

PLANPHX 2025 LEADERSHIP COMMITTEE
DRAFT MEETING MINUTES
Tuesday, February 7, 2023

MEMBERS PRESENT

Mo Stein, Chair
Hannah Bleam
Pearl Chang Esau
Jen Corey
Gabriel Jaramillo
Cheryl Lombard
Andrea Odegard-Begay
Phil Pangrazio
Krista Shepherd
Christian Solorio

MEMBERS ABSENT

Carolyn Chatman
Jeff O'Toole
Barry Pacey
Julie Read
Bobby Ruiz
Jay Swart

STAFF PRESENT

Tricia Gomes
Joél Carrasco

1. Call to order, introductions and announcements by Chair.

Chair Mo Stein called the meeting to order at 9:38 a.m. with a quorum of 10 members present (9 required for a quorum).

2. Public comments concerning items not on the agenda.

Not for Committee discussion or action.

None.

3. Presentation on 2025 vision and opportunity by Chair.

Chairman Stein expressed enthusiasm and excitement to work with a diverse group of community and business stakeholders on this next iteration of the Phoenix General Plan. Chairman Stein shared his perspective on the opportunity at hand and encouraged the committee to fully embrace the process, shared some lessons learned from the prior (2015) update, and reiterated the need to be strategic and focused for this effort, particularly with the condensed timeline and desire to build off the tremendous efforts and accomplishments over the past several years.

4. Presentation regarding the connection of strategy and planning.

Presentation by Dr. Carol Poore, President, Poore & Associates Strategic Planning; PlanPHX 2015 Leadership Committee Vice Chair.

Dr. Carol Poore provided a presentation on strategic planning, big picture vs operating approaches, and other strategic planning concepts, as well as several highlights from the 2015 update process and approach. Dr. Poore continued to provide encouragement and guidance for the committee to embrace the unique opportunity, enjoy the journey, listen, and learn from each other, contribute, have patience, and be a part of creating a future, a legacy for our great city.

Committee member Pearl Chang Esau stepped away during this item, bringing the quorum to 9 members present.

5. General Plan 2025 Update Work Program and Schedule Overview.

Presentation by staff.

Staff presented the draft Leadership Committee work program and schedule overview, noting the purpose of this update was to build off the existing Phoenix General Plan to create a unified policy framework for the entire city. Staff articulated the 3 key steps which the work program is organized: Vision Alignment, What we are missing, and where we focus next. Staff further articulated the objectives of each of the 3 key steps, highlighted the timeline with emphasis on the heaviest lift of the leadership committee work program to occur over the next 4 months. Staff then walked through the draft topics and objectives for all the upcoming meetings, particularly as they aligned to the 3 key steps.

Committee member Pearl Chang Esau returned during this item, bringing the quorum to 10 members present.

Committee members asked what budget and resources are available.

Staff clarified that budget, resources, and time are limited however with the leadership guidance and support we hope to make some great progress building off the previous general plan framework established in 2015.

Committee members discussed several topics regarding their immediate priorities around Transit Oriented Development, the potential for the 5 Core Values Framework to change, some desire to change the General Plan Land Use Map, and whether such a strong focus around Downtown Phoenix is still warranted considering all the growth and change that has occurred since the 2015 update.

Staff encouraged the conversation, however revealed to the committee that there are several prioritization activities that may provide foundation for discussion as part of the next agenda items.

6. Vision Alignment Activity 1: Presentation, discussion, and prioritization activity results to understand the alignment of the Arizona Revised Statute (ARS) Planning Elements and the General Plan 2015 Core Values.

Presentation by staff.

Staff provided a brief presentation on the Arizona Revised Statute (ARS) Planning elements and their relationship to the General Plan 2015 “5 Core Values”. Staff then proceeded to instruct the committee to participate in an online activity utilizing a prioritization tool/interface that will be utilized to collect feedback from the general public. Staff wanted the committee to experience the tool and provide feedback on the interface, offer suggestions for improvement, and also to provide input on the activity it self for further discussion and dialogue as a group.

Several minutes were taken to allow the committee to complete the Vision Alignment Activity on their personal devices.

Following the prioritization activity, the committee discussed the following topics:

- Need to address Village Cores
- Protect neighborhoods outside Cores, assurance to remain
- Method to protect and allow growth
- Need for Integration/alignment with PHX Housing Plan
- Eviction levels on the rise
- Need to focus/lens higher on housing/growth
- Addressing population growth with adequate and diverse housing stock
- Opportunities at schools, churches, public spaces
- Costco with Housing on top (mixed use)
- Consider removing/revising Land Use Map designation to allow great places to happen organically
- Enable discussion to make things great, encourage great spaces
- Evaluate the “Village system”
- Revive Village Planning Committees to plan their communities

Committee members Cheryl Lombard and Christian Solorio left during this item, bringing the quorum to 8 members present, resulting in a loss of quorum.

Committee members requested for staff to evaluate staff report utilization of the 2015 Core Values and solicit feedback from other departments on progress since the General Plan 2015 Goals and Policies were adopted.

Jeremy Thatcher, member of the public, requested the committee encourage distribution back to the neighborhoods, encourage public involvement and messaging at the neighborhood level.

Chairman Stein requested the committee come prepared to discuss their individual 3-5 “core areas” or priorities to talk about at the next meeting.

7. Vision Alignment Activity 2: Presentation, discussion, and prioritization activity to understand the General Plan 2015 Core Values and more recent City-wide policies, plans and initiatives.

Presentation by staff.

Staff provided brief information only presentation and stated a follow up email will be provided to allow committee participation in the second activity due to loss of quorum.

8. General Plan 2025 outreach methods, approach, and opportunities.

Presentation by staff.

Staff provided a brief information only presentation on the outreach methods and opportunities.

9. Committee member comments or announcements.

Not for Committee discussion or action.

None.

10. Adjournment: 11:21 a.m.