



IMAGINEAUSTON

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Land Development Code Advisory Group Meeting #9 Minutes

September 16, 2013 at 4:00 pm
City Hall, first floor, room 1029 (Staff bullpen)
301 W. 2nd Street, Austin, Texas 78701

Imagine Austin Priority Program: Revise Austin's land development regulations and processes to promote a compact and connected city (*Imagine Austin Comprehensive Plan, p. 207-210*).

Charge to Advisory Group: Assist in public outreach and provide feedback on development and implementation of a revised land development code (*Resolution #20121206-074*).

Meeting Objective: Discuss Listening Sessions, structure of Advisory Group, and outreach activities.

1. Review approach for the Listening Sessions and discuss spokespersons. Diane Miller with subconsultant Civic Collaboration reviewed the approach to the Listening Sessions, including the format of informational boards, presentations, table exercise, and questions and answers. Advisory Group members volunteered to be spokespersons for the Listening Sessions: Mandy De Mayo and Stephen Delgado at Bowie high school, Melissa Neslund and Dave Sullivan at Kealing middle school, and Stephen Oliver and Beverly Silas at Lanier high school. Advisory Group members discussed the need for a morning or lunch time Listening Session.
2. Discuss structure, organization and chair of Advisory Group. Advisory Group members discussed the need to have deep input on issues, and the possibility of forming working groups either functional or topical, and the political nature of having a chair and vice-chair. They discussed the need to get advice from the consultants, the possibility of scope creep, and finding a way to address important issues.
3. Update on members' outreach activities. Advisory Group members discussed their outreach activities including AIA Austin, and affordability groups. Advisory Group members asked for the Imagine Austin Citizens Advisory Task Force to be included in outreach efforts and lessons learned that could be applied to this engagement process.

4. Present CodeNEXT branding concept. Sebastian Puente with subconsultant Cultural Strategies presented the CodeNEXT branding concept. Advisory Group members discussed the importance of branding, and linking it with Imagine Austin.
5. Agenda for next meeting. Advisory Group members identified these topics for their next meeting.
 - Recap on the Listening Sessions
 - Template from Opticos for filling out case studies
6. Public comments. Members of the public commented on posting the public input from the Listening Sessions online; that the Imagine Austin Comprehensive Plan has common goals for the code revision; and a Central Texas Commercial Association of Realtors event on October 10 that includes Dan Parolek of Opticos Design as one of the speakers.