

Draft Minutes  
PlanPHX Leadership Committee Meeting  
September 12, 2013

Members Present

1. Chairman Mo Stein
2. Vice Chair Kate Gallego
3. Dr. Carol Poore
4. Peggy Eastburn
5. Dr. George Brooks
6. Teresa Brice
7. Sandra Ferniza
8. Jack Leonard
9. Barry Pacey
10. Bob Beletz

Members Absent

1. John Heffernan
2. Kimber Lanning
3. Adan Lopez Falk
4. Tony DiRienzi
5. Dr. Tara Cunningham
6. Marcia Viedmark
7. Greg Brownell

**1. Call to Order.**

Chairman Stein called the meeting to order at 3:09 p.m. A quorum was present with eight members.

Chairman Stein noted that there was a lot to cover in the meeting, but his goal was to have the meeting over by 5 p.m.

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

G.G. George distributed a copy of a letter she had drafted to the committee. The letter outlined two policies from the existing General Plan that Ms. George identified as critical for neighborhoods in updating the plan.

Gerry McCue distributed copies of the Historic Neighborhoods of Phoenix: Self-Guided Driving Tour brochure. Mr. McCue encouraged committee members to take the tour and explained that the brochure was put together by volunteers.

**3. Review and possible action on the May 8, June 12 and June 26 meeting minutes.**

**Motion**

Teresa Brice motioned to approve the minutes and Sandra Ferniza seconded.

## Vote

8-0

### **4. Introduction of new committee members – Ms. Ilya Iussa and Mr. Jimmy Veltri**

*Committee member Barry Paceley arrived during this item (9).*

Chairman Stein announced that two new members were joining the committee – Ms. Ilya Iussa and Mr. Jimmy Veltri. Chairman Stein stated that Ms. Iussa and Mr. Veltri would be officially appointed by the Phoenix City Council on September 18.

Both Ms. Iussa and Mr. Veltri briefly addressed the committee.

### **5. Introduction of PlanPHX community health intern and Long Range Planning team interns – Elyse Guidas, Jazmine Braswell, and Nicholas Gonzales.**

*Committee member Bob Beletz arrived during this item (10).*

Joshua Bednarek introduced each of the interns to the committee and explained each of their roles with the project for the fall.

### **6. Presentation and discussion on PlanPHX's summer 2013 activities.**

Josh highlighted some of the PlanPHX events that took place during the summer. Events included collaboration with the Manifesto Project at CO+HOOTS, a PlanPHX presentation and discussion at the Disability Empowerment Center, and a presentation to the Homebuilders Association of Central Arizona.

Josh then introduced each of the planners on the PlanPHX project team. The planners provided an update on their respective sections of the project and what they accomplished over the summer.

Chairman Stein added that staff also conducted additional presentations at the village planning committees and several meetings occurred with consultants on the PlanPHX Summit. Chairman Stein also discussed a meeting held at Phoenix City Hall with several neighborhood advocates to discuss some questions and concerns they had with the project. Chairman Stein recognized attendees Paul Barnes and G.G. George for their participation in this meeting.

Chairman Stein noted some outstanding items that still needed to be addressed. The first was an established project presence on the ground floor of Phoenix City Hall (PlanPHX storefront) and the other was some air time on Channel 11 to talk about the project.

Josh stated that he would continue to work on both items.

## **7. Presentation and discussion on the PlanPHX Fall Schedule**

Josh provided an overview of the fall schedule for the project and emphasized that the main focus of this phase is aimed at completing the report by November.

Chairman Stein reiterated the importance of meeting the November deadline for the report and stated that the report will serve as the first step in telling the story for the future of Phoenix. The Chairman stated that the goal is to forward the report to a consultant that can then enhance how this story is told.

## **8. Presentation and discussion on the PlanPHX Report, Chapters 1 – 4.**

Josh presented an overview of Chapters 1-4 of the draft report and the committee members had the following questions and comments:

- The history portion of the report should be condensed to half a page.
- When rewriting the history portion of the report, consider starting with the most recent efforts and work backwards.
- Who is the audience for this report?
- The use of the term “oasis” may be problematic. “Oasis” has such a strong connotation with water that it may not serve the breadth of issues the plan will address very well. Committee members suggested forming a smaller group that could work directly on this issue.
- Any changes to the title need to focus on words that inspire people to not only read the document but to act on it too.
- An important component that needs to be incorporated into the final document is how residents can utilize the plan to improve their community.
- Multiple versions of the document should be developed that would cater to a variety of audiences. Developing a version just for youth should be one of the ideas explored with a consultant.

Josh and Chairman Stein provided the following responses to the questions and comments:

- Chairman Stein stated that condensing the history portion of the document makes some sense, but including it does provide some context as to why we are doing things differently.
- Josh thanked the committee members for their suggestions and would take all of them into consideration when rewriting this section.
- Josh stated that the audience for the report is very broad – from councilmembers to residents.
- Josh stated that he would organize a meeting of interested committee members to study the brand promise of - Creating a Connected Oasis-further.

- Josh noted that he liked the concept of using “inspirational” as the criteria when choosing words for key parts of the document.
- Josh explained that future sections of the document will contain an element that speaks to how individuals can help implement the plan.
- Chairman Stein lauded the idea of having multiple versions of the final plan and voiced his support for creating a document just for youth.

## **9. Presentation and discussion on the PlanPHX Report, Chapter 5: Five Big Ideas.**

Josh discussed the proposed structure for each of the Five Big Idea sections and explained that the focus for the next few weeks would be on finalizing the goals for each section.

Chairman Stein stated that the subcommittees and staff should consider breaking from the mold just a bit in each of the sections so that they can tell their own unique story.

Josh stated that they would explore this concept as they continue to flesh out each Big Idea.

Chairman Stein discussed the concept of having five different design teams working on each of the Five Big Ideas with one chief editor coordinating it all. Committee members expressed some support for this concept but cautioned that having five different design teams may result in a fragmented story.

## **10. Presentation and discussion on the PlanPHX Summit**

Chairman Stein expressed some disappointment that planning for the PlanPHX Summit had not progressed very far during the summer, but that he was still hopeful the event could be done. Chairman Stein added that conversations were ongoing with the Mayor’s Office about how to execute the event.

Ilyya Iussa offered space in the Phoenix School of Law if it was needed. Chairman Stein and Josh thanked Ilyya for the offer.

## **11. Presentation and discussion on PlanPHX’s next steps**

Josh highlighted some upcoming PlanPHX events. Events included a PlanPHX art contest with the Washington Elementary School District and a presentation to the Mayor’s Neighborhood Advisory Committee.

## **12. Adjournment**

The meeting was adjourned at 5:01 p.m.