

**Planners Unite Meeting Summary**  
**Thursday, February 25, 2010**  
Good Planning leads to strong economics

1. Partner Organizations
  - a. Coordination has occurred with Pennsylvania State Association of Township Supervisors (PSATS), Pennsylvania State Association of Boroughs (PSAB), County Commissioners Association of Pennsylvania – County Planners, (C CAP), & Pennsylvania Works!
  - b. Support is there for our effort
    - i. Willing to provide Letters Of Support
    - ii. We must provide message and case studies
      1. *Will do this once it is refined and approved*
2. Case Study
  - a. Cranberry and Erie: We are on right track. Text still needs to be simplified w/ bullets.
    - i. **ASSIGNED: to ALL - Comments should be sent to Shannon** who will coordinate with **Jason** for revisions
  - b. Lancaster Multi Municipal Comprehensive Plan: **ASSIGNED: Mark**
  - c. A rural example is needed – **ASSIGNED: Dennis and Amy**
3. Historical timeline & current status
  - a. Two components = Grant & TECHNICAL ASSISTANCE – the Tech Assist was almost forgotten.
    - i. A Case Study citing Tech Assistance should be prepared
  - b. More information will be prepared on the Commonwealth’s commitment to planning and detail on Tech Assist aspect.
    - i. DCED is a source of information, Rich Bickel might be a good source of information
    - ii. **ASSIGNED: as noted on call** regarding summary
    - iii. **ASSIGNED: All** -- suggestions for interviews should be sent to Joy who will compile and circulate for comment on desired case study.
4. Conservative Voice
  - a. Group discussed the need to inform our message from a conservative viewpoint
    - i. **ASSIGNED: Dennis to check with NAIOP**
5. Local Government Day Nomination
  - a. REMOVED from our agenda

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- 6. Other
    - a. Legislative Outreach
      - i. Prepare strategy for outreach to legislative audience. **ASSIGNED: Ed Wilson and Shannon**
      - ii. Informal Interviews to help frame message
        - 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
        - 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”**
7. Next Meeting – March 11 @ 3:00 pm via conference call
- a. Planers Unite – *keep this in mind*
    - i. WORKING TASK FORCE
    - ii. Meeting until WE GET THE JOB DONE!