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
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 Freemen**
   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!