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 Freemen
   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. Planers Unite – keep this in mind
      i. WORKING TASK FORCE
      ii. Meeting until WE GET THE JOB DONE!