Minutes for the Tempe Veterans Commission Meeting held on January 10, 2017 at 4:00 PM at the Tempe Public Library Lower Level, TLC Classroom, 3500 S. Rural Road, Tempe, Arizona 85282.

Commission Members Present

Keith Finkle, Chair
Mario Aguirre
Troy Friedman
Dale Groen
Patricia Little-Upah
Michelle Loposky
David Lucier
Laura Skotnicki

Commission Members Absent

Michelle Bravo, Vice-Chair
Bryan Durham
Scott Essex, Secretary

Staff Present

Valerie Kime Trujillo, Human Services Deputy Director
Parrish Spisz, Council Aide
Wydale Holmes, Office of Strategic Management & Diversity

Item 1 – Meeting Called to Order at 4:15 PM

Item 2 – Public Appearances – None Present

Item 3 – Strategic Planning Session (Attachment Included)

The Commission reviewed and discussed the Strategic Plan Process with Moderator Wydale Holmes, Office of Strategic Management & Diversity. Attached is the work completed during the Strategic Planning Session.

Item 4 – Adjournment
Next meeting to be held on January 30, 2017, East Valley Veterans Center 3320 South Price Road Tempe, Arizona 85282.

Minutes prepared by: Melissa Placencia
Reviewed by: Valerie Kime Trujillo

______________________________________________
Keith Finkle,
Chair, Tempe Veterans Commission
City of Tempe
Veteran’s Commission
January 10, 2017
Strategic Planning – Session 1

VISION

- Continued support and partnerships with CARE7, Tempe Fire as well as identifying new opportunities
- Further develop programs to recognize those entering service and returning from service and deployments
- Raise awareness of the Veterans Commission and its work in the City of Tempe
- Spring Stand Up for Veterans and continuing neighboring communities’ participation
- Lease up the Valor on Eighth Housing Project
- Increased local businesses to participate and certify ACMF’s Veteran Supportive Employer program
- Continued development of East Valley Veteran’s Education Center as an on site resource center

BARRIERS

“What is blocking us from moving toward making our recommendations to City Council?”
<table>
<thead>
<tr>
<th>Streamlined, Prioritized Resources</th>
<th>Restricted Financial Opportunities</th>
<th>Tempe-Specific Process with ACMF</th>
<th>Realistic Commissioner Commitments</th>
<th>Focused Developed Brand</th>
<th>Actively Engaged Veterans</th>
</tr>
</thead>
<tbody>
<tr>
<td>Uncoordinated Community Veteran’s Services</td>
<td>Restricted Financial Opportunities</td>
<td>Undeveloped process for prioritizing VSE’s in Tempe</td>
<td>Overlapping volunteer commitment</td>
<td>Undeveloped communication plan</td>
<td>Weak veteran’s participation</td>
</tr>
<tr>
<td>Excessive and competing resources</td>
<td></td>
<td>Confused market for employers</td>
<td>Fragmented time schedules of Commissioners</td>
<td>Underdeveloped social media plan</td>
<td>Reluctant interest from vets</td>
</tr>
<tr>
<td>Overlapping community support</td>
<td></td>
<td></td>
<td>Conflicting schedules</td>
<td>Undeveloped message (&amp; tagline)</td>
<td>Limited outreach</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Cutting through the noise</td>
<td>Identifying women veterans (Where? How?)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Constricting regulations to operate</td>
<td>Huge and disparate veteran’s community</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Spreading the word is uncoordinated</td>
<td>Confused market for veteran’s resources</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Communication between cities</td>
<td>Unidentified returning service members</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Unknown resources (EVVEC)</td>
<td>Underdeveloped social media plan</td>
</tr>
</tbody>
</table>

**STRATEGIC ACTION ARENAS**

“What innovative, substantial actions will advance our vision?”

<table>
<thead>
<tr>
<th>Developing Commissioner</th>
<th>Establishing</th>
<th>Engaging</th>
<th>Maximizing</th>
<th>Developing Financial</th>
<th>Influencing Tempe Job</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Roles and Responsibilities</th>
<th>the Brand</th>
<th>Veterans</th>
<th>Resources</th>
<th>Strategies</th>
<th>Market for Veterans</th>
</tr>
</thead>
<tbody>
<tr>
<td>▪ Develop Commission members’ expectations</td>
<td>▪ Work with the City’s Public Information Officer or a Pro bono PR firm</td>
<td>▪ Develop social media</td>
<td>▪ Create resource matrix by need and provider</td>
<td>▪ Develop a financial plan</td>
<td>▪ Develop Tempe process for AVSE using ACMF as model with all talents of the Commission</td>
</tr>
<tr>
<td>▪ Develop groups with 3 concentric circles</td>
<td>▪ Identify PR experts/resources</td>
<td>▪ Specific, annual events</td>
<td>▪ Survey Tempe veteran’s needs</td>
<td>▪ Write grants, individual, in-kind, institutional</td>
<td>▪ Engage employers in focus group</td>
</tr>
<tr>
<td>▪ Form “work groups” – leverage Commissioner expertise</td>
<td>▪ Seek brand consultant volunteer</td>
<td>▪ Create incentive program for vets to participation</td>
<td>▪ Utilize Veteran’s Resource Network</td>
<td>▪ Form 501(c)3</td>
<td>▪ Identify Commission role in VSE process</td>
</tr>
<tr>
<td>▪ Educational session on Commission regulations</td>
<td>▪ Advertise the brand collectively</td>
<td>▪ Share success to develop awareness</td>
<td>▪ Hold Town Hall meeting</td>
<td>▪ Partner with a non-profit to create a special event to raise Money</td>
<td></td>
</tr>
<tr>
<td>▪ Each Commissioner takes lead on one project</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>