

Draft Minutes
PlanPHX Leadership Committee Meeting
September 26, 2013

Members Present

1. Chairman Mo Stein
2. Dr. Carol Poore
3. Dr. George Brooks
4. Teresa Brice
5. Sandra Ferniza
6. Jack Leonard
7. Barry Paceley
8. Dr. Tara Cunningham
9. Marcia Viedmark
10. Greg Brownell
11. Bob Beletz

Members Absent

1. Vice Chair Kate Gallego
2. Jimmy Veltri
3. Ilya Iussa
4. Peggy Eastburn
5. Kimber Lanning
6. Adan Lopez Falk
7. Tony DiRienzi

1. Call to Order.

Chairman Stein called the meeting to order at 3:15 p.m. A quorum was present with 9 members.

2. Public comments. (Not for committee discussion)

No members of the public provided comments.

3. Review and possible action on the September 12 meeting minutes.

Motion

Teresa Brice motioned to approve the minutes and Sandra Ferniza seconded.

Vote

9-0

4. Presentation and discussion on the PlanPHX Brand Promise and an update on Chapters 1-4 of the PlanPHX Report.

Committee member Greg Brownell arrived during this item (10).

Chairman Stein offered a few thoughts before addressing the item.

- Mayor Stanton's submittal to the *Arizona Republic* survey regarding a vision for the future of Arizona is consistent with the big ideas and themes of the PlanPHX project. This is positive, but more needs to be done to have the Mayor utilize some of the project's key points.
- A meeting with the Mayor is scheduled soon to discuss next steps on the PlanPHX Summit. While the summit has always been planned for November, we will most likely be looking at a 2013 date for the event.

Josh Bednarek presented an overview of the updated Brand Promise. Committee members had the following questions and comments:

- Chairman Stein points out that the brand "Oasis" be an idea. "What exactly are we trying to brand? The General Plan, or Phoenix itself?" He concerns that branding Phoenix would be far too complex.
- Greg Brownell discusses the historical context of an oasis bringing different cultures together over a necessity to share water. Greg commented that it could be an interesting metaphor for Phoenix.

Josh Bednarek provided an update on Chapters 1-4 of the PlanPHX report. Committee members had the following comments:

- Chairman Stein suggests that there be less writing, and more graphics and data.
- Dr. George Brooks expresses the idea of rearranging the layout, referring to the idea of DNA strands as building blocks.

Josh responded that he will incorporate more photos and the building blocks concept into the report.

5. Presentation and discussion on Chapter 5 of the PlanPHX Report: Update on goals for the 5 Big Ideas and an overview on initiatives.

Josh Bednarek gives a brief overview of updates to goals:

- Condensing goals to be more precise/better understood.
- Inspiring – referring back to Dr. George Brooks' comments of inspiration from the last meeting.
- To use Phoenix itself as a case study as much as possible.

Staff members each give a brief overview of their perspective areas and thank all subcommittee members for their efforts.

Josh provides a handout and overview of the proposed list of initiatives that will be associated with each goal. Committee members express support for the initiatives and provide the following comments:

- Dr. Poore suggests that staff look to trademark the “IPlanPHX” concept.
- Teresa Brice suggests that philanthropic funding should be considered when discussing financing initiatives.

6. Presentation and discussion on PlanPHX Community Outreach: Presentation by Bithia Ratnasamy, Handson Americorp VISTA.

Birthia Ratnasamy gave a presentation on her work as an Americorp VISTA on the PlanPHX project. Bithia highlighted the individuals and groups she has worked with and outlines her analysis of how the City of Phoenix can enhance its outreach efforts to low income and underserved communities.

7. Presentation and discussion on the PlanPHX Summit

Chairman Stein addressed this topic in his opening remarks.

8. Presentation and discussion on PlanPHX next steps.

Chairman Stein asked for an update on the ReinventPHX Project.

9. Adjournment

The meeting was adjourned at 4:53 p.m.