



**FLAGSTAFF
REGIONAL
PLAN 2012**

Draft Minutes
**Regional Plan Citizen Advisory
Committee**
3:30 p.m. – 6:00 p.m.
Thursday, August 16, 2012

Northern Arizona Healthcare Educational Facility
1000 N. Humphreys, Suite 241, Flagstaff, AZ

I. CALL TO ORDER

Chair Babbitt called the meeting to order at 3:32 p.m.

II. ROLL CALL

Committee Members Present:

Paul Babbitt, Chair
Carol Bousquet, Vice Chair
Susan Bean
Richard Henn
Maury Herman
Julie Leid
Judy Louks
Devonna McLaughlin

Jerome Naleski
Eva Putzova
William Ring
Nat White
Don Walters
Alex Wright
Ben Anderson

Absent

Shaula Hedwall

Attendees

Theresa Gunn, Facilitator
David Wessel, FMPO Manager
Kimberly Sharp, Acting Comprehensive Planning Mngr.
Jim Cronk, Planning Director
Justine Otto, FMPO Administrative Specialist Temp
Betsy McKellar, Rick Miller, Sarah Darr, Bill McCullough, Lina Wallen, Tom Wyatt, Erika Mazza, Jim Corning

III. PUBLIC COMMENT

None.

IV. APPROVAL of MINUTES

Mr. Walters made a motion to approve the Minutes for August 2nd, 2012 CAC Meeting and Mr. Henn seconded. It was confirmed that Chair Babbitt's name had been corrected from Jeff to Paul. The motion passed unanimously.

V. OLD BUSINESS (Continued, postponed, and tabled items.)

A. Style Guide/Editor Request for Proposals Status Report

Mr. Wessel gave the status update on the Style Guide. Ms. Sharp stated that the RFP was currently in legal review and should be published in a couple of weeks. Ms.

Gunn reminded the CAC that they would select the Regional plan name from four previously selected options at their next meeting.

B. Neighborhoods and Housing Elements

Ms. McLaughlin, housing workgroup chair, thanked the CAC for their prior input and outlined the changes made based upon their suggestions.

CAC members discussed the following issues:

- A portion of the homeless population is migratory between Phoenix and Flagstaff; focus on helping them while in our community
- Homeless is a general term and may need to be defined
- Homelessness is the result of national problems and needs to be dealt with on a national level – should be addressed in text
- Need to address related issues not just living arrangements
- Strategies could be focused on collaborating, supporting and partnering with third-party organizations to address the issues

After discussion, CAC members agreed the following changes should be made by the working group:

- Goal 3 – Change “eliminate homelessness” to “reduce homelessness”
- Policies H31 and H32 – Change “provide” to seek and delete “adequate” in front of resources
- Future work – consider strategies related to substance abuse and psychiatric care
- Policy H15 add “where appropriate” and complete the sentence under the last strategy

A card was added to the parking lot to address at a future meeting how the challenges/opportunities list will be used in the document.

With the understanding that those changes would be made, **Ms. Leid motioned to adopt the draft Element and Mr. Walters seconded. The motion passed unanimously.** Permission was granted to Ms. Sharp to include neighborhood policies as revised in the next draft. *Ms. Louks and Ms. Putzova were not present for the vote.*

VI. NEW BUSINESS

A. Economic Development Element

Ms. Wright, economic development working group chair, introduced the draft element. She stated that comments from the Chamber of Commerce were received that day, Aug.16 and copies were provided to the members. Ms. Wright reminded the CAC that it had received input from many different sources and that compromises should be sought over absolute mandates or rejections.

The CAC discussed the tone of the section. Issues discussed include the following:

- Language and tone may negatively influence non-committed businesses, as it seems to emphasize the “place first” sentiment over Flagstaff’s desire for economic development.
- All kinds of capital needed to be encouraged, and due to the current economy we cannot afford to be too stringent
- Emphasis seemed to be on technology and innovation and less on the service industry. Intent was to focus on diversifying the job base at the same time continuing enhancing the leisure and hospitality interests.
- The “quality of life” text was prevalent because it was a comment theme from the public comments and is a large part of Flagstaff’s appeal – it could be an attraction for businesses.
- Has a lot of good information, yet it reads like a textbook. Possibly reduce and condense to let the goals speak for themselves.
- Need to include the sales pitch for incoming businesses
- Government and non-profit groups are under siege in the current economy and we need to bring in other types of jobs to stabilize the local economy

CAC members provided the following input to the economic development working group:

- Adjust the tone to include more of a sales pitch to new businesses and less of “don’t ruin the place” first
- Rearrange the goals and move goal 1 to the end or later in the section
- Reduce text and focus more on goals and policies – consider removing text between the goal sections

Ms. Putzova commented the goals and policies in this draft are the same ones in the draft plan so how is this plan better. She would like to see emphasis placed on the purpose of economic development which is to enhance the economic wellbeing of the people in the community. After discussion, **Ms. Putzova moved to add a goal or policy stating “Public funding for economic development attraction, retention, and expansion should target socially and environmentally responsible businesses.” Mr. Anderson seconded the motion.**

CAC discussion of the motion included the following:

- Will the proposed language really impact the current job force’s and future employer’s decisions?
- What ramifications might come from the language?
- The idea of environmental responsibility was covered in a different part of the Plan, and that the CAC may wish to hold off on decisions until the impact was better understood.
- It is not specific sectors trying to be recruited; it was the way companies did business that should be focused on for rewards.
- -Mr. McCullough stated that tTargeted industries are stated in the ED Introduction, and that while the idea of social responsibility had been understood, it was now

being muddled with implications.

- Mr. Wyatt introduced himself as a representative of the Chamber of Commerce and stated that being too specific with definitions can tie the hands of businesses and the Council. He added that the market can change and recommended allowing flexibility in the policies to empower policy implementers.

Chair Babbitt called for a hand vote on the motion. Four voted in favor, ten against and no abstaining. The motion failed.

Ms. Sharp stated the Economic Development working group was meeting Wednesday August 22 and invited members to attend for additional discussion and information.

B. Preferred Scenario Exercise

The agenda item was postponed due to time constraints.

C. Calendar

The CAC agreed to expand meeting times by one hour to 2:30pm-6:30 pm and to switch the topics of the September and October meetings.

ADJOURNMENT

Chair Babbitt adjourned the meeting at 6:04 p.m.