

Draft Minutes
PlanPHX Leadership Committee Meeting
May 8, 2013

Members Present

1. Chairman Mo Stein
2. Vice Chair Kate Gallego
3. Greg Brownell
4. Teresa Brice
5. Marcia Viedmark
6. Kimber Lanning
7. Peggy Eastburn
8. Adam Lopez Falk
9. Tony DiRienzi
10. Dr. George Brooks
11. Sandra Ferniza

Members Absent

1. John Heffernan (Excused)
2. Jack Leonard (Excused)
3. Barry Paceley (Excused)
4. Dr. Carol Poore(Excused)
5. Bob Beletz(Excused)

1. Call to Order

Chairman Stein called the meeting to order at 3:10 p.m. A quorum of 9 members was present.

2. Public Comments

No members of the public provided comment.

3. Review and possible action on the March 27, 2013 meeting minutes.

Motion

Marcia Viedmark motioned to approve the minutes with no modifications and Teresa Brice seconded.

Vote

9-0

4. Presentation and discussion on recent PlanPHX events.

Sandra Ferniza and Vice Chair Kate Gallego arrived during this item

An outreach update was given and committee members had the following comments:

- Dr. Brooks stated his concern about the ethnic makeup of the Leadership Committee
- Greg Brownell stated his concern about how many people on the Leadership Committee are from the suburbs and suggested we conduct a session with zoning attorneys.
- Sandra Ferniza suggested making contact with the Arizona Multihousing Association.

5. Presentation and discussion on PlanPHX Outline, Assets, Challenges, Brand Promise, Big Ideas.

Chairman Stein provided an overview of each chapter and discussed the outline:

Chapter 1: Overview

Chapter 2: What we did

Chapter 3: What we heard

Chapter 4: The brand

Chapter 5: Big ideas and each

Chapter 6: Process

Chapter 7: Actions

Committee members had the following comments:

- Marcia Viedmark – Stated she was impressed with the progress and outline and likes the phases and call to action
- Tony DiRienzi – Concerned about villages and neighborhoods, and expressed how connecting to the core(s) is important
- Vice Chair Gallego – Reminded the committee that the emphasis on the downtown core is a new concept in the General Plan
- Chairman Stein – Discussed the similarities between the *Arizona We Want* report and PlanPHX.
- Kimber Lanning – Added that the Nine Foundation main qualifier was connection to place.
- Adam Lopez Falk - Stated we would need to simplify message to average resident.

Vice Chair Gallego – left @ 4:27 pm (9 members present)

- Marcia Viedmark - Added that the brand speaks to her.

Adam Lopez Falk – left @ 4:29 pm (8 members present)

- Chairman Stein – Noted that all materials will be emailed to committee.
- Teresa Brice – Said that it will be important to create sense of urgency and an understanding of the window of opportunity; we don't want to re-create some mistakes of our past.
- Peggy Eastburn –Voiced her support for the villages and hopes that they remain an integral part of the updated document. Peggy also discussed the opportunity the update provides to each of the villages to revisit their plans for their areas.
- Dr. Brooks – Stated that it will be important to show people how to harness the power of the document.

6. Presentation and discussion on PlanPHX Project Timeline/Milestones

- Chairman Stein gave an overview of the Project Timeline/Milestones.
- Josh stated he would email subcommittees and staff liaison to finalize cut sheets.
- Chairman Stein stated there will be content experts and guest speakers involved in the future.

7. Presentation and discussion on PlanPHX Summit.

Item not discussed

8. Adjournment

Chairman Stein adjourned the meeting at 5:03 p.m.