

Draft Minutes
PlanPHX Leadership Committee Meeting
October 24, 2013

Members Present

1. Vice Chair Kate Gallego
2. Marcia Viedmark
3. Dr. Carol Poore
4. Jack Leonard
5. Sandra Ferniza
6. Kimber Lanning
7. Teresa Brice
8. Tony DiRienzi
9. Greg Brownell
10. Ilya Iussa

Members Absent

1. Chairman Mo Stein
2. Bob Beletz
3. Adam Falk
4. Barry Paceley
5. Peggy Eastburn
6. Dr. George Brooks
7. Dr. Tara Cunningham
8. Jimmy Veltri

1. Call to Order.

Vice Chair Gallego called the meeting to order at 3:10 p.m. A quorum was present with 10 members.

2. Public comments. (Not for committee discussion)

No members of the public provided comments.

3. Review and possible action on the September 26, 2013 meeting minutes.

Action reserved for later time.

4. Presentation and discussion on the PlanPHX Report Executive Summary.

Josh Bednarek gives a brief overview of the Executive Summary draft and committee members had the following comments:

- Teresa Brice notes that you can't "Blueprint" uniqueness.

- Greg Brownell reminds that not all residents want to “Reinvent” Phoenix, and that may stray them away from voting for the plan.
- Committee members suggest the following titles:
 - Sandra Ferniza “Blueprint for a Connected Oasis”
 - Kimber Lanning “ Claiming Our Oasis”
 - Marcia Viedmark “ Phoenix – Our Oasis”
- Teresa Brice clarifies that the plan update is for the next 10 years.
- Sandra Ferniza suggests replacing the Baseline Area Master Plan photo & showing landscape scenes other than desertscares.
- Kimber Lanning suggests showing housing facilities other than single family homes.

Staff greatly appreciates the input given and will make revisions according to stated comments/concerns.

5. Presentation and discussion on Chapters 1-3 of the PlanPHX Report.

Josh Bednarek gives a brief overview of Chapters 1-3 and committee members had the following comments:

- Sandra Ferniza suggests removing comments about the Brand.
- Kimber Lanning points out the re-wording of “reduction of residents” title.
- Committee members suggest the following additions to “Prosperity”:
 - Ilya Iussa “Education”
 - Sandra Ferniza “Vacant Lots” (Marcia Viedmark agrees)
 - Greg Brownell notes that vacant lots are not consensually viewed.
 - Teresa Brice suggests representing vacant lots as economic contributors.
 - Kimber Lanning “Brown Fields”
- Dr. Carol Poore suggests removing bullet points and only having vivid statement. (Kimber Lanning agrees)
- Greg Brownell disagrees with Dr. Carol Poore’s suggestion and feels bullet points are effective. (Marcia Viedmark agrees)
- It was the consensus of the committee that the initiatives be shortened and the tools clearer.

Staff greatly appreciates the input given and will make revisions according to stated comments/concerns.

6. Presentation and discussion on Chapter 5 of the PlanPHX Report.

Josh Bednarek gives a brief overview of Chapter 5 and committee members had the following comments:

- Tony DiRienzi suggests clarifying “Connectivity” it being used many times throughout the draft.

- Sandra Ferniza questions if stating “what we’ve done” is really necessary and clarifies the necessity of committee members’ diversity.
- Dr. Carol Poore suggests clarifying “Phase II.”

Staff greatly appreciates the input given and will make revisions according to stated comments/concerns.

7. Presentation and discussion on the PlanPHX Summit.

Josh Bednarek gives a brief overview of the projected PlanPHX Summit and committee members had the following comments:

- Dr. Carol Poore suggests the convention center as venue, promotion from Council and “pro-plan” events/calendar.
- Sandra Ferniza suggests City Chambers event and “PlanPHX field trip.”
- Teresa Brice suggests changing “Summit” to “Launch Event” and establishing a youth representative.
- Greg Brownell suggests marketing, event planning and creating specific launches according to the community.
- Kimber Lanning suggests music/entertainment for the event.

8. Adjournment

Meeting is adjourned at 4:58 p.m.