

Draft Minutes  
PlanPHX Leadership Committee Meeting  
March 13, 2013

Members Present

1. Chairman Mo Stein
2. Vice Chair Kate Gallego
3. Dr. George Brooks
4. Sandra Ferniza
5. Dr. Carol Poore
6. Bob Beletz
7. Greg Brownell
8. Adam Lopez Falk
9. Teresa Brice
10. Marcia Viedmark

Members Absent

1. John Heffernan (Excused)
2. Jack Leonard (Excused)
3. Barry Paceley (Excused)
4. Peggy Eastburn (Excused)
5. Kimber Lanning (Excused)
6. Tony DiRienzi

**1. Call to Order**

Chairman Stein called the meeting to order at 3:20 p.m. A quorum of 9 members was present.

**2. Public Comments**

No members of the public provided comments.

**3. Review and possible action on the February 27, 2013 meeting minutes.**

The committee did not review or take action on the minutes.

**4. Introduction of the PlanPHX VISTA: Bithia Ratnasamy**

Joshua Bednarek provided a brief introduction of Bithia. Bithia provided some additional information about herself and said she looked forward to working with the committee.

## **5. Presentation and discussion on recent and upcoming PlanPHX meetings and events.**

Josh provided an overview of recent PlanPHX events that included a presentation to the Metro Area Block Watch, a workshop with Arizona State University, and a presentation to the Hance Park Conservancy Board.

Josh highlighted the feedback he received at the meetings and offered some suggestions on how to adjust the presentation.

## **6. Presentation and discussion on the PlanPHX Big Ideas, Assets and Societal Trends.**

Josh distributed some notes he had received on the PlanPHX Big Ideas from the aforementioned meetings and Planning and Development staff.

Josh opened the discussion he posed at the meetings – Are we on the right track?

Committee members provided a variety of responses to this question and several focused on the need to enhance community outreach efforts.

Below is a summary of committee member feedback regarding the Five Big Ideas:

- Our Connected Oasis
  - Change “our connected oasis” to the overarching theme
  - Reword this idea to bringing people and ideas together
- Communities are the Foundation of Phoenix
  - Communities or neighborhoods?
  - Diverse communities are the building blocks
  - Are these defined geographically or more in a sense of community
  - Neighborhoods as building blocks or assets
- Build the Core, Protect the Future
  - Develop a premier downtown destination
  - Downtown, core, heart? Need to agree upon scope and wording
  - Liked wording such as walkable, pedestrian friendly, value, renew, revitalize, destination, etc.
  - Want to emphasize the idea that a successful downtown can have city, regional, and state benefits

- Point out certain amenities that are aiding in downtown's success
- World's Foremost Sustainable Desert City
  - "Most Sustainable City"
  - Define sustainability
  - Emphasize social aspects of sustainability including equity and accessibility
- The Proof is in the Process
  - More transparency and accessibility
  - Increased social media and possibility of stumbling upon our project and efforts

## **7. Open Committee Comments**

No committee members provided comments.

## **8. Adjournment**

Chairman Stein adjourned the meeting at 5:02 p.m.