



~ Approved by the Committee on 10/21/15 ~

Sedona Fire District

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**9/11 MEMORIAL COMMITTEE MEETING
Station #6 – Chapel Area – Sedona – Meeting Room
Thursday, October 15, 2015 / 9:00 AM**

~ MINUTES ~

I. CALL TO ORDER/ROLL CALL

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

Staff Members: Kris Kazian – Fire Chief; Tricia Greer – Executive Assistant

Other: Kyle Jablow – Technical Advisor

II. INTRODUCTION OF COMMITTEE MEMBERS

Chairman Scott Jablow called the meeting to order at 9:00 AM. The committee first viewed the on-site location where the memorial is proposed, as well as the artifact from the World Trade Center (WTC) that was given to Sedona Fire District (SFD) from the Port Authority of New York/New Jersey.

Mr. Jablow commented Fire Chief Kris Kazian would be present for background information. He then asked each committee member to give a brief introduction, as follows:

Leslie Hunt: Mrs. Hunt was at “Ground Zero” in September 2001 in New York City working for the Red Cross and felt she could bring some background as to what it was like. She feels it is important to memorialize the events of 9/11. She said within an hour of the first plane hitting the Towers, people were walking up to the Red Cross building and asking what they could do. She now manage the Arizona Community Foundation, and previously ran the visitor center at the Sedona Chamber of Commerce, and has great experience in fundraising.

Steve Hunt: Mr. Hunt was also at “Ground Zero” working in Manhattan on 9/11/01. He volunteered on weekends and after work at the Red Cross; previously, he was the Chief Financial Officer of an organization in New York.

Dennis Burke: Mr. Burke was a New York City firefighter who had retired on disability before 9/11. He has an interest in helping create the Memorial in Sedona and was thrilled that SFD received a piece of the WTC. After moving to Sedona, he apprenticed under sculptor, John Soderberg and is an artist.

Dave Soto: Mr. Soto has been a resident of Sedona since 2011, and owned property here since 2003. He is a retired Captain from Los Angeles City Fire Department. He feels this is the perfect opportunity to help create a worthwhile Memorial which affects many people in emergency services and the general public.

Scott Jablow: Mr. Jablow is a member of the SFD Fire Board. He worked for the Port Authority of New York/New Jersey in law enforcement for 31 years, and moved to Sedona after retirement in July 2010. Mr. Jablow wanted to receive a WTC artifact for years for Sedona and is honored to have the girder and a special place for 9/11 ceremonies. He contacted the Port Authority about two years ago, and in June, heard back that SFD would receive an artifact; he notified the Fire Chief and Fire Board. He said there are about 1,400 girders in the nation and SFD’s artifact is the largest north of Phoenix in Arizona. Mr. Jablow introduced his son, Kyle; he asked him to participate as a technical advisor, as he owns Bright Idea Productions, a web design company in Sedona.

Fire Chief Kris Kazian said he would serve as liaison to the Committee and not actively participate in the planning process, as he prefers this to be community-driven. Chief Kazian said he recently visited the 9/11 museum in New York; at the museum, he saw a 30’ to 40’ steel girder from the WTC, and is honored that SFD

received a 5.5', 3,000-lb. beam for our memorial at this beautiful station. Chief Kazian said Executive Assistant Tricia Greer would serve as the staff liaison to the Committee posting Agendas and taking the Minutes.

III. OPEN MEETING LAW

Mr. Jablow said as this is a Fire Board-appointed committee, it falls under the State's Open Meeting Law (OML) requirements; Ms. Greer distributed handouts from the Arizona Fire District Association and Arizona Ombudsman office summarizing OML responsibilities. She also sent two website links offering extensive OML information and asked the committee to thoroughly review them. She stated the Committee would not be allowed to discuss Agenda issues outside of these meetings, which are open to the public, as the law requires.

IV. OVERVIEW AND OBJECTIVES OF THE COMMITTEE AND THE PROJECT

Mr. Jablow said the first objective of the committee is to finalize the brochure for donations to the project; SFD administrative staff created a draft, which was presented to the committee for review. He said the committee would need to raise at least \$35,000 to \$45,000; he has been approached by organizations that are interested in donating, but needs the brochure to provide accurate information.

Mr. Jablow distributed conceptual drawings from LEA Architects, who designed Station 6, which were taken to the Fire Board for approval and can be used for fundraising purposes. He said all donations would be held by SFD for this project in a separate account; donations will be tax-deductible. We will put the district's tax ID number on donor "thank you" letters.

Chief Kazian commented SFD spent about \$1,600 for the drawings. He discussed the design and its significant representational elements, such as the two pieces of steel to hold the girder would each be 9'11", as well as a piece towards the flagpole – honoring the American flag, and the words "We will never forget" etched in the base. There will be two stanchions – the most critical part of the project expense – are conceptual at this point, but will provide photos and events of 9/11/2001. He said the committee could decide on the design of these pieces of cast art work, and perhaps find a local artist. He said the ramp to the memorial must be Americans with Disability Act-compliant. The committee will need to decide how donors will be recognized at the site, although he feels strongly it should not be "commercialized". The cost estimate is a guess at this point, and will depend on variables. He pointed out LEA designed the station, as well as the fire danger and civic signs, and proposed the metal pieces match the other elements of the station to tie together. The committee will need to decide how to proceed; the cost of construction drawings is approximately \$8,500, and construction will be at least \$30,000. Chief Kazian said the donation levels in the draft brochure were just quick suggestions which he tried to tie into the 9/11 theme; the committee can figure out donation levels. He said a "clear line" must be maintained in fundraising that donations are for this memorial only and there are no other benefits (such as permitting and inspection passes); this is a committee working on behalf of the fire district and should be clearly identified as such, so there is no conflict of interest. He said the last piece of the objective is that we received the artifact shortly before 9/11/15 – the 14th anniversary of the terrorism event, and SFD would like to have the memorial dedicated on the 15th anniversary in 2016.

Chief Kazian stated Mr. Jablow would be reporting the committee's progress to the Board. He said once all plans are ready and we begin working with a contractor, SFD staff can take care of the details, such as making sure concrete is poured, and that Ms. Greer could be the link for issues needing resolution by staff. Mr. Jablow said this project will have a separate website, which will be linked to the SFD website. Chief Kazian pointed out the design/engineering issues are complex and safety, visibility, and legal requirements such as ADA must be considered. Mr. Soto asked if SFD expected to be reimbursed the \$1,600 it spent for the conceptual renderings; Chief Kazian said there was no expectation, but as there will be on-going maintenance costs, if there was \$1,600 left over afterward, it would be welcomed. He said he appreciates Mr. Jablow's hard work and connection to the Port Authority, and he thanked the committee members for volunteering.

Mr. Jablow announced the opportunity for a major fundraising event in Sedona; this would be in late March/early April 2016, possibly in connection with the Vietnam Veterans moving wall of names of those lost in Vietnam, which is traveling to Sedona.

Mr. Jablow said APS and SuddenLink have expressed interest in donating. Mrs. Hunt commented we are now on the cusp of the major fundraising time of year for the entire area by every single not-for-profit organization, and as we get closer to the end of the year, it will be even more hectic because of individuals wanting tax deductions. She would like to have the website up and working with the ability to accept on-line donations. Kyle Jablow said the website could be working in about two weeks. Chief Kazian said the manager of the golf course at Canyon Mesa talked to him and he would be glad to do a fundraiser, such as nine foursomes of eleven holes – and would even be willing to hold two tournaments on the same day. It was briefly discussed that most businesses in Sedona are being requested to donate items for Silent Auctions and it becomes more difficult this time of year.

The group also discussed the “exclusivity” factor of the draft brochure donation amounts limited to “X” amount of donors; Chief Kazian said he suggested this to create a sense of urgency, but the committee can make that decision. He said LEA suggested the memorial not include corporate logos, but rather, just names for donors with varying sizes of font depending on the amount of donation. The group was in consensus that logos not be used. Chief Kazian said he would like to see donors listed on “pentagon” shapes to tie into the attack on the Pentagon. He also suggested tying the levels of sponsorship to the public safety theme, such as “First Responders” for the lowest level, etc. He stated the graphics for the medallions of the event paying tribute to 9/11 do not have to be custom for Sedona, as the event is history and we could utilize existing drawings to save money. The plaque is standardized information on this date at this time, it happened and in remembrance of those who lost their lives. There could be an architect liaison on the committee. Mr. Hunt asked about selling pavers for the memorial, but the group felt they wanted to keep the area around the memorial uniform and there would always be blank pavers.

The committee felt it important that people know donations of any amount are welcome, but to have the suggested levels listed. Mr. Burke said he does not like the idea of limiting the number of specific donations at levels, and asked, realistically, would we turn down the “11th” one at a level; Mrs. Hunt said, no, and suggested we remove the limited amounts. She also said we must decide to what any money in excess of our goals will be contributed.

The group discussed the possibility of the area for donors mimic the skyline of New York, and talked about the possibility of it being to the backs of people viewing the memorial and mostly visible to those exiting the site. This is for future consideration by the Committee.

Consensus of the committee was to have two separate donation brochures – one for corporate sponsors and one for the general public. The brochure will need to include an email contact and after discussion, it was decided the website would be sedonafd911memorial.org. Kyle Jablow said he would secure that website name and also several other close ones in case of typos, such as “sedonamemorial”, etc.

The group went through the draft brochure and suggested changes, such as removing “\$30,000” as that has not been determined – and to add “100% of your generous donations are for this project”. It should have a map of the location of Station 6, and add “for credit card donations, visit our website”.

Mr. Jablow said there is another interested committee member, Warren Eckstein, who is a national host of an animal behavioral radio program, but he would only be able to participate periodically.

Kyle Jablow will make the suggested changes to the corporate brochure and send to Ms. Greer for her to distribute the draft to the group. The next meeting was scheduled for Wednesday, 10/21/15, at 9:00 AM.

V. ADVERTISING & FUND RAISING IDEAS AND BRAINSTORMING

This item was included in the above discussions.

VI. ADJOURNMENT

The meeting adjourned at 12:00 PM.

Original signed by Tricia Greer

Tricia Greer, Recorder to the 9/11 Memorial Committee

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