



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

~ MINUTES ~

**I. CALL TO ORDER/ROLL CALL**

**Committee Members:** Chairman Scott Jablow; Dennis Burke; Leslie Hunt; Steve Hunt; David Soto  
**Others Present:** Tricia Greer – SFD Executive Assistant; Kris Kazian – Fire Chief

Committee Chairman Scott Jablow opened the meeting at 11:00 AM.

**II. DISCUSSION/POSSIBLE ACTION: Approval of 1/5/16 and 1/26/16 Committee Minutes**  
*Mr. Soto moved to approve the 1/5/16 and 1/26/16 Committee Minutes; Mr. Burke seconded, and the motion was unanimously approved.*

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

The group discussed LEA's concept for lighting the "towers" supporting the I-Beam, as follows:

- The intensity is adjustable LED.
- They are low voltage, down facing.
- The concept is to suggest "windows" in the towers, possibly on both sides.
- The committee liked the concept, but was not sure if it would detract from the somber tribute.
- Members agree that some kind of lighting around the plaza is needed.
- The amount of people visiting the Memorial at night may not justify the cost.
- One suggestion was to just light the beam, and leave all around it in darkness.
- The committee also discussed the possibility of including a multiplex outlet with jacks for power, if needed for presentations, but Chief Kazian said SFD has a battery powered podium; the Memorial will be wired for low voltage, and it is not far to run an extension cord to the existing patio.
- The lighting on the I-Beam is a standard LED lighting strip with a defuser that makes the appearance of lights in "windows". Chief Kazian suggested having the same amount of lights as those that lost their lives in the towers. Mrs. Hunt said it could "open a can of worms" figuring out the number of lights to use, especially if you figure in pregnant women, those on the planes, etc.
- Mr. Jablow proposed having light on the girder and with two beams going up on the towers to signify the beams of light used as a tribute at the World Trade Center site in NYC. Mr. Hunt agreed with duplicating the "feel" of that tribute, but it should be tilted to fade out at the top of the "towers". We will need confirmation from LEA, but the committee liked the idea of up-lighting.

Mr. Jablow then called Larry Enyart at LEA Architects:

- He explained the committee wants light shining up along the outer edge of the beam to mimic the spotlights shining into the air at the WTC site. Mr. Enyart suggested that could be a problem with Sedona's night sky ordinance. Mr. Jablow agreed, except that it would be low voltage and slightly on an angle; Mr. Enyart will need to talk to the City of Sedona about what would be allowed.

- The committee agreed on diffused light, less conspicuous than the drawing indicates.
- The committee felt lighting fixtures would detract from the Memorial during the day; Mr. Enyart explained perforated metal would hide conduits and wiring; lighting would be more subdued than the rendering.
- Mr. Jablow asked how far away from completion the construction drawings are for the RFP; Mr. Enyart said they are forecasting the end of the month, but may be as early as next week.
- The donor plaque will be about \$1,700 and be 67" X 16" X ¼" thick; the committee then discussed the font size of the different donor amounts, and also discussed the random sizes and fonts to indicate the chaos of the day of 9/11. Mr. Enyart thinks donor names should be on one side of the steel towards the inside of the Memorial and on the other side, the names of the committee, contractor, and architect. He will figure out the dimensions of the font sizes and send to the committee. Mrs. Hunt asked how long it would take to produce the plaque, as we need a deadline for donors; Mr. Enyart will find out. The committee needs to discuss if Fire Board names should be included on the plaque.
- The Committee again asserted they want to include local contractors to receive the RFP. Mr. Enyart agreed, and said once the RFP is out, it should be a minimum of 30 days to receive the bids.
- The timing of getting the bids, selecting the contractor, and starting construction is critical to have the Memorial completed in time for the 9/11/16 dedication ceremony.
- Once he receives the specs from LEA, Mr. Jablow will email them to Ms. Greer to send to the committee. Mr. Soto confirmed the Committee would want to have a period of review before releasing the RFP.

#### **IV. DISCUSSION/POSSIBLE ACTION: Timeline for Advertising Upcoming 9/11 Memorial Events and Ideas for Advertising (Dave Soto)**

Mr. Soto discussed the timeline of events for fundraisers:

- St. Patrick's Day Parade on March 12<sup>th</sup> – The girder will be mounted on a SFD trailer to display during the parade (no entry fee will be needed), and also Main Street has given us a parking space for public display for donation boxes. He hopes 500 to 1,500 people will come by that day. We will need a two-sided sign with donation information to display on the trailer and for the static display. Mr. Soto is creating donation boxes.
- Sound Bites Fundraiser – Tentatively set for April 17<sup>th</sup>. Mr. Soto, Chief Kazian, and Mr. Jablow are meeting tomorrow with Sound Bites' owners, Steve and Michelle; they are excited about helping. This will be a semi-formal dinner for \$175 to \$225 per person, as well as a silent auction. Steve is putting a restaurant plan together, so vendors can donate food to the event, possibly as an in-kind trade to have business names on the donor plaque.
- Pancake Breakfast at Station 6 – Tentatively set for Fire Service Day on 5/14/16 or Memorial Day on 5/28/16. Mr. Soto contacted several Verde Valley area Fire Chiefs to have their fire engines in the static display. He said he will ask for help from the churches on either side of the station to provide tables and chairs for the event; he will also be asking stores to donate food.
- Wine Tasting at Vino de Sedona in June – This would be a wine tasting and silent auction.

Mrs. Hunt asked Mr. Soto to include the PJ's Pub fundraiser on the timeline. Also, Mr. Jablow said he would call restaurant owner Lisa Dahl about donating two sets of gift certificates for dinner for four people as silent auction items.

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

Mr. Soto noted there is no link from SFD's website to the 9/11 website; Ms. Greer will make that happen. He also noted the 9/11 website needs to be brought up to date.

#### **VI. DISCUSSION/POSSIBLE ACTION: Update of Fundraising Efforts**

Mr. Jablow said to date, we have raised \$16,900 plus several other checks are expected soon. He and Mr. Soto will be on KAZM radio in an interview this week. He contacted Safeway and will need a “pass through” using the Sedona Verde Valley Firefighter Charities’ 501C3; he is hoping they will donate a substantial amount. Bashas’ has confirmed they are sending \$911. He is waiting to hear back from Diamond Resorts. Mr. Jablow will give an update of the project to an intergovernmental group from the Verde Valley in March.

Mr. Hunt said he needs to “pass the baton” for the PJ’s Pub fundraiser; Mr. Soto volunteered to speak with John (PJ’s owner). Mr. Soto also said he wants to seriously consider a “Pay Pal” type account for donations via the website. He presented an idea for a “Future home of 9/11 Memorial” sign and showed an illustration stating it would be no more than \$300. He said SFD has stated they do not want anything that looks less than professional, and is suggesting a 3’ X 7’ board with legs, which could be mobile, if needed. He will discuss this at a Fire Board meeting. Consensus of the committee agreed.

Mr. Jablow talked to the Chamber of Commerce about putting the project on its weekly Email blast. He also said if we could get about a 20-second professional quality video about the project, Red Rock TV would broadcast it; Mrs. Hunt said she could ask students at Yavapai College.

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

Mrs. Hunt and Mr. Burke contacted the golf course to cancel the tentative tournament. Mr. Jablow showed the committee the night-time rendering of the Memorial, which will be shown between movies at the Mary Fisher Theatre and Performing Arts Center during the upcoming Sedona International Film Festival.

#### **VIII. ADJOURNMENT**

The next meeting was set for Thursday, February 25<sup>th</sup> at 9:00 AM at Station 6. The meeting then adjourned at 12:50 PM.

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Tricia Greer, Recorder to the 9/11 Memorial Committee