



IMAGINE AUSTIN COMPREHENSIVE PLAN

Citizens Advisory Task Force Meeting #5

January 26, 2010

One Town Lake Center, 1st Floor

721 Barton Springs Road, Austin, Texas 78704

MINUTES

Task Force members in attendance:

Roger Cauvin
Perla Cavazos
Scooter Cheatham
Kent Collins
Margaret Cooper (chair)
Patricia Dabbert
Greg Esparza
Frances Ferguson
Cecilia "Ceci" Gracias
Lawrence Gross
Jack Gullahorn
Mari Hernandez
Ora Houston
John Langmore

Roberto Martinez
Frances McIntyre
Jennifer McPhail
Rebecca Melancon
Jonathan Ogren
Juan Padilla
Regina Rogoff
Evan Taniguchi
Donna Tiemann
Carol Torgimson
Allen Weeks
Jerry Winetroub
Ira Yates
Mark Yznaga

Members of the public in attendance:

Jeff Jack
Mark Richardson
Marcelo Tafoya
Pat King
Remkin Glover
Joan Batz

William Shamburg
Michael Wilt
Tim Anderson
Lynn Marshall
Lucy Gallbrith

Members of City Council in attendance:

Mayor Lee Leffingwell
Sheryl Cole
Laura Morrison

Chris Riley
Bill Spellman

Members of staff in attendance:

Marc Ott
Sue Edwards

Greg Guernsey (PDR)
Garner Stoll (PDR)

Carol Haywood (PDR)
Matt Dugan (PDR)
Sheila Balog (HRD)
Larry Schooler (PIO)

Brent Lloyd (Law)
Glen Coleman
Amy Everhart

Members of consultant team in attendance:

Robena Jackson (Groupsolutions)

Marion Sanchez (Estilo Communications)

Task Force Chair Margaret Cooper called the meeting to order at 6:06 p.m.

1. REMARKS FROM CITY COUNCIL MEMBERS

Council Member Cole spoke on behalf of City Council. She thanked the Task Force members for their time and service. She stated that Council Members had only gathered like this twice before, and both of those times involved an APD shooting. She said this to emphasize the magnitude and importance of the comprehensive plan and why they are here tonight. She said Council Members have heard concerns about the comprehensive plan and said they will deal with them. Council Member Cole asked the Task Force members to stand up for Austin.

2. CITIZEN COMMUNICATION

- a. Jeff Jack thanked the Task Force and staff for extending the meeting in a box deadline. He was concerned the meeting in a box inputs were not recording the strengths and challenges responses, only the vision responses.
- b. Marcelo Tafoya said this plan will be accountable. He said the outreach is not there, especially for the Hispanic community. He said Task Force members need to communicate the importance of the comprehensive plan; go to neighborhood leaders; the 36 members need to go out to the community.
- c. Joan Batz said the comprehensive plan is not fun, it is serious business. The purpose is to maintain growth; and the core element is for ordinary citizens. She said she has lived in Austin for 42 years, the meeting in a box is inadequate, give specifics, and the language is obtuse. She said there is a terrible lack of outreach, and changes to the meeting in a box are needed.
- d. Lynn Marshall thanked the Task Force for extending the meeting in a box deadline. Her feedback on the meeting in a box is that it is hard to explain, boxes are incomplete with some missing yellow post it notes. She said the population growth is being pushed down peoples throats; growth does not pay for itself. She said hiring a consultant before the Task Force was appointed shows the plan is already decided, she wants real participation. She said Council Members need to get on television, radio and newspaper talking about the comprehensive plan.

3. APPROVAL OF MINUTES

Minutes from the January 12 meeting were approved by majority vote.

4. OLD BUSINESS

- a. *Update on outreach.* Matt Dugan (PDR) explained the documents included in the packets, and briefly discussed the public outreach. Robena Jackson

(Groupsolutions) discussed the public participation plan. General discussion was had on public outreach, goals and targets for outreach.

- b. *Discussion and possible action on task force outreach plan.* Mark Yznaga discussed a supplemental outreach plan including combining the outreach efforts of the Task Force with City Council and staff; looking at the raw demographic participation numbers and identifying underrepresented groups to target; getting alignment of the different entities responsible for the comprehensive plan; improving messaging; and asking the Mayor's office to write an editorial. Patricia Dabbert moved to have the Engagement Committee work with staff and consultants to identify outreach goals. Frances Ferguson seconded the motion. Judge Cooper called a vote and the motion passed by majority vote.

5. NEW BUSINESS

- a. *Discussion and possible action on general direction for Community Forum Series #2 (Comparing Alternative Futures).* Matt Dugan (PDR) discussed a change in outreach strategy for Community Forum Series #2 including a new outreach and participation tool – “traveling teams” to go where citizens congregate to provide information and take input; also redesign the public meeting format to a more free-form and open-ended, like the kick-off. At 8:00 p.m. Judge Cooper asked for a motion to extend the meeting. Regina Rogoff moved to extend the time of the meeting. Patricia Dabbert seconded the motion. Judge Cooper called a vote and the motion passed by majority vote.
- b. *Discussion and possible action on future agendas.* Garner Stoll (PRD) discussed a proposed framework for upcoming agendas for the February, March and April Task Force meetings.

6. FUTURE AGENDA ITEMS

ADJOURN

Chair Margaret Cooper adjourned the meeting at 8:10 p.m.

For more information on the Comprehensive Plan Citizens Advisory Task Force please visit the website (<http://www.imagineaustin.net/taskforce.htm>) or contact Matt Dugan, Planning and Development Review Department, at 974-7665 or matthew.dugan@ci.austin.tx.us.