

**Draft Minutes**  
PlanPHX Leadership Committee  
November 7, 2012

**Members Present**

Mo Stein - Chair  
Kate Gallego – Vice Chair  
Teresa Brice  
Dr. George Brooks  
Greg Brownell  
Peggy Eastburn  
John Heffernan  
Jack Leonard  
Taz Loomans  
Dr. Carol Poore

**Members Absent**

Bob Beletz (Excused)  
Tony DiRienzi (Excused)  
Barry Pacey (Excused)  
Kimber Lanning (Excused)  
Adam Lopez Falk (Excused)  
Marcia Viedmark (Excused)  
Sandra Ferniza (Excused)

**Staff Present**

Joshua Bednarek  
Marc Thornton  
Kasandra Zobrist

**1. Call to order**

Chairman Stein called the meeting to order at 3:18 p.m. A quorum was present with 10 members.

**2. Introduction of committee members and City of Phoenix staff**

Chairman Stein introduced Marc Thornton and Kasandra Zobrist. Chairman Stein explained that Josh Bednarek would be leaving the meeting early and Marc would be taking over for him. Chairman Stein also noted that Kasandra was the lead staff person on the upcoming PlanPHX in Spanish event with Councilman Nowakowski and Councilman Valenzuela.

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

No members of the public provided comment.

**4. Review and possible action on the October 24, 2012 meeting minutes.**

**Motion**

Greg Brownell motioned to approve the minutes and Teresa Brice seconded the motion.

**Vote**

10-0

**5. Presentation and discussion on PlanPHX and “Connecting the Dots”**

Chairman Stein asked committee members to take their chairs and proceed to the east end of the room closest to the large blank wall. Chairman Stein taped up a poster-sized version of the 17 General Plan Elements and the guiding principles graphic.

Chairman Stein discussed the developing role of staff and the committee in the process. Chairman Stein then highlighted some of the similarities between the identified constituent groups and the required general plan elements. Using these two groups as columns, Chairman Stein began to illustrate how the big idea or themes that are forming will create a connection between the constituent groups and the required elements. Chairman Stein emphasized the need to develop a theme or a brand as part of the process that would tie all the components of the process together much like New York did with – PlanNYC: A Greener Greater New York. Chairman Stein stated that he hopes to secure a visit from officials responsible for putting the PlanNYC project together.

Committee members discussed the following in response to Chairman Stein’s presentation:

- There is a need to analyze the feedback provided by the community to begin to identify possible themes or brands for the project.
- While the New York plan is impressive, the city itself is vastly different from Phoenix. This should always be considered when reviewing the PlanNYC document.
- There is a wealth of knowledge and expertise on the committee that can be utilized.
- It might be helpful to have a better understanding of why Phoenix developed the way that it did before diving too deeply into what other cities have done.
- One of the challenges with the project will be getting people to think beyond the status quo and support doing something as progressive as New York.
- Phoenix is certainly unique and has several areas that will continue to flourish. Southwest Phoenix is quickly becoming one of the largest industrial distribution centers in the country and more should be done to build on this momentum.
- We want to be a world class city and have elements from both New York and Bisbee.

## **6. Presentation and discussion on PlanPHX and Valley Leadership Exercise**

Chairman Stein provided an overview of the presentation and exercise conducted with this year’s Valley Leadership class. Chairman Stein explained that the class had been tasked with proposing the themes for

the updated General Plan. The class had written their ideas down on large pieces of paper and Chairman Stein had them displayed on the wall. Two of the concepts that Chairman Stein touched on were family and ownership. One of the participants had proposed that whatever Phoenix decides it wants to focus on or utilize as a theme, it should take full ownership of that concept and make it something always associated with Phoenix.

Chairman Stein asked committee members to propose some of their own themes.

Committee members discussed the following in response to Chairman Stein's request:

- Open space, mobility, and culture are three possible themes that the committee could see rising to the top.
- The villages need to be taken into consideration when developing the theme and may end up being an integral part of theme.
- Other possible themes mentioned were family, sustainability, villages and identity.

## **7. Presentation and discussion on PlanPHX Next Steps**

Committee members discussed their ongoing efforts to outreach to the public and a variety of constituencies.

Part of the task that will need to be done is to identify groups and then initiate discussion. Having initial feedback from the community would be an important component of the conversation with targeted groups. It will also be important to tailor the presentations to the specific group.

Vice Chair Gallego is taking the lead on organizing the outreach efforts for the constituent groups.

## **8. Open committee comments**

Committee members provided no additional comments.

## **9. Adjournment**

The meeting was adjourned at 5:15 p.m.