

Draft Minutes
PlanPHX Leadership Committee
January 16, 2013

Members Present

Chairman Mo Stein
Vice Chair Kate Gallego
Peggy Eastburn
Teresa Brice
Marcia Viedmark
Sandra Ferniza
Dr. George Brooks
John Heffernan
Greg Brownell
Bob Beletz
Adam Lopez Falk
Dr. Carol Poore
Jack Leonard

Members Absent

Kimber Lanning (Excused)
Barry Pacey (Excused)

Staff Present

Joshua Bednarek

1. Call to Order.

Chairman Stein called the meeting to order at 3:13 p.m. A quorum was present with 10 members.

2. Public comments (Not for committee discussion)

No members of the public provided comment.

3. Review and possible action on the December 5, 2012 and December 12, 2012 meeting minutes.

Motion

Bob Beletz motioned to approve the December 5, 2012 minutes and Sandra Ferniza seconded.

Vote

10-0

Motion

Bob Beletz motioned to approve the December 12, 2012 minutes and Marcia Viedmark seconded.

Vote

10-0

4. Presentation and discussion on partnership with Arizona State University.

Committee members Dr. Carol Poore, Jack Leonard and Adam Lopez Falk arrived at the meeting during this item. (13)

Chairman Stein provided an update on the development of a partnership with Arizona State University (ASU) for the PlanPHX project. Chairman Stein highlighted some of the faculty members that have committed to participate.

Committee members expressed a concern about the current make-up of the faculty group, noting the absence of any female or minority faculty. Chairman Stein committed to working with ASU to address these concerns.

5. Presentation and discussion on preparing for Arizona State University led workshop.

Chairman Stein stated that the ASU faculty group would like to conduct a workshop with the committee as one of their first tasks of the partnerships. Several faculty members have stated let the Chairman know that a morning workshop would be better for their schedules.

Chairman Stein asked if a morning meeting would be extremely problematic for anyone to attend. Committee members commented that a morning workshop could work if given enough notice.

6. Presentation and discussion on meeting with Mayor Stanton regarding PlanPHX.

Chairman Stein gave an overview of a meeting he, Vice Chair Gallego and staff had with Mayor Stanton had about the project. Chairman Stein stated the Mayor is pleased with the current efforts but would like to see more outreach occur to get more people involved.

Chairman Stein added that given the recent resignation of committee member Taz Loomans, that he has asked the Mayor's Office to appoint another person to fill her seat.

7. Presentation and discussion on preparing for the Mayor's State of the City Speech.

Chairman Stein discussed that the Mayor stated his State of the City speech might be a great opportunity to promote PlanPHX. Chairman Stein asked for committee members to provide ideas on how best to accomplish this goal.

Committee members suggested creating a QR Code attendees could scan and the development of an interactive display. Committee member Bob Beletz committed to working with staff on the development of a display.

Dr. Carol Poore recommended that the committee members all purchase tickets to the event and sit together at a table. Staff stated they would get more information on how to purchase tickets and follow back up with committee.

8. Presentation and discussion on PlanPHX outreach in 2013.

Staff thanked committee members for their efforts to get other organizations involved with PlanPHX.

Vice Chair Gallego discussed the PlanPHX and the Environment Event that would be held the same evening.

Committee members also expressed some concern that more collaboration with existing boards and commissions is needed. Staff responded that this would be done in the coming weeks and months.

9. Presentation and discussion on PlanPHX Leadership Committee Speaker / Presentation Series.

Vice Chair Gallego stated she has secured a presentation on the canals from Jim Duncan from SRP for an upcoming meeting.

Staff requested committee members to think of other speakers or topics they would like to cover in the coming year.

10. What does it all mean?

Chairman Stein stated that part of the next phase of the project will involve organizing the feedback provided by the committee into major themes and then refining those themes through additional community input.

As an exercise towards identifying these themes, Chairman Stein asked committee member to identify those ideas or trends that stood out the most.

Below is summary of each committee members feedback:

Greg Brownell: connectivity, preservation, sustainability, open space and compactness.

Jack Leonard: urban parks, unique neighborhoods and the canals

Dr. George Brooks: connectivity, open space, preservation, compactness. Dr. Brooks also discussed the relation of all these concepts to sustainability and the importance of the villages to the city's identity and future.

Peggy Eastburn: trails, parks, open space, transportation (light rail, Sky Harbor)

Marcia Viedmark: The desire for more destinations within the city and centralized destination spot. The opportunity that the State Fairgrounds provides our city to potentially achieve those goals.

Teresa Brice: People want transit, open space and a strong downtown.

Adam Lopez Falk: identity, transit and a community gathering spot

Bob Beletz: More cultural areas like a "Little Italy".

John Heffernan: smart development along the light rail line

Sandra Ferniza: transportation (neighborhood circulators), public safety, the idea that villages can isolate some communities or groups

Vice Chair Gallego: Phoenix is an opportunity oasis, and a city for all backgrounds.

Chairman Stein: Our Connected Oasis, World's Foremost Sustainable Desert City, Build the Core – Protect the Future, Families are the Foundation of Phoenix, The Proof is in the Process.

Chairman Stein noted that there were several similarities in all the committee members' comments.

Committee members offered some suggested changes to the wording of the Chairman's proposed five big idea themes.

11. Open committee comments.

No committee members provided comments.

12. Adjournment.

The meeting was adjourned at 4:50 p.m.