

Minutes
PlanPHX Leadership Committee
October 10, 2012

Members Present	Members Absent	Staff Present
Mo Stein - Chair	Bob Beletz (Excused)	Joshua Bednarek
Kate Gallego – Vice Chair	Tony DiRienzi (Excused)	Katherine Coles
Teresa Brice	Peggy Eastburn (Excused)	Craig Mavis
Dr. George Brooks	Jack Leonard (Excused)	Marc Thornton
Greg Brownell	Barry Pacey (Excused)	
Adam Lopez Falk		
Sandra Ferniza		
John Heffernan		
Kimber Lanning		
Taz Loomans		
Dr. Carol Poore		
Marcia Viedmark		

1. Call to order

Chairman Stein called the meeting to order at 3:14 p.m. A quorum was present with 12 members.

2. Introduction of committee members and City of Phoenix staff

Joshua Bednarek introduced Craig Mavis and Marc Thornton from the Planning and Development Department.

3. Public comments (Not for committee discussion)

No members of the public provided comment.

4. Review and possible action on the September 27, 2012 meeting minutes.

Motion

Dr. Brooks motioned to approve the minutes and Dr. Poore seconded.

Vote

11-0

5. Presentation and discussion on PlanPHX meetings and Web components

Joshua Bednarek provided a brief overview of the PlanPHX meetings with the Mayor and Phoenix City Council, as well as a summary of users and feedback from myplanphx.com.

Committee members had the following comments:

- Kimber Lanning: Enjoyed seeing youth involvement at the PlanPHX meeting at the Golden Gate Community center.
- Greg Brownell: Would like to see staff attempt to encourage residents to think beyond the boundaries of their neighborhood when answering the question – What’s your big idea for our future? Suggested incorporating a map that highlights the meeting’s location within the context of the whole city.
- Teresa Brice: Discussed that LISC has been working with the neighborhood around the Golden Gate Community Center for quite some time.
- Sandra Ferniza: Encouraged staff to continue to find ways to go beyond a neighborhood-centric process.
- Dr. Brooks: Noted that there have been some recurring themes at all of the meetings, but is concerned about the sample size for the outreach. Pondered what the ideal sample size should be for the project.
- John Heffernan: Was impressed with the variety of ideas shared at the meeting held at the Sunnyslope Community Center.

6. Presentation and discussion on – What other cities are doing?

Craig Mavis from the Planning and Development Department provided a brief overview of long-range plans developed by the cities of San Diego, Denver, Sacramento, Seattle and New York. Craig highlighted some of the best aspects from each plan and some of the areas where improvement may be needed.

Committee members noted that New York City’s plan, PlanNYC, appeared to tell the best story. Committee members had the following additional comments and questions:

- Taz Loomans: PlanNYC illustrates the need to enlist the services of a professional graphic design firm for the project.
- Greg Brownell: It will also be important to have an interactive element to the plan.
- Teresa Brice: Photos of residents in context with their ideas (i.e. kids at a water park) will help to tell the story of Phoenix.

- John Heffernan: Did each of the other cities develop themes like New York did?

Craig responded to John's question that not all of the cities developed themes for their plans.

Chairman Stein closed the discussion by emphasizing that it's too early to decide what form the plan will take, and that it may end up being in multiple formats.

7. Presentation and discussion on PlanPHX and the design process

Dr. Darren Petrucci from Arizona State University discussed the incorporation of the design process with PlanPHX. Dr. Petrucci touched on the need for Phoenix to think about what it wants it place in the region to be and how do the other cities relate to Phoenix. Dr. Petrucci outlined four basic steps to a potential design process – (1) Data collection (2)Discovery: the So What test (3) Creation of a forward model and (4) Development of a new model.

Dr. Petrucci emphasized that perhaps the greatest deliverable of this process could be the process itself.

Dr. Petrucci stated that the committee should work to collect as much useful data as possible and then determine if anyone else is needed to help make it complete.

Committee members were intrigued by the prospect of having the process serve as one of the project's major deliverables and the possibility of creating a whole new model for how the plan is done and delivered.

8. Presentation and discussion on PlanPHX Next Steps

Chairman Stein stated that the next meeting would be held on October 24 and would have more of a workshop feel to it.

9. Open committee comments

Committee members provided no comments.

10. Adjournment

The meeting was adjourned at 5:12 p.m.