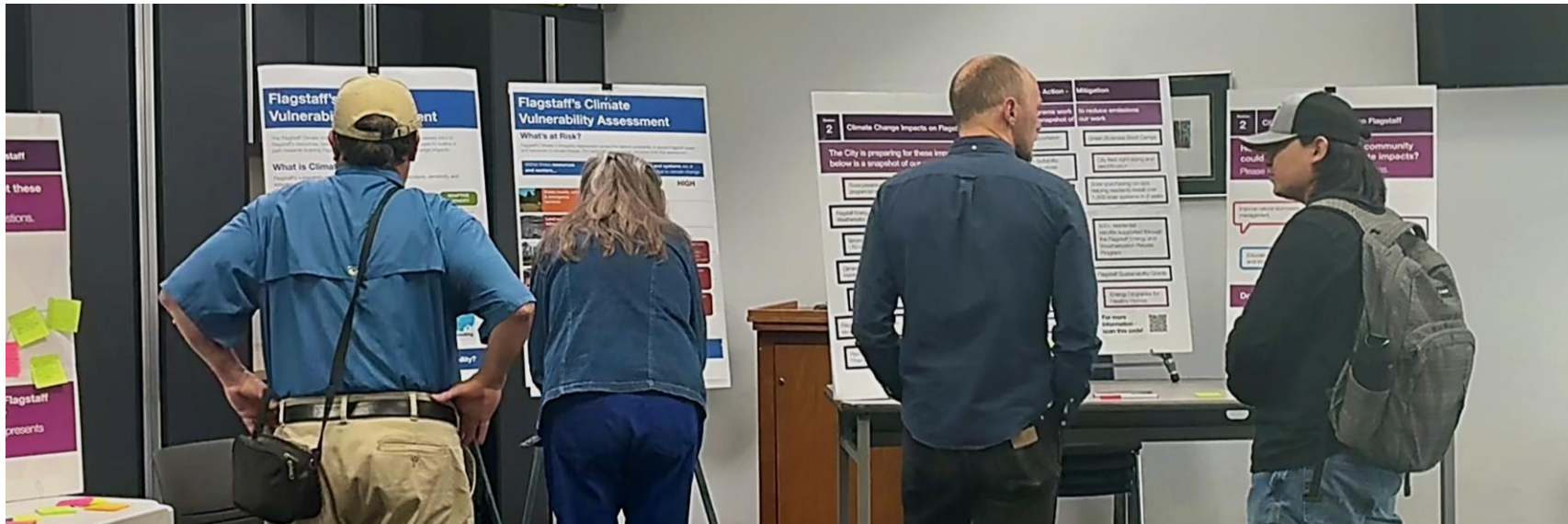
- Secured APS grant funds for the **HEPA purifier distribution program** and is currently distributing air purifiers to residents
- Supported student **Sustainability Officers** to launch projects at three local schools
- Hosted the **Youth Climate Teach-In** and continue to provide **Climate Action Grants**
- The **Equity Climate Advisory Group** provided input on the Carbon Neutrality Plan update, zoning code updates, micromobility share, and Flagstaff Sustainability Grants
- Secured a grant to engage 300 residents in six **community resilience events**



Update to the Carbon Neutrality Plan

This update will:

- Improve community understanding of the Carbon Neutrality Plan, by making it more accessible and usable.
- Reflect our progress and changes since adoption.
- Elevate the City's adaptation work and highlight actions related to resilience, equity and City operations.



What is changing in the Carbon Neutrality Plan?

★ PROGRESS UPDATES

More current implementation actions

Progress tracking

Municipal operations highlights

Community equity benefits

★ RESILIENCE SPOTLIGHTS

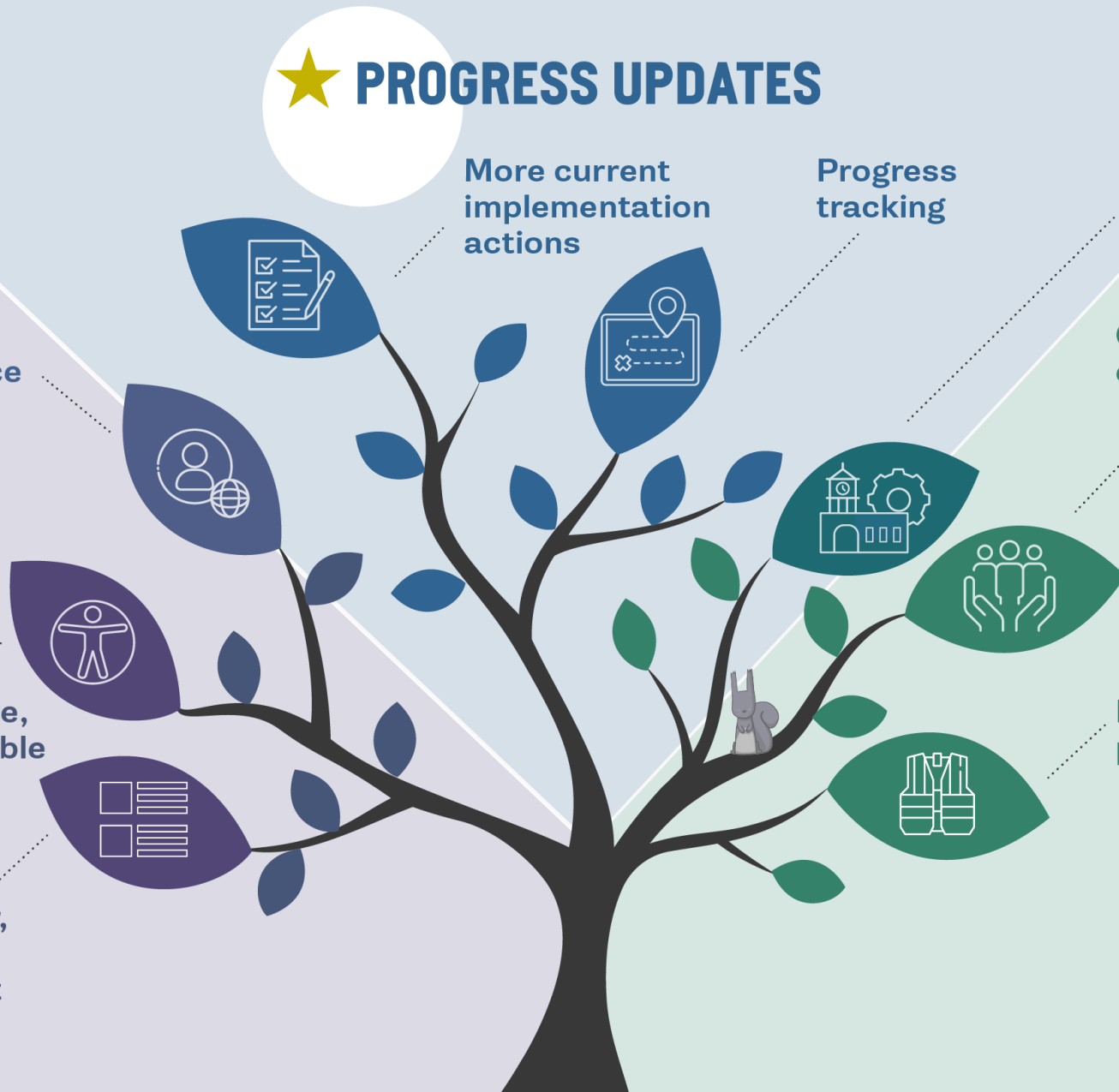
Resilience partners

★ DESIGN UPGRADES

Online interface

Inclusive, accessible format

Shorter, simpler content



CNP Update Engagement

Engagement focus:

- We are asking the community **how** they want to see the CNP implemented in their neighborhoods

Engagement methods:

- 3 Open Houses September-October
- Virtual engagement platform – now live on Connect Flagstaff!
- Monthly Climate and Coffee sessions

We are aiming for Council review and adoption in Spring 2026



www.Flagstaff.AZ.gov/CNPupdate

SUSTAINABILITY COMMISSION

- Flagstaff Sustainability Grant (FSG)
- FUN FACT - The Commission received 30 FSG grant applications for this year and is currently reviewing them



Looking Ahead

- Food Action Plan
- Drop-Off Day
- Fix-It Clinic
- Garden Winterization Workshop
- Pumpkin Drop-Off
- Treecycling
- Snow Hero
- ICMA showcasing employee volunteer programs
- Wildfire Resilient Home Initiative
- Energy Code Update Discussion
- LASS/CAP code & next steps recommendations
- ADU Model Plans Library – Official launch
- Energy efficiency and electrification costs, benefits, and barriers study



THANK YOU!

Nicole Antonopoulos
Sustainability Director
City of Flagstaff
Nantonopoulos@flagstaffaz.gov

General info:
Flagstaff.az.gov/sustainability
sustainability@flagstaffaz.gov
(928) 213-2153



**CITY OF FLAGSTAFF
STAFF SUMMARY REPORT**

To: The Honorable Mayor and Council
From: Sam Wiley, Resilience Hubs Specialist
Date: 10/03/2025
Meeting Date: 10/14/2025



TITLE:
Wildfire Resilient Homes Initiative: Program Introduction

DESIRED OUTCOME:
Information only

Executive Summary:

The Wildfire Resilient Homes Initiative (WRHI) is a new pilot program designed to help Flagstaff residents reduce wildfire risk at the home and neighborhood scale. The program combines personalized home assessments, free home hardening kits, community events, and small grants to make cost-effective improvements accessible to homeowners while strengthening overall community resilience. Staff will provide an informational presentation to introduce the program's structure and goals, highlight community engagement strategies, and outline expected outcomes. This update will provide City Council and the Flagstaff community with a clear understanding of how WRHI can help protect homes, leverage private investment, and serve as a replicable model for wildfire preparedness that can be scaled over time.

Information:

Staff will provide information on the following program elements:

- **Program Approach:** WRHI is structured as a pilot to test scalable strategies to protect homes and strengthen neighborhood resilience.
- **Home Assessments:** Staff conduct on-site home evaluations to identify vulnerabilities and provide tailored recommendations for defensible space and home hardening.
- **Home Hardening Kits:** Participating households receive vent screens, yard tools, and a Wildfire Preparedness Guide to support mitigation efforts.
- **Community Events:** Neighborhood-level volunteer workdays engage residents in wildfire risk reduction activities, supervised by City staff.
- **Contractor Services:** Cost share grants help fund contractor services when needed.
- **Managing Expectations:** As a pilot, early results will be modest. The focus is on learning, building systems, and creating a replicable model.
- **Why This Matters:** Enhances public safety, mobilizes private investment, fosters stronger neighborhoods, and supports the City's priorities.

Attachments: [Presentation](#)

Wildfire Resilient Homes Initiative

Program Introduction



October 14th, 2025
City Council Working Session

Overview

1. Introduction
2. Program Components
3. Timeline
4. Managing Expectations
5. Why This Matters



Wildfire Resilient Homes Initiative

How do we create a community where wildfire doesn't define us—but where we define our resilience to it?

- Flagstaff sits in one of the most wildfire-prone areas in the country
- Protecting homes = protecting people, neighborhoods, and our future



Wildfire Resilient Homes Initiative

This pilot program, led by the Flagstaff Fire Department Wildland Fire Management and Sustainability teams, will help residents:

- Learn how to protect their homes from wildfire
- Access tools, information, and grants
- Connect with neighbors for collaboration and support
- Strengthen neighborhood resilience



Wildfire Resilient Homes Initiative

Engage residents on home hardening, defensible space, and evacuation preparation through personalized assessments and tailored recommendations.

Educate the community regarding the value of collective wildfire preparedness by connecting residents with neighborhood-level events, local contractors, and volunteer support.

Empower residents to act by providing resources that make wildfire resilience more accessible.



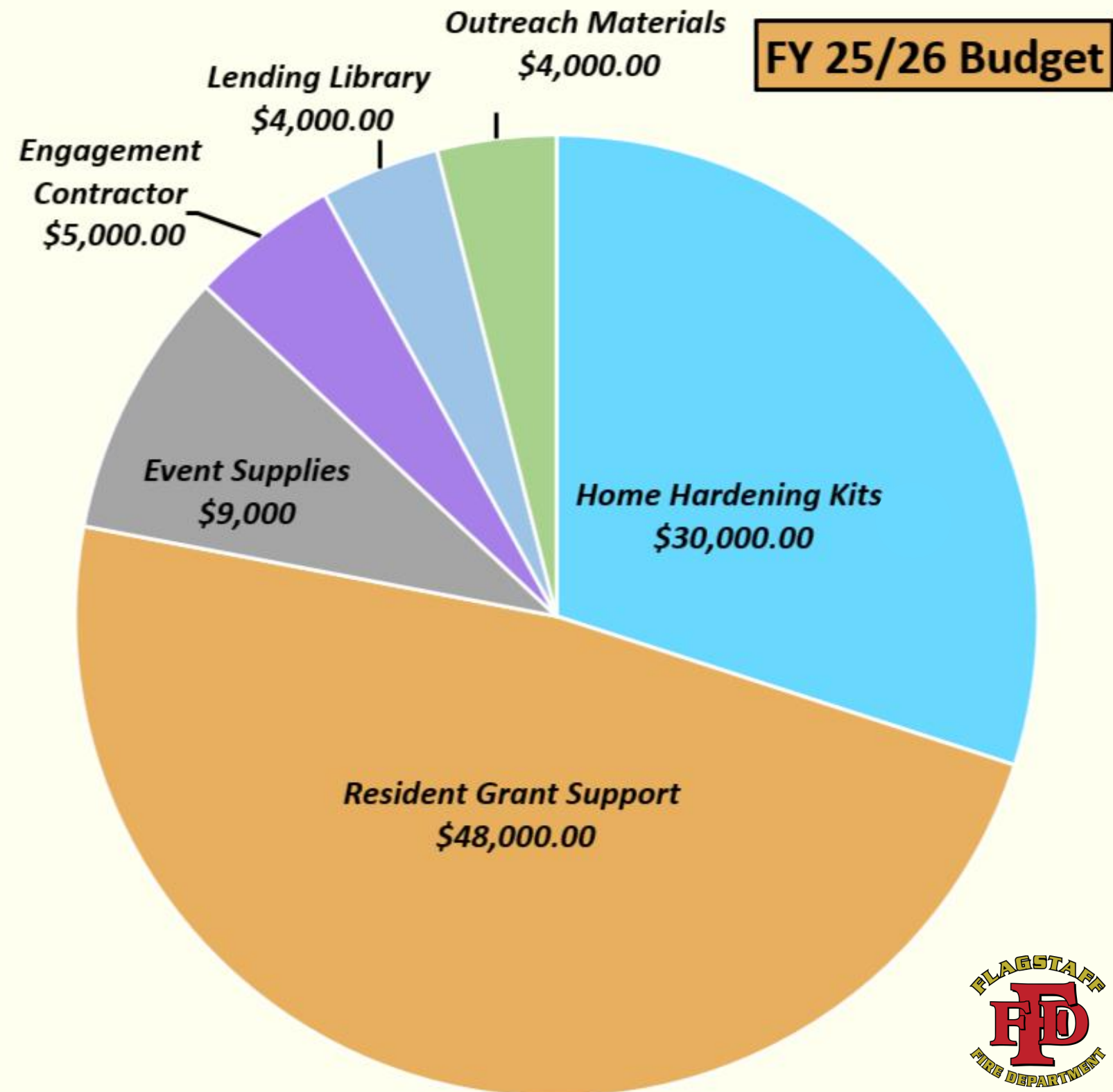
Wildfire Resilient Homes Initiative

The Wildfire Resilient Homes Initiative (WHRI) will include the following components:

1. Home Assessments
2. Home Hardening Kits
3. Community Events
4. Grant Support

WHRI is open to all Flagstaff residents, whether they rent or own their homes.

The budget for FY25/26 is \$100,000



1. Home Assessments

- Conducted by trained staff from the Flagstaff Fire Department and Flagstaff Sustainability Office.
- Staff walk the property with the resident to identify wildfire vulnerabilities and recommended actions.
- Provide personalized, parcel-specific recommendations for defensible space and home hardening using the WUUI software package and individual expertise.



Wildfire Prepared Home - Base

- ✓ Propane tank 1 complete 0 remaining [View details](#)
- ✓ Roof 1 complete 0 remaining [View details](#)
- ✓ Surface layer 1 complete 0 remaining [View details](#)
- ⚠ Wood pile 0 complete 1 remaining [View details](#)

Why this is important
Wood piles ignite easily and can expose structures within 30 feet to enough radiant heat to ignite them as well. Locate wood piles more than 30 feet from structures. [Learn more](#)



2. Home Hardening Kits

- Each participating household receives a kit with tools and materials to jumpstart wildfire preparedness.
- Help residents implement home hardening measures recommended during assessments.
- Kits incentivize regular upkeep of defensible space.

Kit Contents:

- Wildfire Preparedness Guide
- Program stickers
- Gloves
- Garbage bags for pine needles
- Collapsible rake
- Gutter cleaning hose attachment
- Loppers
- 1/8th” vent screening
- Metal shears



3. Community Events

- Seasonal community meetings regarding wildfire risk and resilience.
- Focus on wildfire risk reduction at neighborhood-level gatherings across Flagstaff.
- Promote **community engagement** and awareness of residential wildfire preparedness.



4. Grants for Contractor Services

- Small grants (up to \$600) allow residents with to hire local contractors for services like debris hauling, brush removal, and vent screen installation when volunteer support is unavailable or insufficient.
- Grants will prioritize community members with physical or financial need.
- Applicants must first conduct a Home Assessment.



Outreach Plan

Our outreach strategy is designed to prioritize communities located in fire pathways.

Outreach will consist of:

- **WRHI Website** – info hub to learn more and get involved
- **Community Events** – workshops and clean-up days
- **Direct Mailers** – clear info to high-risk homes
- **Partnerships** – Resilience Hubs and local groups
- **Door-to-Door** – personal engagement in priority areas
- **Social Media** – broad visibility and sign-up links

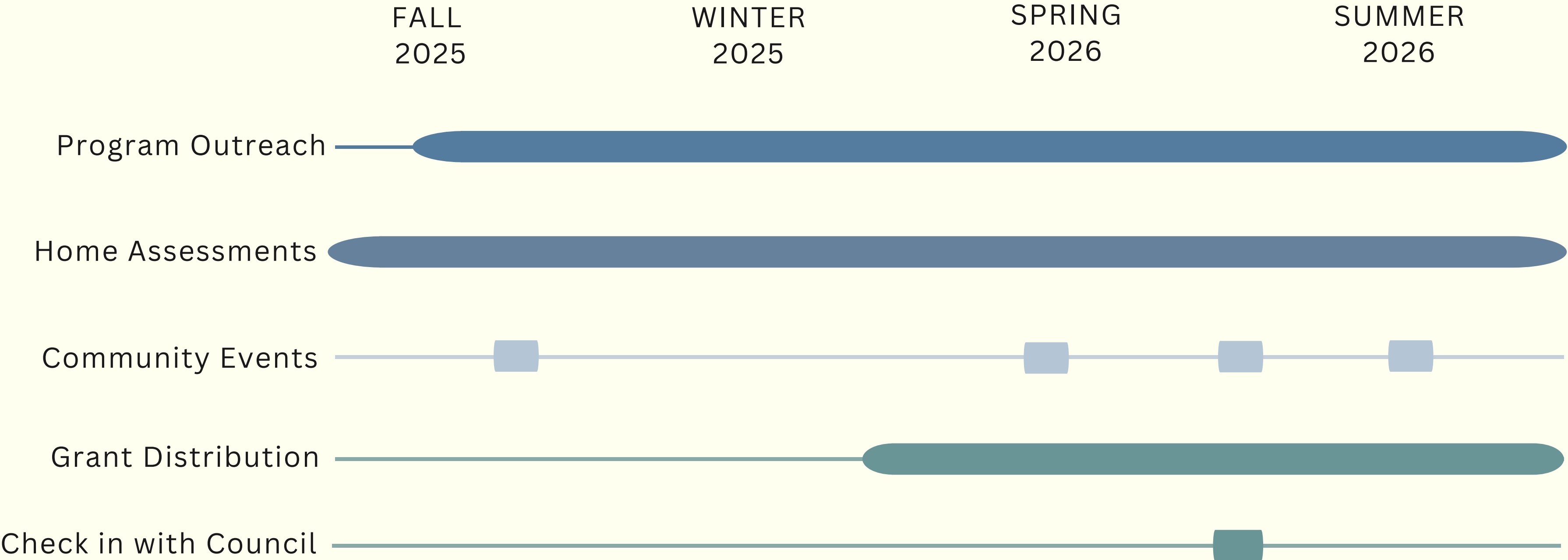


Fire Pathways

Fire pathways are the model-identified routes where wildfire is most likely to enter and spread into our community. By focusing on these pathways, we can better prioritize home hardening, defensible space, and neighborhood-level action to reduce the risk of catastrophic wildfire entering Flagstaff.



Timeline

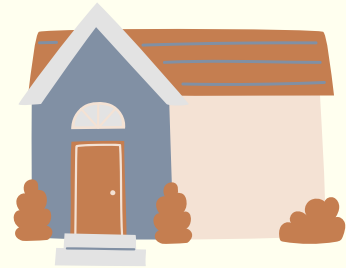


Managing Expectations

- As a pilot program, we will **explore multiple strategies** to learn what is most impactful.
- Early outcomes will be **limited in scale**, but we are building systems, partnerships, and trust.
- Even though Flagstaff is ahead of many communities in tackling undesirable wildfire risk, we remain **behind the pace of the growing wildfire threat**.
- Success will be measured not just in the number of homes served, but in **how effectively we can create a replicable model for the future**.
- This program is one small step in Flagstaff's path towards healthy forests and resilient communities.



Protecting Homes, Strengthening Community



Protecting Lives and Property

Home hardening and defensible space can significantly reduce the likelihood of a home being lost to wildfire.



Community Resilience

Hardening individual homes strengthens neighborhoods, reducing risk at the collective scale.



Alignment with City Priorities

WRHI directly supports the CNP's resilience goals and complements upcoming code revisions on wildfire defense.

Investment in **education and empowerment** has repeatedly shown to be a critical step in community risk reduction to undesirable wildfire. Research shows that when residents takes one action towards wildfire resilience, they are likely to take more in the future.



Community-Identified Priorities

- Wildfire resilience has been consistently identified as a **top community concern** through resilience workshops and public engagement.
- Residents have asked for **clear guidance** on practical steps to make their homes safer from wildfire.
- Many households face **financial and physical barriers** to implementing defensible space and home hardening measures.
- Community members want more opportunities for **neighborhood-scale action**.



Questions?

Sam Wiley - Resilience Specialist

sam.wiley@flagstaffaz.gov

Noah Baker - Wildfire, Climate, and

Community Health Specialist

noah.baker@flagstaffaz.gov



Sign up for a home
assessment today!



**CITY OF FLAGSTAFF
STAFF SUMMARY REPORT**

To: The Honorable Mayor and Council
From: Cristen Crujido, Beautification, Arts and Sciences Project Administrator

Co-Submitter: Jana Weldon

Co-Submitter: Jana Weldon

Date: 08/19/2025

Meeting Date: 10/14/2025



TITLE

Shaping Public Art through Public Input at Downtown Connection Center and Cleo Murdoch Park

Share process and outcomes to Beautification, Arts & Sciences community outreach and engagement efforts for the time-table element of Southside Grove at the Downtown Connection Center and Rustle at Cleo Murdoch Park. Seek input from Council on future projects going forward.

STAFF RECOMMENDED ACTION:

Executive Summary:

The presentation will inform City Council of the efforts and successes of the program's community outreach and engagement as demonstrated in two Southside art installations. Staff will also facilitate an understanding of inclusive outreach practices that meet various City goals, policies, and key community priorities.

Information:

Background

The City provides public art through its Beautification, Arts & Sciences program. This program (and others) are funded by a 2% local transaction privilege tax (sales tax) on gross income generated by hotels and restaurants. City staff run the program, with significant input from the Beautification and Public Arts Commission (BPAC). As outlined in the Flagstaff City Code, Chapter 2-14 the City Council makes ultimate decisions on annual funding for public art, and for public art projects where the resulting contract for public art costs \$100,000 or more, after considering BPAC recommendations. The City consults BPAC and the community on public art projects as outlined below.

Community Engagement

The Beautification, Arts & Sciences program prioritizes community engagement in public art from conception to completion. Emphasizing representation, outreach is designed to build trust and create opportunities for community members to contribute to outcomes. By intentionally connecting with a wide range of residents and incorporating their input into the creative process, the program ensures public art projects are grounded in shared histories and experiences and reflect the distinct character of each neighborhood.

Efforts include accessible and creative feedback tools, including city-wide surveys, presentations at community meetings, focus groups and selection panels. Ideas and feedback gathered through these platforms and sessions are recorded and shared with the artist or artist team to inform and inspire their designs. Outreach is further expanded through a mix of digital, print, and in-person strategies, such as social media, eblasts, flyer distribution, neighborhood canvassing, and local paid and earned media coverage.

Southside Grove at the Downtown Connection Center

The Southside Grove is a landmark sculpture located in a landscaped area adjacent to the Downtown

Connection Center entry plaza, a recently completed civic space. Outreach and engagement conducted in 2021 and 2022 by Beautification, Arts & Sciences and artist team Haddad|Drugan resulted in a monumental installation that consists of six Ponderosa pine trees that represent the strength of the Southside community. The installation also includes a granite, etched tree-ring timetable captures significant historical events with a focus on the Southside community and broader Northern Arizona region. Community engagement with Southside residents, business owners, community associations, project partners, and the greater public ensured an art installation seamlessly integrated into the natural environment and meaningful to the entire community.

Rustle at Cleo Murdoch Park

In 2024, with input from local community members, artist Beth Nybeck's proposal, Rustle, was chosen for a sculpture at the newly named Cleo Murdoch Park, located next to the Murdoch Community Center. It was desired that common themes for this artwork include the importance of Southside history, the unity of the neighborhood, how the neighborhood is supportive of one another, equity and justice, multicultural experience, and embedded memories. Outreach was conducted by Beautification, Arts & Sciences to engage current and former Southside residents to share significant personal and collective memories to create a public artwork that is impactful, long-lasting, and celebrates the Southside neighborhood, its history, and its people.

Key Policy Goals:

- Community Outreach Council Goal: Enhance public transparency and accessibility.
- PBB High Performance Governance-Cultivate community communication engagement practices that are clear, consistent, and timely
- PBB High Performance Governance-Implement and communicate innovative and efficient local government programs, new ideas, and best practices
- PBB Inclusive & Engaged Community-Proactively foster community representation and civic engagement by enhancing opportunities for public involvement, in line with best practices
- PBB Inclusive & Engaged Community-Facilitate and foster equity, diversity, and inclusivity
- PBB Inclusive & Engaged Community-Enhance the City's involvement in community, education, and regional partnerships to strengthen the level of public trust
- PBB Livable Community-Create a welcoming community through partnerships, resilient neighborhoods
- PBB Livable Community-Create a welcoming community through partnerships, resilient neighborhoods
- PBB Livable Community-Work with regional partners that provide equitable and inclusive educational and cultural opportunities for Flagstaff residents of all ages
- Goal CC.4-Design and develop all projects to be contextually sensitive, to enhance a positive image and identity for the region.
- Goal CC.5-Support and promote art, science, and education resources for all to experience.
- Goal CC.6-Encourage Native American art and Southwestern culture.
- Goal LU.1-Invest in existing neighborhoods and activity centers for the purpose of developing complete, and connected places.
- Goal LU.3-Continue to enhance the region's unique sense of place within the urban, suburban, and rural context.
- Goal LU.11-Prioritize the continual reinvigoration of downtown Flagstaff, whose strategic location, walkable blocks, and historic buildings will continue to be a vibrant destination for all
- Goal NH.1-Foster and maintain healthy and diverse urban, suburban, and rural neighborhoods in the Flagstaff region.
- Goal ED.6-Tourism will continue to provide a year-round revenue source for the community, while expanding specialized tourist resources and activities.
- Goal ED.7-Continue to promote and enhance Flagstaff 's unique sense of place as an economic development driver.

Attachments: [Presentation](#)
 [Southside Grove-Timetable Text](#)
 [Rustle Artwork Text](#)

Shaping Public Art through Public Input at the Downtown Connection Center and Cleo Murdoch Park

Beautification, Arts & Sciences Program
Jana Weldon (Manager)
Cristen Crujido (Project Administrator)





Community & Public Art Process



The Beautification, Arts & Sciences program is aspirational!
We seek to put the public in public art.





Many Tools



- Interested and vested community members on selection panels
- Community wide surveys, currently using Connect Flagstaff
- Community Association interactions
- Creative encounters with the artists prior to design
- Active City and County Citizen Commissions/Councils





Agenda



Highlights of the community input of two projects:

- *Southside Grove* Time-Table (newly installed sculpture at the Downtown Connection Center)
- *Rustle* (sculpture soon to be installed at the Cleo Murdoch Park)



Artist Selection

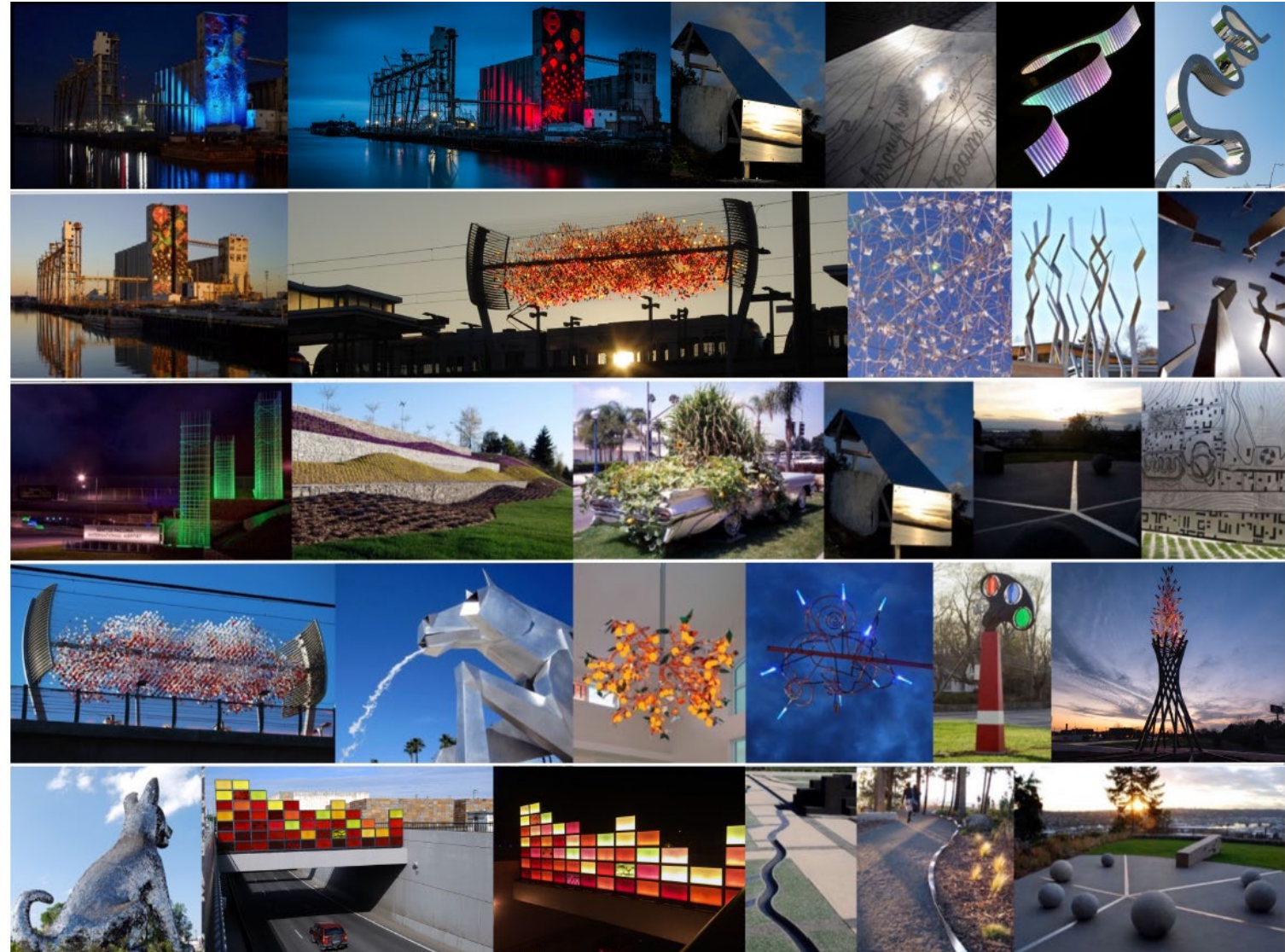
Inclusion of community in the selection of the artist chosen for the project to identify and add multiple integrated art and beautification elements in tandem with the entire site design for the Downtown Connection Center. Artist to work with Mountain Line's cross-disciplinary team.

Selection Panelists:

- 2 members of the Beautification and Public Art Commission;
- A Senior Urban Designer, AECOM
- A Mountain Line Representative
- City Planning Representative
- Southside Business Owner
- Community Member who grew up in the Southside; Southside Property Developer

Artist Selection

HADDAD | DRUGAN



TEAM FLAGSTAFF

WE MAKE THE CITY BETTER



Community Input Prior to Design

Inclusion of vested community prior to preliminary concepts– an opportunity to have the artist hear the stories and the significance of the place.

- Community Survey
- Photo Contest
- On Site Community Meeting
- Neighborhood & Cultural Center Tours



Community Input Prior to Design

Photo Contest

“This contest will help the Artists learn more about the Southside community, both the physical and social landscape by seeing how the community sees and reveals itself and the places that foster its unique identity. For each photo, please provide a sentence as to why or how the photo reveals something about the Southside.”

- 1) Photos of special places or features that “bring light” to the Southside.
- 2) Photos that represent community or connection in the Southside.
- 3) Photos that evoke going places, or the future of the Southside.





Community Input Prior to Design

Community Forum Survey

Sample Questions:

- What is your favorite aspect of Northern Arizona's or Flagstaff's landscape or history?
- Who are the past and present heroes of the Southside and why?
- What is the most fascinating discovery you've found on the Southside?

Received approximately 70 responses to share with artists



Community Input Prior to Design

Artist visit highlights May 11-13, 2021

- Community meeting with Southside residents & business owners
- City Team for Rio de Flag
- Walking tour with Historic Preservation officer and administrator of the Southside Plan
- Regional Hiking
- Lowell Observatory & other cultural centers





Community Input On Early Design



- Southside Community Association
- Flagstaff Downtown Business Association
- Beautification and Public Art Commission
- Mountain Line Board



Design at City Council Work Session



- Six ponderosa pine and telescope inspired “trunks” made from weathered steel, positioned in a circle to form a grove and to reflect the strong circle of community that is the Southside
- Trunks are angled toward center 2.5° to enhance sense of enclosure and are approximately 20 feet high



Perimeter "bark" texture will be hand carved:

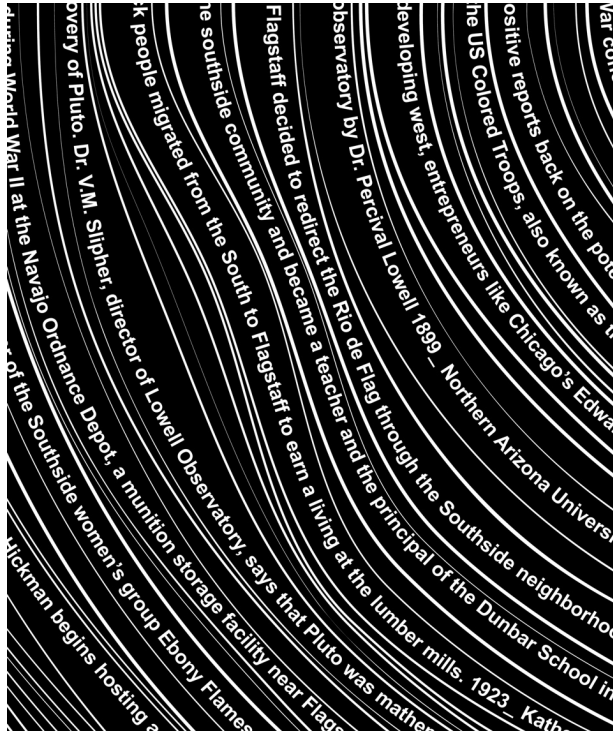


Treelines and text will be sandblasted:



Time-Table

Words describing Indigenous, Southside, Flagstaff, and Arizona history will be woven amongst tree ring lines to create a concentric timeline.





Input & Resources

- Council Work Session
- Arizona Pioneer Museum
- Lowell Observatory
- Southside Community Association
- Dr. Ricardo Guthrie
- NAU Cline Library
- Delia Munoz
- Rose Toehe, CoF Indigenous Initiatives Administrator
- CoF Indigenous Commission







1847: Mexico wins independence from Spain and loses control of the Mexican American U.S. Army troops are stationed in Arizona.

1847: Early settlers originate in the Old Town area.

1852: The Divine Melodista Mexicana El Divino Redentoris is built.

1890: Old Town area evolves into La Plaza Vieja, a working-class neighborhood.

1892: The Arizona Legislative decrees segregation in education.

1912: Arizona gains statehood.

1915: Flagstaff Public Library is founded by women.

1916: Wong family becomes Flagstaff's first permanent Chinese residents.

1922: Basque boarding house with pelota fronton handball court is built.

1926: Dunbar School is built as a segregated school for African American students.

1936: South Beaver School opens as a segregated school for African American students.

1947: Wilson C. Hall becomes a private school.

1930s: Nackard Inn (later renamed The Downtowner) is established and later included in the Green Book.

1946: Katherine "Mother" Hickman migrates to Flagstaff from Louisiana.

1946: Cleo Murdoch Center is relocated and rebuilt with a few stones of the original Dunbar School.

1960: Portions of the abandoned Dunbar School become a community center named for former principal Cleo Murdoch.

1980s: Butler Avenue is widened and the Cleo Murdoch Center is relocated and rebuilt with a few stones of the original Dunbar School.

1980s: Butler Avenue is widened and the Cleo Murdoch Center is relocated and rebuilt with a few stones of the original Dunbar School.

1980s: Butler Avenue is widened and the Cleo Murdoch Center is relocated and rebuilt with a few stones of the original Dunbar School.

with the purpose of improving the quality of life for South side residents and preserving the history and culture of its original inhabitants. contributes to a mural on the back of the Nackard Building celebrating Southside African Americans.

2021



Sampling: Text at the Center

- **13.8 billion years ago: Big Bang initiates the Universe.**
- **13.6 billion years ago: Milky Way Galaxy is formed.**
- **4.5 billion years ago: Earth is born.**
- **1.8 million years ago: Stratovolcanic basin in Northern Arizona is scoured by glacial ice to form mountain ranges.**
- **The ancient names for the Sacred Peaks are Dook'o'ooslíid (Diné/Navajo) and Nuva'tukya'ovi (Hopi), home of sacred Deities and healing medicines.**
- **Indigenous peoples have their own origin & creation stories that place them in these homelands amongst mountains sacred to them.**
- **16,000–10,000 BCE: First Peoples are dwelling in the region.**
- **1085 CE: Sunset Crater erupts, resulting in fertile soil due to volcanic ash.**
- **1100–1250: Pueblos at Wupatki and Walnut Canyon are built and lived in.**
- **1539: Fray Marcos de Niza, Franciscan friar and explorer for Spain, scouts region.**
- **1600s: [Franciscans](#) settle at Hopi village of Oraiba and bestow the name San Francisco Peaks on the mountains, after St. [Francis of Assisi](#).**
- **1821: Mexico wins independence from Spain and takes control of all former Spanish territory including Arizona.**
- **1848: U.S. Army prevails in war with Mexico and Arizona Territory becomes part of the U.S.**
- **1853: Army Lieutenant Whipple arrives in Flagstaff with survey crews at Antelope Spring.**



Sampling: Text at the Outer Edge

- **1996: Delia Ceballos Muñoz begins Southside Community Oral History Project.**
- **2004: City of Flagstaff and Army Corps of Engineers execute agreement to cooperatively enact the Rio de Flag Flood Control Project to reduce flooding in the Southside.**
- **2005: Southside Community Association is formed with the purpose of improving the quality of life for Southside residents and preserving the history and culture of its original inhabitants.**
- **2011: Murdoch Center mural, celebrating Black history in the Southside, is painted under direction by NAU Professor Dr. Ricardo Guthrie.**
- **2012: Memo of Understanding is established between City of Flagstaff and Navajo Nation Human Rights Commission to improve relations.**
- **2016: Coral Evans, third-generation Southside resident, is elected as Flagstaff's first Black female Mayor.**
- **2016–2017: Indigenous Circle of Flagstaff City-wide Forums are held and recommendations are accepted by City Council.**
- **2014: Diane Humetewa, Hopi, becomes first female Native American Federal Judge.**
- **2020: Lived Black Experience CommUnity Coalition Forums are held at Murdoch Center.**
- **2022: Dr. Evangeline Parsons Yazzie, Diné language scholar at NAU, passes away.**
- **2024: Dr. Chip Thomas, known for his work on the Navajo Reservation, contributes to a mural on the back of the Nackard Building celebrating Southside African Americans.**
- **2024: Juneteenth and Indigenous Peoples Day are established as official holidays by Flagstaff City Council.**
- **2025: Downtown Connection Center opens in Flagstaff's Southside.**





Project Two



Rustle by Beth Nybeck

Cleo Murdoch Park



Artist Selection

Community members were included in the selection of the artist for a 3D artwork that responds to the historic context and is aspirational either in its beauty or its content. Artist worked in close collaboration with staff on outreach messaging and actively participated at public events.

Selection Panelists:

- Two members of the Beautification & Public Art Commission
- NAU Ethnic Studies professor*
- Four Southside residents, one Black community activist with legacy Southside roots*, one an artist recommended by former Councilmember Harris
- Lived Black Experience member

*Two selection panelists did not submit scores

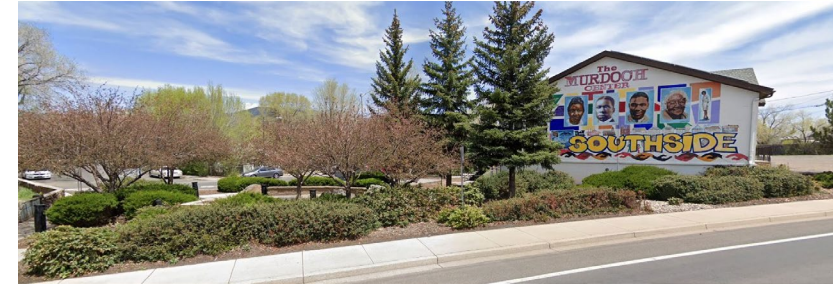


Community Input Prior to Proposals

Five finalists selected to do proposals

Site visit for finalists included this outreach:

- Walking tour of the Southside with Historic Preservation
- Focus Group Creative Exercises (results given to all finalists)



Sample Exercise Question+Answer: Think on the Murdoch Community Center and all the history of this site. What type of music comes into your head? Describe the feelings that are in this music. Is there a particular song you might be humming?

When I think of the Murdoch Community Center and all of its history, I think about my family and the community that I was raised in. I think of my grandma's favorite hymns in church. I also think of the African drums that I heard during a Kwanza celebration one year, or my family singing 'Happy Birthday' to my nephew turning 1 or when my grandma turned 92, or even music for a friends' high school graduation party. I hear a lot of good memories. I feel at peace, reminiscent, and proud.

Proposal
Selection:

Reviewed with
SCA &
Approved by
BPAC



Rustle by Beth Nybeck





Community Input for Sculpture Text

Outreach Plan

Objective: To engage the Southside community in sharing personal and collective memories that will be incorporated into *Rustle*, a public art sculpture by artist Beth Nybeck to be installed at Cleo Murdoch Park in 2025.

Target Audience: Current and previous Southside residents or community members with ties to the Southside neighborhood, including families, seniors, and youth

Key Messages

Inclusion: Your memories matter. Shape the public art sculpture through your story.

Collaboration: Your memories, along with others' memories, will help create a public artwork that is impactful and long-lasting.

Community Pride: Celebrate the Southside neighborhood, its history, and its people.



Community Input for Sculpture Text



Share your memories!

If you are a current or previous Southside resident, or a community member with a significant tie to the Southside neighborhood, we want to hear from you! Words from the community will be incorporated into a large-scale sculpture that will be placed in Cleo Murdoch Park, next to the Murdoch Community Center. This 8-foot-high weathering steel artwork, entitled "Rustle," will contain within its structure the memories and history that make the Southside special.

To participate, scan the QR code or visit connect.flagstaffaz.gov/southsidememories



Ways to Participate

Fall 2024

- Two public events at Murdoch Community Center
- Attended by eight community members

Spring 2025

- **Connect Flagstaff online survey**
 - 859 views, 780 visits, 23 submissions received
 - Hard copies of the survey provided upon request





Community Input for Sculpture Text

Fall 2024 & Spring 2025

- Neighborhood Canvassing
 - Southside (80 residences), La Plaza Vieja (60 residences)
- Print and digital advertisements (10,000 impressions) in AZ Daily Sun (fall 2024)
- Interviews on KAFF Country Radio
- Flyer Distribution (Downtown, Southside Businesses & Churches)
- Social Media Announcements (CoF & community organization platforms)
- Personalized emails to community members and neighborhood associations
- E-blasts to 600+ subscribers
- Feature in Amigos NAZ (fall 2024)
- Feature in Arizona Daily Sun (spring 2025)
- **Survey on Connect Flagstaff (spring 2025)**

SOUTHSIDE HISTORIC DISTRICT

What shouldn't we forget?



Share memories! All those with Southside ties are invited to a gathering to share remembrances, both personal and universally important recollections that have shaped the Southside and its people. The community's words will be incorporated into a large-scale sculpture that will be installed at Cleo Murdoch Park in 2025. Entitled "Rustle," this 8-foot-high weathering steel artwork will contain within its structure that which we should not forget about the Southside, a community and location steeped in happenings and history.

"Rustle" by Beth Hylbeck

Public Participation Days with Artist Beth Hylbeck
Two sessions to choose from!
Tuesday, September 17 | 6-7:30 pm
Wednesday, September 18 | 6-7:30 pm

Merdoch Community Center
203 E. Brannen Avenue, Flagstaff
Refreshments provided.

RSVP encouraged. Please email Annalisa Hansen at Annalisa.Hansen@flagstaffaz.gov or call 928.213.2906.



THE SOUTHSIDE NEIGHBORHOOD

What shouldn't we forget?

**PUBLIC PARTICIPATION
Sept. 17 & 18, 6 pm**



BEAUTIFICATION
ARTS & SCIENCES
CITY OF FLAGSTAFF





Community Input for Sculpture Text

The Southside Neighborhood

+ Follow

What is Important Not to Forget?

Home / The Southside Neighborhood: What is Important not to Forget?

About the project

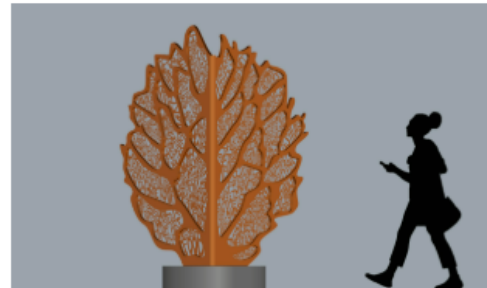
With input from local community members, artist Beth Nybeck's proposal was chosen for a sculpture at the newly named Cleo Murdoch Park, located next to the Murdoch Community Center at 203 E. Brannen Avenue in the Historic Southside.

Common themes for this artwork from the selection panel and community input include the importance of Southside history, the unity of the neighborhood, how the neighborhood is supportive of one another, equity and justice, multicultural experience, and embedded memories. What stood out to the artist is the phrase: "It is important that we do not forget."

The sculpture's inspiration is to intertwine nature, interconnectedness, and history. Within the leaf form will be words and phrases from the community. If you are a current or previous Southside resident, or a community member with a significant tie to the Southside neighborhood, the artist wants to hear from you! **What is important not to forget about the Southside?**

How to participate

Share your memories! Everyone connected to the Southside neighborhood is invited to **share at least two remembrances**, both personal and collective, that have shaped the neighborhood and its people. Words from the community will be incorporated into a large-scale sculpture that will be placed in Cleo Murdoch Park. This 8-foot-high weathering steel artwork, entitled "Rustle," will contain within its structure the memories and history that make the Southside special.



Timeline

- ✓ Gathering
- ✓ Sorting
- ✓ Design
- ★ Sculpture Fabrication

[See less](#)

Connect Flagstaff

Survey details

- About the project
- How to participate
- A video message from the artist
- Survey form
 - Memory submissions (2)
 - Paragraph
 - Two sentences
 - Few words
- Contact Information (optional)
 - **Key to success!**



Community Input for Sculpture Text



Special thank you to the following individuals for helping BAS staff with outreach and community engagement:

- John Dunlap
- Cecily Warden
- Crystal Warden-Gant

**THANK
YOU**



Community Input Prior to Design

Community Memories

Submissions (in no particular order):

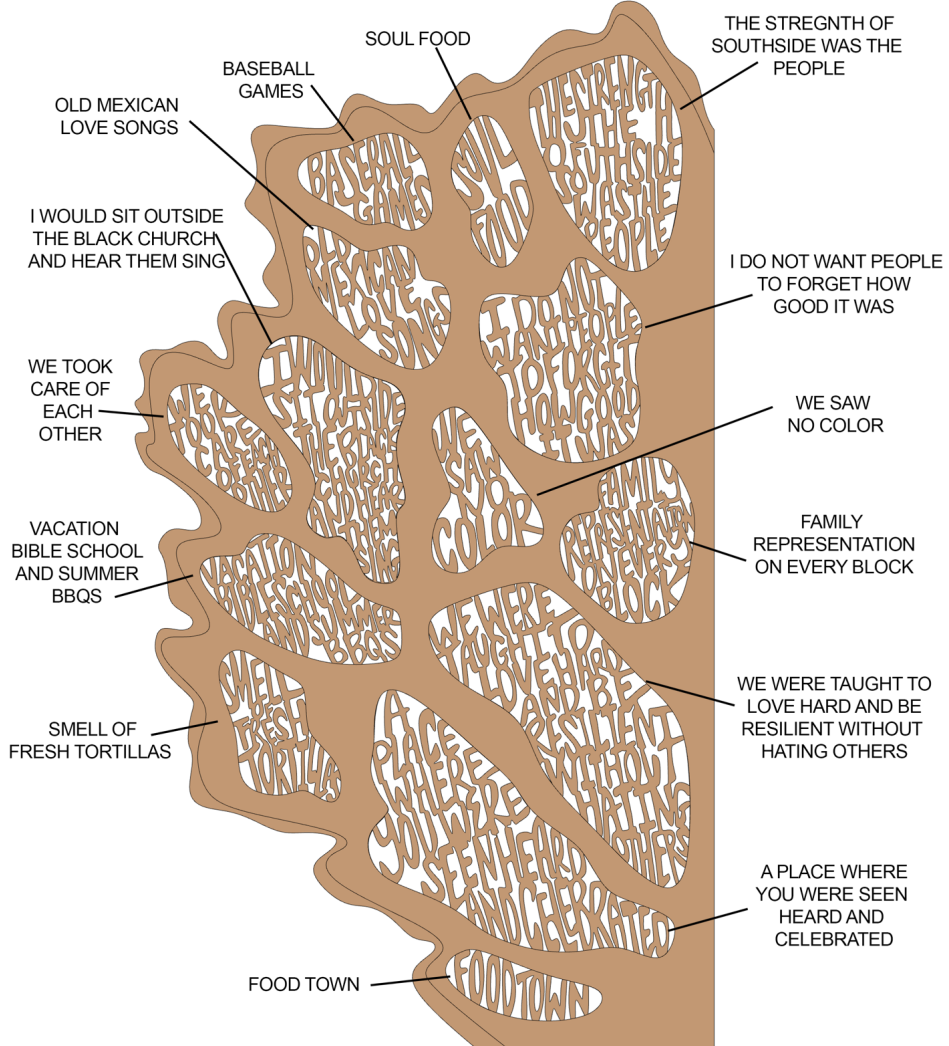
1. Smell of fresh tortillas
2. Old Mexican love songs
3. The Dog House (Cogdill Recreation Center)
4. Soul Food
5. We took care of each other
6. The strength of the Southside was its people.
7. Flagstaff will forever reside in the depths of my heart.
8. Baseball games
9. Community support
10. Falling in love
11. We were taught to love hard and be resilient without hating others.
12. Vacation bible school and summer BBQs
13. A place where you were seen, heard, and celebrated.
14. We felt alive through music and dancing.
15. Family representation on every block
16. Unconditional love
17. I don't want people to forget how good it was
18. We biked everywhere
19. I knew where I belonged and that felt good
20. We saw no color
21. Churches were the hubs for the neighborhoods
22. Everyone knew everyone and their entire family
23. My mother's strength
24. The Molino
25. Food Town
26. I would sit outside the Black Church to hear them sing.
27. Our Lady of Guadalupe



Community Input Prior to Design

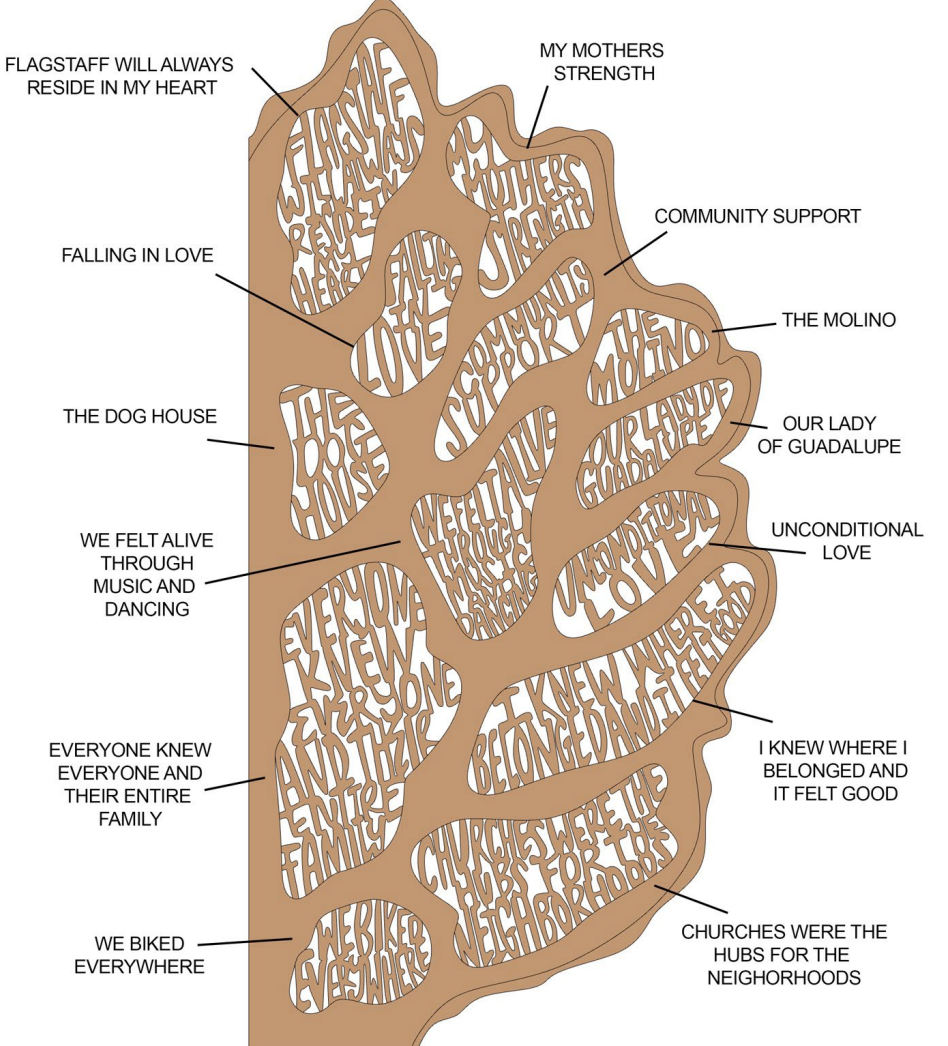
“RUSTLE” Sculpture: Beth Nybeck

Left Side



“RUSTLE” Sculpture: Beth Nybeck

Right Side





Community Input Prior to Design

Feedback opportunities:

- Rendering shared via email with participants
- Presentation to the Southside Community Association

Share your thoughts!

- *How well do the phrases taken together connect to the Southside of Flagstaff?*
- *What are the particular phrases you like most?*
- *Do you have questions, suggestions, concerns, or support?*



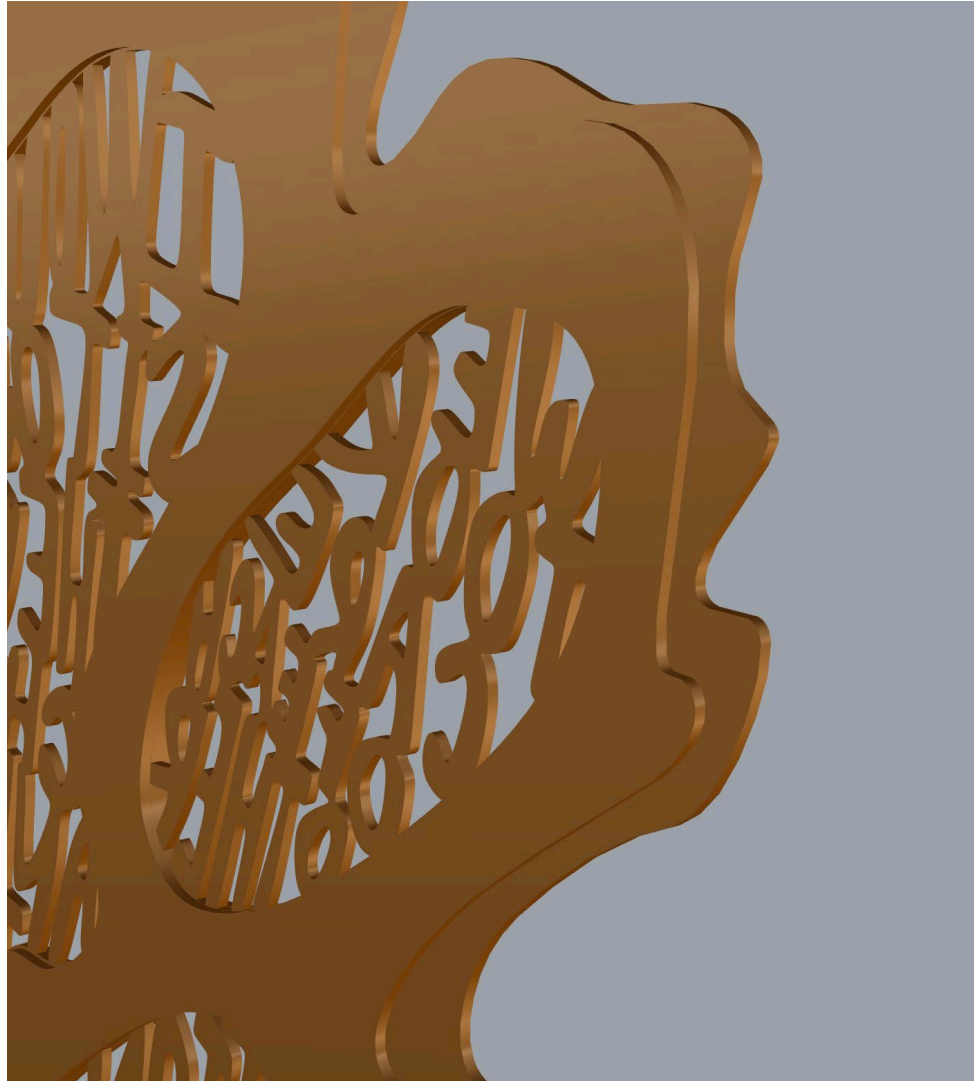
Final Design



Rustle by Beth Nybeck



Final Design





Thank you!



Thank you to the following individuals for their contributions:

Teresa Baca
Armando Ceballos
Margaret Ceballos
Kathryn Cooney
Becca Delap Ceballos
Jose (Jesse) Dominguez
Irene Dominguez

John Dunlap
Brittani Rae Hannah
Richard Hernandez
Tyrone Johnson
Phillip Magana
Delia Munoz
Danny Neal

Cesar Polk
RAEchel Running
Tamara Tate
Guadalupe Velasco
Loretta Velasco
Cecily Warden
Crystal Warden-Gant



Questions?

Comments to guide future engagement!

Timeline for Southside Grove Time Table, Final Sandblasted Version

13.8 billion years ago: Big Bang initiates the Universe.

13.6 billion years ago: Milky Way Galaxy is formed.

4.5 billion years ago: Earth is born.

1.8 million years ago: Stratovolcanic basin in Northern Arizona is scoured by glacial ice to form mountain ranges.

The ancient names for the Sacred Peaks are **Dook'ó'ooslííd (Diné/Navajo)** and **Nuva'tukya'ovi (Hopi)**, home of sacred Deities and healing medicines.

Indigenous peoples have their own origin & creation stories that place them in these homelands amongst mountains sacred to them.

16,000–10,000 BCE: First Peoples are dwelling in the region.

1085 CE: Sunset Crater erupts, resulting in fertile soil due to volcanic ash.

1100–1250: Pueblos at Wupatki and Walnut Canyon are built and lived in.

1539: Fray Marcos de Niza, Franciscan friar and explorer for Spain, scouts region.

1600s: Franciscans settle at Hopi village of Oraiba and bestow the name San Francisco Peaks on the mountains, after St. Francis of Assisi.

1821: Mexico wins independence from Spain and takes control of all former Spanish territory including Arizona.

1848: U.S. Army prevails in war with Mexico and Arizona Territory becomes part of the U.S.

1853: Army Lieutenant Whipple arrives in Flagstaff with survey crews at Antelope Spring.

1860s: The Diné (Navajo) are removed from their homelands after a scorched earth campaign by the U.S. government and forced into the Long Walk to the Bosque Redondo Reservation in New Mexico.

1862: President Abraham Lincoln issues the Emancipation Proclamation stating that enslaved people shall be free.

1863: Arizona becomes an independent territory, with 21 freed Black people on its census.

1866: Buffalo Soldiers, African American U.S. Army troops, are stationed in Arizona.

1867: Early settlers, originally from Boston, use a Ponderosa Pine tree as a flagpole, inspiring Flagstaff's name.

1868: The Diné (Navajo) are permitted to return to their homeland under a treaty with the U.S. government establishing the Navajo Reservation.

1880: Atlantic and Pacific Railroad begins construction across the Southwest U.S.

1881–1882: Lumber mills in Flagstaff expand to support construction of the railroad that spurs development of Old Town.

1882: President Arthur passes an executive order creating the Hopi Reservation.

1883: Flagstaff's Railroad Depot moves east and New Town forms near it.

1884: Fire destroys much of Old Town Flagstaff.

1887: Arizona Lumber and Timber Company opens in Flagstaff's Southside.

1888: Rio de Flag floods.

1892: La Iglesia Metodista Mexicana El Divino Redentoris is built.

1890: Old Town area evolves into La Plaza Vieja, a working-class Mexican neighborhood.

1894: Dr. Percival Lowell establishes astronomical observatory on Mars Hill.

1896: Rio de Flag floods.

1899: Northern Arizona Normal School, renamed Northern Arizona University in 1966, is founded as a teaching college.

1900s: City of Flagstaff redirects the Rio de Flag through the Southside neighborhood.

1901: Northern Arizona Normal School's first graduating class includes four women.

1903: Rio de Flag floods.

1909: Arizona Legislature decrees segregation in education.

1912: Arizona gains statehood.

1915: Flagstaff Public Library founded by Women's Club.

1916: Wong family becomes Flagstaff's first permanent Chinese settlers, operating American Laundry in the Southside.

1919: Grand Canyon National Park is established.

1920: Rio de Flag floods.

1920s: Many African Americans migrate from the South to Northern Arizona to work at lumber mills.

1923: Rio de Flag floods.

1924: Southwest Lumber Mills opens, employing many Southside residents.

1926: Route 66 is established.

1925–1926: Our Lady of Guadalupe Church is built by its future parishioners.

1926: Basque boarding house with pelota fronton handball court is built.

1926: Dunbar School opens as a segregated school for African American students.

1926-1940: Cleo Wilson Murdoch, African-American teacher and leader, serves as principal of the Dunbar School until her sudden death from a heart attack at age 39.

1928: City of Flagstaff is incorporated.

1928: Museum of Northern Arizona is founded to protect and preserve natural and cultural heritage.

1929–1979: All-Indian Pow Wow is held annually in Flagstaff on the Fourth of July.

1929: Du Beau's Motel Inn is established on historic Route 66 and later included in the Green Book.

1930: Pluto is discovered at Lowell Observatory.

1930s: Nackard Inn (later renamed The Downtowner) is established and later included in the Green Book.

1936: South Beaver School opens as a segregated school for Mexican and Native American students.

1938: Rio de Flag floods.

1938: Protection efforts of Sacred Mountain begin.

1939: Ida Mae Fredericks Mowabbi Murdock becomes first Hopi graduate of NAU.

1940: Wilson C. Riles, Civil Rights activist, becomes first African American graduate of NAU.

1940s–1950s: The Great Migration increases Flagstaff's African American population.

1942: WWII Navajo Code Talkers recruitment begins, based at El Pueblo Motor Inn on Flagstaff's Route 66.

1946: Katherine "Mother" Hickman migrates to Flagstaff from Louisiana.

1947: Wilson C. Riles becomes principal of the Southside's Dunbar School.

1948: Arizona Indigenous nations win the right to vote, with full voting rights 20 years later.

1953: Flagstaff Schools are desegregated through an effort led by Wilson C. Riles and Sturgeon Cromer and Dunbar School closes the following May.

1954: Brown v. Board of Education results in nationwide desegregation of schools.

1954: Arizona Lumber and Timber Company closes.

1960: Sit-in Protest by Flagstaff NAACP members occurs at El Charro Restaurant.

1960: Portions of the abandoned Dunbar School become a community center named for former principal Cleo Murdoch.

1960s: "Mother" Hickman hosts regular story hour for Southside children.

1963: Annie Dodge Wauneka, Diné (Navajo) leader and public health activist, is first Indigenous American recipient of Presidential Medal of Freedom.

1964: Joan Dorsey, Southside resident, becomes first African American flight attendant for American Airlines.

1968: National Flood Insurance Program is enacted by U.S. Congress.

1969: Ted Johnson becomes first African American faculty member at NAU.

1971: Native Americans for Community Action is established in Flagstaff.

1974: Office of Navajo and Hopi Indian Relocation is created by U.S. Congress to resolve land disputes.

1980s: Butler Avenue is widened and the Cleo Murdoch Center is relocated and rebuilt, with a few stones of the original Dunbar School serving as its foundation.

1983: FEMA delineates Rio de Flag Floodplain.

1984: Steven A. Darden is elected as first Native American to serve on Flagstaff City Council.

1986: Our Lady of Guadalupe is listed on National Register of Historic Places.

1993: Rio de Flag floods.

1996: Delia Ceballos Muñoz begins Southside Community Oral History Project.

2004: City of Flagstaff and Army Corps of Engineers execute agreement to cooperatively enact the Rio de Flag Flood Control Project to reduce flooding in the Southside.

2005: Southside Community Association is formed with the purpose of improving the quality of life for Southside residents and preserving the history and culture of its original inhabitants.

2011: Murdoch Center mural, celebrating Black history in the Southside, is painted under direction by NAU Professor Dr. Ricardo Guthrie.

2012: Memo of Understanding is established between City of Flagstaff and Navajo Nation Human Rights Commission to improve relations.

2016: Coral Evans, third-generation Southside resident, is elected as Flagstaff's first Black female Mayor.

2016–2017: Indigenous Circle of Flagstaff City-wide Forums are held and recommendations are accepted by City Council.

2014: Diane Humetewa, Hopi, becomes first female Native American Federal Judge.

2020: Lived Black Experience Community Coalition Forums are held at Murdoch Center.

2022: Dr. Evangeline Parsons Yazzie, Diné language scholar at NAU, passes away.

2024: Dr. Chip Thomas, known for his work on the Navajo Reservation, contributes to a mural on the back of the Nackard Building celebrating Southside African Americans.

2024: Juneteenth and Indigenous Peoples Day are established as official holidays by Flagstaff City Council.

2025: Downtown Connection Center opens in Flagstaff's Southside.



Public Art Project: Cleo Murdoch Park: FINAL DESIGN

“Rustle”

Artist: Beth Nybeck

4/9/25

Sculpture Specs

Dimensions: 8' x 6' x 5'

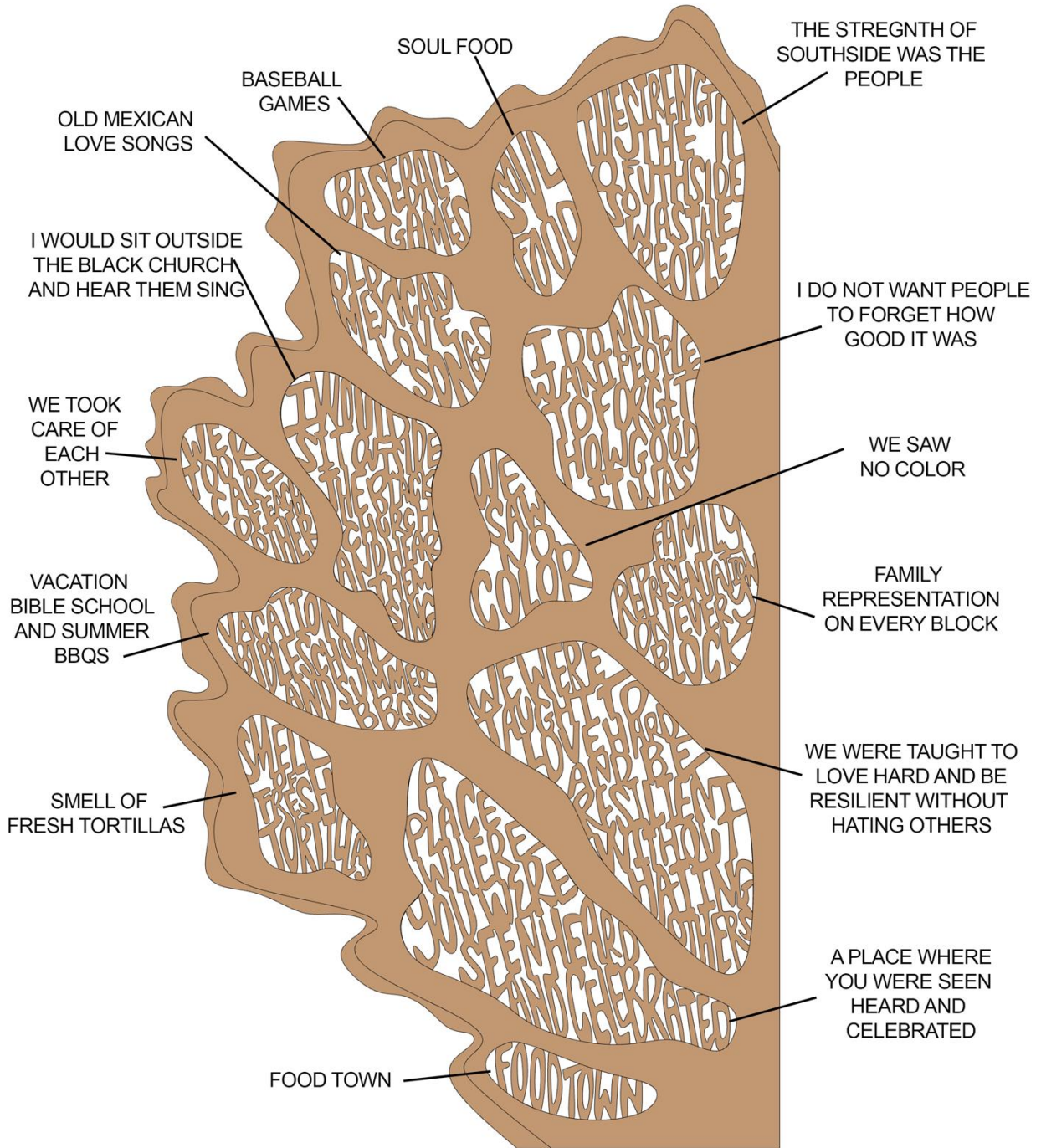
Material: Weathering Steel (.25" thick x3 layers)

Timeline

Installation in Fall of 2025

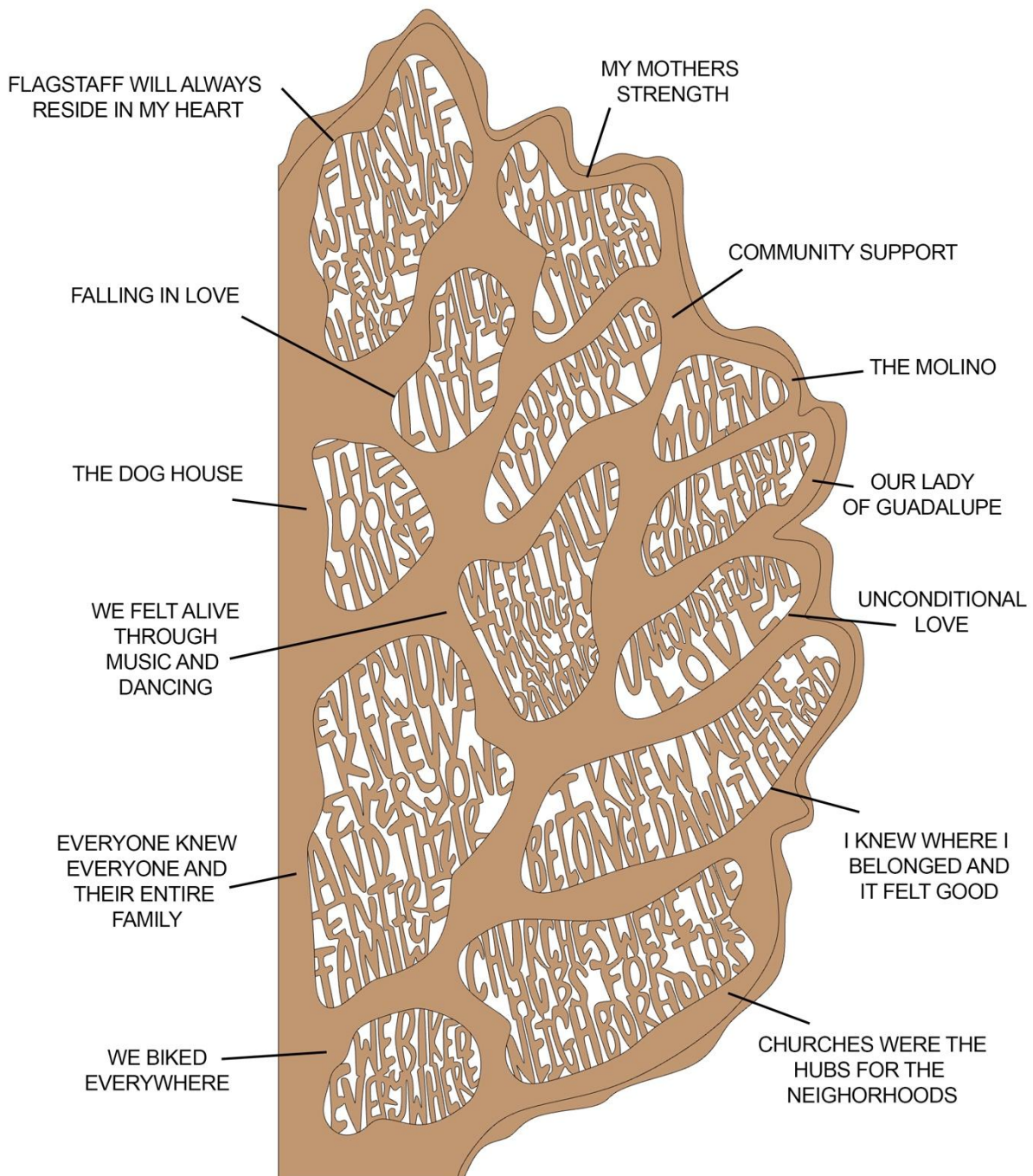
“RUSTLE” Sculpture: Beth Nybeck

Left Side



“RUSTLE” Sculpture: Beth Nybeck

Right Side



Full List of Responses (in no particular order):

1. Smell of fresh tortillas
2. Old Mexican love songs
3. The Dog House (Cogdill Recreation Center)
4. Soul Food
5. We took care of each other
6. The strength of the southside was its people
7. Flagstaff will forever reside in the depths of my heart
8. Baseball games
9. Community support
10. Falling in love
11. We were taught to love hard and be resilient without hating others
12. Vacation bible school and summer BBQs
13. A place where you were seen, heard and celebrated
14. We felt alive through music and dancing
15. Family representation on every block
16. Unconditional love
17. I don't want people to forget how good it was.
18. We biked everywhere
19. I knew where I belonged and that felt good
20. We saw no color
21. Churches were the hubs for the neighborhoods
22. Everyone knew everyone and their entire family
23. My mother's strength
24. The Molino
25. Food Town
26. I would sit outside the Black Church to hear them sing
27. Our Lady of Guadalupe

CITY OF FLAGSTAFF
STAFF SUMMARY REPORT

To: The Honorable Mayor and Council
From: Heidi Hansen, Economic Vitality Division Director
Co-Submitter: Kevin Finsel, Deputy City Attorney
Date: 09/30/2025
Meeting Date: 10/14/2025



TITLE:

Discussion of Resuming Paid Advertising Program at Flagstaff Pulliam Airport and Draft Advertising Policy

Provide staff direction on whether City Council is interested in staff resuming the paid advertising program at the Flagstaff Pulliam Airport. If the City Council is interested in resuming the program, staff would also like direction on the draft advertising policy attached to this staff summary.

STAFF RECOMMENDED ACTION:

Executive Summary:

The City of Flagstaff previously permitted advertising at the Jay Lively Activity Center and the Flagstaff Pulliam Airport.

Staff discussed the idea of creating a City of Flagstaff Advertising Policy for the Flagstaff Pulliam Airport and City recreation facilities and presented the City Council with a draft policy for consideration at work sessions on September 12, 2023, and November 14, 2023. At the November 14, 2023, work session, the City Council directed staff to not proceed with the policy and cease the paid advertising programs at the Airport and City recreation facilities.

Since November 2023, staff have continued to discuss the merits of a paid advertising program at the Flagstaff Pulliam Airport with internal and community partners and are interested in discussing resuming the advertising program at the Airport and a related draft policy with the City Council.

If Council wishes to move forward with the program and the draft policy, staff will make final revisions and bring the final policy back for Council adoption at a later date.

Financial Impact:

Financial impact will be determined from which option the Council decides to use moving forward. At this time, there is no additional expense in creating an advertising policy.

Policy Impact:

N/A

Connection to PBB, Carbon Neutrality Plan, 10-Year Housing Plan & Regional Plan:

N/A

Previous Council Decision on This:

Staff presented a draft City of Flagstaff Advertising Policy to the Council in September and November 2023.

Attachments: Flagstaff Pulliam Airport Draft Advertising Policu
Presentation



CITY OF FLAGSTAFF

CITY OF FLAGSTAFF PULLIAM AIRPORT ADVERTISING POLICY

1. PURPOSE

This policy establishes criteria for advertisements at the Flagstaff Pulliam Airport (the “Airport”) and provides guidelines for the sale of advertising space within the Airport. The City of Flagstaff’s (“City”) objective in managing its advertising at the Airport is to generate revenue by offering opportunities to promote activities and brand local businesses while maintaining a welcoming and comfortable environment for Airport patrons.

The primary purpose of the Airport is to provide safe and efficient air transportation to and from the greater Flagstaff region. Consistent with this purpose, the City places great importance on maintaining secure, safe, and comfortable facilities for Airport patrons. This policy is intended to provide clear guidance regarding the types of advertisements that will allow the City to generate advertising revenue and at the same time realize the following important goals and objectives:

- Maximize Airport use and maintain a safe environment for Airport users and other members of the public.
- Prohibit advertising that will foreseeably disrupt Airport operations.
- Maintain a position of neutrality and prevent the appearance of favoritism or endorsement by the City.
- Prevent the risk of imposing objectionable, inappropriate, or harmful subject matter on a captive audience.
- Preserve the value of the advertising space.
- Prevent any harm or abuse that may result from running objectionable, inappropriate, or harmful advertisements.
- Preserve the Airport’s business reputation as a professional, effective, and efficient provider of air transportation services.

2. NONPUBLIC FORUM STATUS

The Airport is a nonpublic forum, and the City does not intend for its acceptance of advertising at the Airport to convert its Airport facilities into public forums for discourse and debate or other expressive activities. In furtherance of its discreet and limited objective of accepting advertising to generate additional revenue to support Airport operations, the City retains strict control over the nature and subject matter of the ads accepted for placement in the Airport and maintains its advertising space as a nonpublic forum.



CITY OF FLAGSTAFF

3. APPLICABILITY

This policy applies to the placement of all new advertisements at the Airport on or after the effective date of this policy. Any advertisements that would be prohibited by this policy but have been placed at the Airport pursuant to the terms of a fully executed advertising agreement prior to the effective date of this policy will be allowed to remain for the duration of the executed agreement.

4. PERMITTED TYPES OF ADVERTISING

The permitted subject matter of advertisements shall be limited to content falling within one of the following permissible areas:

Commercial Advertising: advertising that proposes, promotes, or solicits the sale, rent, lease, license, distribution, or availability of goods, property, products, services, or events that anticipate an exchange of monetary consideration for the advertiser's commercial or proprietary interest, including advertising from tourism bureaus, chambers of commerce, or similar organizations that promote the commercial interests of its members, and museums that offer free admission to the public.

Government Advertising: advertising that advances specific government purposes from a federal, State of Arizona, or Coconino County local governmental entity. The governmental entity must be clearly identified on the face of the advertising.

This policy does not apply to public service announcements from the City of Flagstaff or partner agencies; however, any such public service announcements involving elected officials who are running for reelection or other public office will not run six months prior to a general election through the canvassing of the election.

5. ADVERTISING CONTENT RESTRICTIONS

The following types of advertising are prohibited:

- a. Advertising that is false, misleading, or deceptive.
- b. Advertising that promotes or encourages the use or possession of illegal goods or services under local, state, or federal laws.
- c. Advertising that is libelous or defamatory.
- d. Advertising that infringes on any copyright, trademark, or service mark.
- e. Advertising that promotes, solicits, depicts, or markets the sale or use of cigarettes or electronic cigarettes, tobacco, marijuana, or related goods or services.



CITY OF FLAGSTAFF

- f. Advertising that depicts or portrays images or descriptions of graphic violence, including dead, mutilated, or disfigured human beings or animals, the act of killing, mutilating, or disfiguring human beings or animals, or intentional infliction of pain or violent actions towards or upon a person or animal.
- g. Advertising that depicts the use of a weapon in a manner that is intended to harm another individual or animal, including advertising that depicts the use of a weapon being used or discharged at a target or figure shaped like a human.
- h. Advertising that contains any threat, implied or direct, to harm a particular individual or group of individuals.
- i. Advertising that depicts language, gestures, conduct, or graphical representations that are obscene, pornographic, vulgar, profane, or scatological.
- j. Advertising that represents, by language or graphics, nude or seminude people as those terms are defined in Arizona Revised Statutes § 11-811.
- k. Advertising that depicts, relates to, or references a website or other medium that relates to specific sexual activities or specific anatomical areas as those terms are defined in Arizona Revised Statutes § 11-811.
- l. Advertising that is political in nature or contains political messages, such as advertising that refers to a specific ballot question, initiative, petition, or referendum, refers to a political party, or supports a candidate for public office. This prohibition does not apply to advertorials made by local elected officials promoting the City of Flagstaff or local tourism.
- m. Advertising that promotes or markets an adult-oriented business, as that term is defined in Flagstaff City Code Section 3-08-001-0002.

These content restrictions are intended to be viewpoint neutral and will be enforced in a viewpoint neutral manner. Under no circumstances will the City prohibit a certain subject matter of advertising and then allow advertising that expresses a position against that same subject matter.

6. ADVERTISING LOCATIONS

The City of Flagstaff reserves the sole right to determine the locations available in its facilities for advertising programs and to change such locations as needed.

7. APPLICATION AND REVIEW PROCESS

All proposed advertising must be submitted in writing. The advertising proposal must include the advertiser's name, creative file, and the desired format of the presentation. The City's department or division designee will review the creative file for compliance with this policy and determine if any changes are required to bring the proposed advertisement into compliance. If no changes are needed, or if the advertiser makes the necessary changes to the advertisement content or presentation, the advertisement will be accepted for display.



CITY OF FLAGSTAFF

If the City's department or division designee finds that the proposed advertisement does not comply with this policy, the City will inform the advertiser in writing that the proposed advertisement will not be accepted and will cite the reason(s). The decision of the department or division designee may be appealed in writing to the Division Director, whose formal determination shall be final.

DRAFT

City of Flagstaff Advertising Policy

Involving Flagstaff Pulliam Airport





City of Flagstaff Advertising Policy



Agenda for Tonight's Discussion

- Recap of Fall 2023 Discussion.
- Happenings Since 2023.
- Changes to Draft Policy Since Last Meeting.
- Council Questions.
- Public Comment.
- Council Discussion and Direction.



City of Flagstaff Advertising Policy



Recap of 2023 Discussion

- Draft advertising policy presented for consideration.
- Staff provided some background regarding the purpose and intent of the policy.
- Draft policy was discussed with Council after receiving public comment.
- Council provided suggested changes from the dais.
- Staff returned to discuss those suggested changes, but Council determined best course was to cease program.



City of Flagstaff Advertising Policy

Happenings Since Fall 2023

- Meeting held with stakeholder who had concerns about draft policy and his counsel.
- Revised draft policy based on those discussions.
- Understanding is that stakeholder is good with the current draft policy.



City of Flagstaff Advertising Policy

Changes to Draft Policy Since Fall 2023

- Expanded the purpose section.
 - Added additional goals and objectives.
- Expanded statement regarding nonpublic forum status.
- Clarified the permitted types of advertising.
 - Commercial and government advertising.
- Added limitation on elected PSAs.
- Clarified restriction on ads depicting graphic violence.



City of Flagstaff Advertising Policy

Changes to Draft Policy Since Fall 2023

- Added restriction depicting use of weapons in a manner intended to harm an individual or animal.
- Added restriction on advertising that promotes or markets adult-oriented businesses.
- Added statement regarding viewpoint neutrality.



City of Flagstaff Advertising Policy

- **Council Questions**
- **Public Comment**
- **Council Discussion and Direction**
 - **Does the City want to resume accepting advertising at the airport?**
 - **If no, we can end the discussion.**
 - **If yes:**
 - **Any other changes or suggested edits?**
 - **Staff will bring the final policy back for action on Nov. 21.**

Thank you.

