

Minutes
PlanPHX Leadership Committee
September 27, 2012

Members Present

Mo Stein - Chair
Kate Gallego – Vice Chair
Teresa Brice
Dr. George Brooks
Greg Brownell
Tony DiRienzi
Peggy Eastburn
Sandra Ferniza
Kimber Lanning
Jack Leonard
Taz Loomans
Barry Pacey
Dr. Carol Poore
Marcia Viedmark

Members Absent

Bob Beletz (Excused)
John Heffernan (Excused)
Adam Lopez Falk (Excused)

Staff Present

Joshua Bednarek
Sina Matthes

1. Call to order

Chairman Stein called the meeting to order at 3:23 p.m. A quorum was present with 14 members.

2. Introduction of committee members and city of Phoenix staff

Chairman Stein thanked everyone for attending and Joshua Bednarek introduced Sina Matthes from the Public Information Office.

3. Public Comments

No members of the public provided comments.

4. Review and possible action on the September 12, 2012 meeting minutes

Motion

Barry Pacey motioned to approve the minutes and Marcia Viedmark seconded.

Vice-Chair Kate Gallego asked staff to clarify whether the committee is required to adhere to Open Meeting Law requirements as discussed in the minutes.

Josh stated he would double-check with the City Clerk Department and get back to the committee.

Vote

14-0

5. Presentation and discussion regarding PlanPHX Web Tools Overview – myplanPHX.com, Facebook and Twitter.

Staff highlighted the existing user data for myplanphx.com and discussed some observations from the site.

Taz Loomans had questions about the rewards structure and Teresa Brice commented on the current user demographics on myplanphx.com.

Josh stated that the rewards store was restructured to allow users to purchase tickets to have a chance to win a reward. This was done mainly to allow rewards to have a longer “shelf life” and prevent some users from claiming all of the prizes. Josh discussed that this new structure has some downsides and that he was working on other strategies to employ.

Josh highlighted that there are several active users on the site and that the largest user groups are 25-44 years old, and live in central Phoenix.

Jack Leonard noted that the website might only appeal to a certain demographic and that it will be important to identify other avenues for participation.

Teresa Brice stated that while she agreed with Jack’s point, many people do not need a physical space to connect with one another anymore. Teresa referenced an example of how her daughter has connected with people from all over the country in getting ideas and suggestions on all things related to motherhood.

Taz Loomans suggested that a question should be posed on myplanphx.com that asks how we can get more people involved and participating on the site. Josh responded that he thought this was a great suggestion.

Dr. Brooks commented that it is important to keep in mind that there are some individuals and groups have significant challenges in getting access to the internet.

Dr. Brooks added that some type of mobile application would go a long way towards connecting the project with the youth in community.

Tony DiRienzi discussed some of the challenges myplanphx.com poses for users with visibility or hearing impairments. Tony stated that he has asked Josh to investigate ways to address these challenges and Josh committed to following up.

6. Presentation and discussion regarding PlanPHX and the media

Josh introduced Sina Matthes from the Public Information Office. Josh and Sina discussed the outreach efforts that have been made which have included the initial press conference, and press releases regarding the PlanPHX events with the Mayor and Council. The PlanPHX video has also been running on Phoenix Channel 11.

Greg Brownell asked about the city of Phoenix contract with the *Arizona Republic*.

Sina responded that the city does not have standing advertising space with the *Arizona Republic* and pays the market rate for ad space.

Dr. Poore suggested that arranging a meeting with the *Arizona Republic* editorial board might be a way to get more press coverage.

Sina thought that was a great idea and suggested that the committee should consider submitting "My Turn" columns on a regular basis as well.

Kimber Lanning added that a "Local First" angle might be a way to attract more media attention. Teresa Brice followed up that more efforts to outreach to neighborhood or specialized publications like *Echo* or *Presna Hispana* would be another strategy to employ.

Greg Brownell stated that South Mountain is home to several publications and he has begun to outreach to them.

Teresa Brice lamented that the most successful strategy may be to identify and employ a celebrity like Larry Fitzgerald.

Kimber Lanning and Jack Leonard commented that one of the problems with focusing so much on the *Arizona Republic* is that it reaches only a certain demographic.

Barry Pacey asked if there is a cost associated with running more spots on Channel 11 for PlanPHX.

Sina responded that they have been airing the PlanPHX video as often as possible, but creating any new PlanPHX material would result in added costs.

7. Presentation and discussion regarding the PlanPHX community exercises.

Chairman Stein stated that he had attended two of the first three PlanPHX events with the Mayor and Council and asked committee members to share their thoughts.

Kimber Lanning inquired what the tone of the meetings has been, specifically in dealing with the concept of mixing commercial and residential uses and protecting single-family neighborhoods.

Vice Chair Gallego discussed that one of the themes at the events has been a strong sense of value for our open space and recreation elements and a desire to see more of them.

Other themes and observations noted by committee members were as follows:

- Strong values on our historic neighborhoods
- Neighborhoods embracing connections with businesses (Coronado example)

- Many meeting attendees are some of the city's "usual suspects". More needs to be done to outreach to individuals and groups that aren't traditionally involved
- Need residents to think even bigger and beyond planning and zoning
- People love Sky Harbor Airport and the light rail

Chairman Stein talked about a young boy named Elijah that he spoke with at one of the events. Elijah's big idea for the future was more marching bands.

Dr. Poore hoped that we could outreach more to the youth in the community to participate.

Tony DiRienzi stated that we should try and go to where groups are already meeting.

Several committee members discussed groups they would contact about the project.

Chairman Stein discussed that having a truly successful outreach campaign will require more assistance and that he would like to approach city management to secure a consultant for the endeavor.

Greg Brownell responded that funds for a consultant might be appropriate, but that it may be more cost effective to have a targeted ad campaign in the local papers.

Sandra Ferniza emphasized the need to identify the scope of work for the consultant before moving forward.

Chairman Stein and the committee outlined several constituent groups that should be targeted as part of the outreach efforts. The groups would also form the foundation for policy development as the plan develops. The committee identified the following groups:

- Sustainability
- Arts and Culture
- Education
- Parks Preserves and Recreation
- Mobility (Transportation)
- Economic Development (Small Business)
- Economic Development (Big Business)
- Housing and Neighborhoods
- History and Preservation
- Adaptive Reuse and Infill
- Health
- Churches and Human Services
- Public Safety
- Youth
- Aging
- Diversity

Committee members began to offer their suggestions on how to best outreach to the constituencies. Chairman Stein stated that one of the upcoming meetings

would be dedicated to this topic. In the meantime, Josh would send out a copy of the constituent group list and current list of PlanPHX events. Committee members should look at both lists and identify where there are some gaps and what are the best strategies to address these gaps.

8. Presentation and discussion on PlanPHX Next Steps

Chairman Stein discussed upcoming items for the October 10 agenda, which include a review of what other cities are doing regarding community visions and master plans, as well as a presentation from Dr. Darren Petrucci from Arizona State University.

9. Open committee comments

Committee members did not provide any comments.

10. Adjournment

The meeting was adjourned at 5:10 p.m.