

**DRAFT MINUTES**  
**PLANPHX LEADERSHIP COMMITTEE**  
**January 30, 2013**

**Members Present**

Vice Chair Gallego  
Tony DiRienzi  
Adam Lopez Falk  
Dr. George Brooks  
Marcia Viedmark  
John Heffernan  
Kimber Lanning  
Teresa Brice  
Dr. Carol Poore  
Bob Beletz

**Members Absent**

Chairman Mo Stein (Excused)  
Peggy Eastburn (Excused)  
Greg Brownell (Excused)  
Jack Leonard (Excused)  
Barry Pacey (Excused)

**Staff Present**

Joshua Bednarek

**1. Call to Order.**

Vice Chair Gallego called the meeting to order at 3:20 p.m. A quorum was present with 9 members.

**2. Public comments (Not for committee discussion)**

No members of the public provided comments.

**3. Review and possible action on the January 16, 2013 meeting minutes.**

**Motion**

Teresa Brice motioned to approve the minutes and Dr. Brooks seconded.

**Vote**

9-0

**4. Presentation and discussion on PlanPHX and the Environment event.**

Staff provided some highlights of the event and stated that the videos would be posted to the website soon. Committee members requested staff put together summary notes for the event and distribute them to the committee.

Vice Chair Gallego and committee members Dr. Brooks, Dr. Carol Poore and John Heffernan shared their impressions of the meeting.

Dr. Brooks suggested that staff develop a thank you letter template that could be sent to project partners like Mary Wolf-Francis at DIRT on behalf of the committee.

Staff responded that they would work on developing a template.

**5. Update on Mayor's State of the City and PlanPHX. Item is for presentation and discussion.**

Staff stated that both the Mayor's Office and the Chamber of Commerce were supportive of the committee developing a PlanPHX exhibit for the registration area of the event. Staff thanked Bob Beletz for taking the lead on helping put this together. Staff encouraged committee members to sign up for the event as soon as possible.

**6. Update on PlanPHX Outreach efforts. Item is for presentation and discussion only.**

Vice Chair Gallego thanked committee members for all of their various efforts to outreach to community groups. Dr. Poore discussed a meeting she is organizing with the leadership from Arizona State University on March 6 and Bob Beletz discussed some of his efforts to outreach to the Deer Valley Unified School District.

Several committee members spoke about the need to enhance the utilization of social media to promote the project. Marcia Viedmark noted that she was working with a company with expertise in this field and would talk to the company about assisting PlanPHX.

Tony DiRienzi stated that it is important to be mindful of accessibility whenever developing social media tools for outreach. Some social media applications are friendlier than others for residents with functional needs.

Sandra Ferniza discussed the need to create a "parking lot" for many of the ideas that the public is providing. The concept would provide a staging area for those ideas that may not be appropriate to include in an updated General Plan, but still have value to be considered by the City of Phoenix or other entities.

Several committee members supported this idea. Teresa Brice added that as part of this conversation it is important for residents to embrace the notion that government can't achieve these ideas alone.

Tony DiRienzi stated that while there may be many ideas that aren't appropriate to include in the General Plan on an individual basis, collectively they may tell us something about the community's overall wants and needs.

**7. *Multiple Use of the SRP Canal System.* Item is for presentation and discussion only.**

Jim Duncan from SRP discussed SRP's role in the management of their portion of the Valley's canal system and highlighted some of the major provisions that guide how they operate.

Jim presented a series of slides of improvements that have been made to various sections of the canals by a variety of municipalities. The slides illustrated a growing canal culture in the Valley and SRP's willingness to work with municipalities to enhance the canal banks.

Jim noted that SRP's approach to canal bank enhancements had changed

dramatically in the last 20 years, but that there are still some challenges for realizing a complete system wide transformation of the canal banks. Some of the challenges fall on the municipalities and their ability to fund and maintain enhancement projects.

One of the benefits that SRP has noticed from canal enhancements is that increases activities around the canals, which leads to a decrease in illegal dumping activity.

Committee members had several questions and comments for Mr. Duncan following his presentation.

Kimber Lanning inquired what had changed SRP's philosophy on canal bank enhancements. Mr. Duncan responded that several changes in how SRP maintains the canals from the introduction of fish to advances in technology have made SRP more comfortable with activity on the banks. Mr. Duncan added that the growing public support for canal bank projects has also had an influence.

Several committee members discussed ways to encourage more development and activity along the canals. Sandra Ferniza proposed that the city should consider developing an overlay around the canals that provides incentives for development similar to the TOD overlay along the light rail line. Teresa Brice stated it could be called a Canal Oriented Development (COD) overlay. Teresa also added that some consideration should be given to creating business improvement districts at strategic locations along the canals.

Dr. Brooks asked Mr. Duncan about SRP's position on enhancing the urban fishing program. Mr. Duncan responded that Game and Fish had looked at enhancing their efforts in this area but that funding for a more robust urban fishing program became an issue.

Dr. Brooks also encouraged Mr. Duncan and SRP to strongly consider implementing a more extensive urban irrigation education program that emphasizes the nuances of urban irrigation.

Mr. Duncan thanked Dr. Brooks for his suggestion.

The committee thanked Mr. Duncan for coming out and presenting.

**8. Presentation and discussion on PlanPHX Leadership Committee Speaker / Presentation Series.**

Due to time constraints Vice Chair Gallego stated this item would not be presented.

**9. Open committee comments.**

No members of the committee provided comments.

**10. Adjournment.**

The meeting was adjourned at 4:59 p.m.