

Draft Minutes
PlanPHX Leadership Committee Meeting
March 27, 2013

Members Present

1. Chairman Mo Stein
2. Dr. George Brooks
3. Sandra Ferniza
4. Dr. Carol Poore
5. Bob Beletz
6. Greg Brownell
7. Teresa Brice
8. Marcia Viedmark
9. Kimber Lanning

Members Absent

1. John Heffernan (Excused)
2. Jack Leonard (Excused)
3. Barry Paceley (Excused)
4. Peggy Eastburn (Excused)
5. Tony DiRienzi
6. Vice Chair Kate Gallego (Excused)
7. Adam Lopez Falk (Excused)

1. Call to Order

Chairman Stein called the meeting to order at 3:14 p.m. A quorum of 9 members was present.

2. Public Comments

Mr. Steve Brittle discussed toxic polluters in South Phoenix and requested to have the General Plan address residential uses adjacent to toxic uses.

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

Motion

Bob Beletz motioned to approve the minutes with no modifications and Sandra Ferniza seconded.

Vote

9-0

4. Review and possible action on the March 13, 2013 meeting minutes.

Motion

Bob Beletz motioned to approve the minutes with no modifications and Sandra Ferniza seconded.

Vote

9-0

5. Presentations and discussion on the PlanPHX Big Ideas, Assets and Challenges.

The following is a summary of the committee discussion on each of the Big Ideas and their respective assets and challenges.

Big Idea: **Create a Vibrant Downtown** presented Dr. Carol Poore. Dr. Poore read the vivid description for the Big Idea and emphasized the importance of utilizing the word "downtown" in the title.

Committee members had the following comments:

- Address the issue of parking
- Incorporate the phrase "unique locally owned businesses"
- Consider reordering the description to put the vision of residents as the second paragraph
- Begin to think about metrics for success

Big Idea: **Build a Greener Phoenix** presented by Dr. George Brooks. Dr. Brooks emphasized the subcommittee's desire to have the vivid description be inspirational.

Committee members and Dr. Brooks discussed the following:

- Concept of tying sustainability to education of children
- Where and how do we tackle the issue of the economy and jobs
- The need to highlight what is unique about Phoenix and how do we sustain it (i.e. Hohokham and farming)

Big Idea: **Create Identity by Celebrating Diverse Communities** presented by Teresa Brice and Greg Brownell.

Both Teresa and Greg Brownell discussed the decision to use the word "community" instead of the word "neighborhood" when

finalizing the title. Greg discussed the notion that the word “community” allowed the subcommittee to capture those parts of our city that aren’t traditionally categorized as or with a neighborhood, but certainly contribute to the area’s character and sense of community.

Committee member comments were as follows:

- Second paragraph, consider adding the phrase “enriches city’s identity”.
- Committee should read the Soul of the City report by Gallup
- The Villages needs to be addressed somewhere
- Insert the word “durable” in last sentence after vibrant
- Need to bring business and neighborhoods together in 3rd paragraph.

Big Idea: **Connect People, Place, and Activities** presented by Sandra Ferniza.

Sandy explained that some work was still needed on the vivid description but that the subcommittee had broken the Big Idea down into three sections: Transportation, Cultural, and Knowledge.

Committee member comments were as follows:

- Local assets should include parks and trail systems
- Provide a balance of suburban and urban neighborhood elements
- Incorporate bikes in transportation in one area and recreation in another
- Insert safe and affordable into summary.

Big Idea: **Enhance Community Engagement** presented by Joshua Bednarek

Josh read the vivid description and highlighted some of the discussion points from the subcommittee meetings.

Committee member comments were as follows:

- Title needs a little work. The new title, while simpler, loses some of the messaging associated with the previous title “The Proof Is in the Process”. Consider using a more positive action verb like ‘build, create or develop”.
- Description needs more language regarding meeting people where they are at and getting residents to engage

- Idea should discuss the concept of enhanced ways to communicate with the public through social media and other mediums.

Chairman Stein requested the sub-committees meet again over the next few weeks with staff and work to update their respective cut sheets.

6. Open Committee Comments

No members of the committee provided comments.

7. Adjournment

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