

**Girdwood Area Plan Update Committee**

**November 15, 2017**

**Minutes**

The mission of the Girdwood Area Plan Update Committee is to fund and complete a transparent, inclusive review of the Girdwood Area Plan to guide Girdwood land use in an orderly and understandable process that is respectful of all views.

The mission of the Girdwood Area Plan:

“Guiding Girdwood land use: creating a framework for the future development of Girdwood.”

1. 6:04PM Call to order, Lewis Leonard Co Chair
2. Introductions and Welcome
3. Agenda Approved for November 15, 2017
4. Minutes Approved from October 25, 2017 Meeting

**Announcements:**None

**Old and New Business:**

1. RFP Discussion (Amanda Sassi)  
   Amanda Sassi attended planning conference over the weekend and was able to get insights from planning consultants on simple RFP format and language. She presented a draft document for the group to review.

Overall goal is to see what it would cost to hire a consultant to provide guide the committee in the research, community engagement and public process of an updated plan.   
  
Area Plan Committee will still conduct the work, consultant will ensure that they are staying on task.

Outreach in 1994 relied heavily on Charrette, but there are additional methods and information available to committee through internet and social media. Using all resources will help in achieving as much community engagement as possible.

Group thanks Amanda for her work. It brings the RFP conversation a lot farther along to have a draft on paper to review. Comments are that there needs to be information for contractors on what the evaluation method will be by the committee and to change the wording of the compensation.

Group discusses how to evaluate opinions and comments from residents versus non-residents in the Girdwood Area Plan. Approximately 50% of homes/condos in Girdwood are owner occupied, so there is a significant tax base created by non-resident owners.

Group adds students and non-profits to stakeholder list.

Amanda will update the RFP draft and re-send it to all committee members to review. Members can email Amanda with their suggestions and ideas. This will be reviewed at the next GAP meeting on Nov 29.

Girdwood Area Plan Update website: [www.girdwoodareaplan.com](http://www.girdwoodareaplan.com)

Girdwood Area Plan Update Committee Agendas and minutes are available on line: http://www.muni.org/gbos



1. Outreach discussion  
   Review logo ideas (Amanda Sassi)

Group reviewed 3 updated logo concepts drafted by Amanda Sassi. Group likes version #2, but with a purple border around it. Amanda will update and will provide in grayscale and full color. Diana will begin to use this on letterhead and requests for donations. Approved logo is shown at the top of the meeting minutes.

Newspaper articles (TBA)

Sam Daniel has been contacted by Devin Kelly at the ADN regarding a possible newspaper article. Focus of this would be that the MOA doesn’t have staff to achieve planning, so neighborhoods need to do this on the grassroots level. This may encourage stakeholders in planning to help support with private funding.

No outreach by committee to local papers or KEUL. They are copied on the agendas and minutes of the GAP.  
At this time committee doesn’t have a message or release for the local papers. Local messaging will likely be information about GAP and the need to provide input. Group confirms that no one should provide info to media without running it past the committee first. Group may need to nominate someone as media contact.

1. GAP committee input on pilot survey questions (Sam Daniel and Amanda Sassi)  
   Amanda and Sam report that they met with Eric Fullerton recently and drafted concepts for the survey. Group was encouraged to think out of the box, about what would make Girdwood a model sustainable community.

Group discusses outreach effort and who in the community is typically missed in projects such as these. Group agrees that lower income workers are hard to connect with. Group discusses engagement through food pantry, THU night dinners.

Outreach group is making an effort not to bring up items that the community views negatively that were in the old plan, namely the golf course and rail spur. Group discusses that more heli and flight operations, which are listed as possible areas of increased activity will impact the community through flight path noise. Commercial operations are regulated, and the GAP scope isn’t to manage operations limits. Group discussed the feasibility of a larger grocery store and more restaurant. Actual development of these businesses would be determined by market study by those businesses. Lewis asks that Senior Center be added to the list of lifestyle objectives.

Mike Edgington discusses an elastic approach with the public that incorporates their ideas of what the community needs and then follows up to find ideas on how to encourage that development. This involves multiple engagement steps starting with finding out what people say they value about Girdwood now and evolving in to what people want and how to achieve it.

Amanda will update the information on outreach and will send it to the committee. Committee members should review and make comments via email or at the next GAP meeting on November 29.

1. Goals and timeline   
   Review of on-going efforts:

* Update on project funding and budget (Diana Livingston). No change
* Linda Soriano, 2020 Grant writer introduction and discussion (Diana Livingston) Not yet.
* Mental Health Trust Land (Sam Daniel). No report.

1. Comments from the committee  
   Diana and Lewis are attending Girdwood Rotary on THU November 16.   
   Craig Schubert states that community should lobby state regarding housing in Girdwood.  
   Diana thanks Amanda Sassi for all her work for today’s meeting. It brings the conversations a big step forward.

Kyle makes staff request to change from 1 hour meeting twice per month to two hour meeting once per month.

1. Establish assignment for next meeting   
   Review committee input on RFP and Outreach survey, discuss demographics, consider meeting schedule
2. Tentatively booked future meetings\*

WED Nov 29 6PM WED Jan 31 6PM

WED Dec 6 6PM \*Note this change THU Feb 8 6PM (?)  
WED Dec 20 6PM\* Note this change WED Feb 28 6PM  
THU Jan 11 6PM  
**Adjourn 7:07PM**