

Planners Unite Meeting Summary
Thursday, March 11, 2010
Good Planning leads to strong economics

1. Partner Organizations
 - a. Pennsylvania State Association of Township Supervisors (PSATS), Pennsylvania State Association of Boroughs (PSAB), County Commissioners Association of Pennsylvania – County Planners, (C CAP), & Pennsylvania Works!
 - i. Willing to provide Letters Of Support
 1. message and case studies will be submitted for use once it is refined and approved (anticipated following March 25 meeting)
2. Case Studies
 - a. Cranberry, Erie, Jefferson Morgan - reviewed and approved
 - b. Need examples from SE and NE PA –
 - i. Outreach will occur to SE and NE via APA-PA Section Chairs and DCED contacts to gather information ASSIGNED – Jeff Grim, Denny Puko
 - c. Lancaster Multi Municipal Comprehensive Plan: **Under development – Mark Stivers**
3. Historical timeline & current status
 - a. Draft circulated for review – ASSIGNED – ALL comments to be forwarded to Denny
 - b. To be considered - How will this be used? Informational or reformatted for circulation?
4. Conservative Voice
 - a. Group discussed the need to inform our message from a conservative viewpoint
 - i. **ASSIGNED: Shannon to check with NAIOP - pending**
5. Other
 - a. Legislative Outreach
 - i. Prepare strategy for outreach to legislative audience. **ASSIGNED: Ed Wilson and Shannon - update**
 - ii. Informal Interviews to help frame message - update
 1. **ASSIGNED: Dennis w/ Rich Kasunic**
 2. **ASSIGNED: Ed Wilson & Ed Boito w/ Bob Freeman**
 - b. Messaging – **ASSIGNED: Shannon** (will help craft and provide QA/QC)
 - i. Refinement - update

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1. Abbreviation and “sound bites” are needed. Comments should be sent to Shannon. Review will be forwarded to appropriate parties for verification of content.
- ii. Communication – Voice – **All communications to outside parties should come from Alex.**
 1. NO EMAIL circulation to outside parties through forward so that we maintain QA/QC
- c. Messaging Additional – **ASSIGNED: Ed Wilson to check into possible resource to provide “framing”**

6. Next Meeting – March 25 @ 3:00 pm via conference call

- a. Planners Unite – *keep this in mind*
 - i. WORKING TASK FORCE
 - ii. Meeting until WE GET THE JOB DONE!