



Sedona Fire District

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9/11 MEMORIAL COMMITTEE MEETING
Station #6 – Chapel Area – Sedona – Meeting Room
Tuesday, January 5, 2016 / 9:00 AM

~ MINUTES ~

I. CALL TO ORDER/ROLL CALL

Committee Members: Scott Jablow – Chairman; Dennis Burke; Leslie Hunt; Steve Hunt;
David Soto

Others Present: Tricia Greer – SFD Executive Assistant; Kris Kazian – Fire Chief (for
a portion of the meeting)

Committee Chairman Scott Jablow opened the meeting at 9:00 AM.

II. DISCUSSION/POSSIBLE ACTION: Approval of 12/8/15 Committee Minutes

*Mr. Soto moved to approve the Minutes of 12/8/15; Mr. Hunt seconded, and the motion was
unanimously approved.*

III. DISCUSSION/POSSIBLE ACTION: Review and Approve Correspondence

Ms. Greer announced staff is sending “thank you” letters to donors; Mr. Jablow said he had received a
comment from a donor that the letter was warm and welcoming.

**IV. DISCUSSION/POSSIBLE ACTION: LEA Architects Progress on Construction Plans;
Request for Proposals – Memorial Construction**

Mr. Jablow had nothing to report on the architects’ progress. Mr. Soto asked when the plans are received
from LEA, would there be a fee for contractors to bid; Mr. Jablow replied there is no fee for bids.

V. DISCUSSION/POSSIBLE ACTION: Sedona 9/11 Website and Electronic Fundraising

Mr. Soto asked Mr. Jablow to thank Kyle Jablow for his work and time on the 9/11 Memorial website.
The committee discussed a site visitor count to know how many hits are being received. Mr. Jablow said
Kyle is working with Google Analytic to set up that information. Chief Kazian suggested using the 9/11
Facebook page more effectively and said thank you to donors could be posted on a daily basis.

VI. DISCUSSION/POSSIBLE ACTION: Update of Fundraising Efforts

The committee discussed recent articles and interviews with the media. Mr. Jablow and Fire Marshal
Gary Johnson will be interviewed on KAZM soon regarding the Memorial. Articles have appeared in
Sedona Monthly, and *Red Rock News*.

Mr. Jablow said we have received up to \$12,000 donations. CVS will be contributing \$1000. Dave Soto
sent a letter to Safeway as he was told Safeway wants to be more community oriented in Sedona. Mr.
Burke’s son had an article about the memorial printed in the high school newspaper; it could go on the
website. Mr. Soto has made or will make several other contacts this week and list them on the
spreadsheet. He has an established relationship with Mark at Sun Signs, and believes he may be a good
source for plaques for the front of the memorial and possibly make those in the form of a donation. Chief
Kazian asked Mr. Soto to continue research on finding a standard stock plaque of 9/11 information, which
could save us a lot of money.

Mr. Burke and Chief Kazian will meet with the Hilton to discuss organizing a golf tournament, possibly in April. Mr. Jablow is following up on a friend's suggestion to approach Diamond Resorts, possibly to use as a sponsorship promotion. Mr. Soto said Pink Jeep does a lot for community and will contact them. Mr. Jablow said the Sedona Lodging Council will discuss a donation on their agenda for next week's Board meeting; they are considering \$1,000; Mr. Jablow will also see if they will put up a poster in their office asking customers to donate.

Mrs. Hunt sent a tickler to Arizona Community Foundation, but has received nothing back. Mr. Jablow said he is considering giving 8 ½ X 11 plaques to organizations that give \$911 or more. Mr. Jablow is going to speak on January 20th at the Sedona-Red Rock Rotary Club meeting. Mrs. Hunt asked about the bid process once the plans are received from LEA; Chief Kazian said we will go to bid for construction, but will not have to take the lowest bid, and could use a local builder. SFD is tracking all donors and will contact each donor for their preference of wording on the donor plaque.

VII. DISCUSSION/POSSIBLE ACTION: Other Fundraising Ideas and Resources

Mr. Jablow will begin Facebook postings to thank 9/11 Memorial donors. He presented a few ideas for fundraising and some contacts he has made recently. He reminded all to make sure and update the Google spreadsheet after making contacts. Mr. Jablow also has a contact with a mailing list of about 800 people who have made donations for non-profit causes; there was a brief discussion about the inexpensive cost of mailing to these potential donors. The owner of the list wants to protect and be cautious with who sees the list, but she might be willing to accept the letters and stamped envelopes and put on the labels. Chief Kazian suggested one of the committee members could write a guest perspective article for the *Red Rock News* in May or June; also, he will target his March "Hot Seat" article to announce the golf outing dates and write an article for the cause.

VIII. ADJOURNMENT

The next committee meeting will be on Tuesday, January 26, 2016 at Noon. The meeting was then adjourned at 10:15.

Tricia Greer, Recorder to the 9/11 Memorial Committee

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