

**DRAFT MINUTES
PLANPHX LEADERSHIP COMMITTEE
FEBRUARY 27, 2013**

MEMBERS PRESENT

1. Vice Chair Gallego
2. Teresa Brice
3. Barry Pacey
4. Bob Beletz
5. Greg Brownell
6. Sandra Ferniza
7. Kimber Lanning
8. Dr. Carol Poore
9. Marcia Viedmark

MEMBERS ABSENT

1. Chairman Mo Stein (excused)
2. Jack Leonard (excused)
3. Adam Lopez Falk (excused)
4. John Heffernan (excused)
5. Peggy Eastburn (excused)
6. Tony DiRienzi (excused)
7. Dr. George Brooks (excused)

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 30, 2013 meeting minutes.

Motion

Bob Beletz motioned to approve the minutes with modifications to item #6 based on clarifications made by Teresa Brice and Barry Pacey seconded.

Vote

9-0

4. Update on the Mayor's State of the City and PlanPHX.

Staff presented the Big Idea Book and thanked Bob Beletz for all his work in getting the book built. The committee gave Mr. Beletz a round of applause.

Staff explained that that the book would make its debut at the Mayor's State of the City and that committee members could assist by helping to direct attendees to write their ideas down in the book.

5. Presentation and discussion on PlanPHX ASU Forum

Dr. Carol Poore discussed the idea behind the PlanPHX ASU Forum and the work that had been done to prepare for the event. Staff discussed some of the logistical needs for the event and noted that it would be helpful for committee members to attend and help facilitate discussion.

6. Presentation and discussion on PlanPHX Big Ideas, Local Capital and Societal Trends.

Staff explained that the Big Idea, Local Capital and Societal Trends concepts would be introduced at the PlanPHX ASU Forum. Staff presented a draft presentation for the PlanPHX ASU Forum and requested committee feedback. Below is a summary of the committee's suggestions:

- Reword several elements of the project schedule to simplify the concepts
- List top themes per big question
- Show where 5 big ideas came from
 - List of ideas
 - What people love
 - How they intersect
- Show general plan elements first, then show cut through ideas
- Label big idea pictures saying why they depict that idea
- Reword ideas for transformation
 - Just "transformation"
 - Basis of transformation
 - Actions for transformation
- Define or reword "societal trend"
 - Popular trends
 - Healthy trends
 - Smart trends
 - Influential trends
- Reword "Capital"
 - Assets
 - Resources
- Slide to set up Venn diagram defining big idea, local capital, societal trends

Staff thanked the committee for their feedback and pledged to update the presentation accordingly.

7. *Open Committee comments*

No members of the committee provided comments.

8. *Adjournment.*

The meeting was adjourned at 4:57 p.m.