



**Minutes
Tempe Veterans Commission
January 10, 2017**

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 Lopusky
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**



BARRIERS

“What is blocking us from moving toward making our recommendations to City Council?”

Streamlined, Prioritized Resources	Restricted Financial Opportunities	Tempe-Specific Process with ACMF	Realistic Commissioner Commitments	Focused Developed Brand	Actively Engaged Veterans
<ul style="list-style-type: none"> ▪ Uncoordinated Community Veteran’s Services ▪ Excessive and competing resources ▪ Overlapping community support 	<ul style="list-style-type: none"> ▪ Restricted Financial Opportunities 	<ul style="list-style-type: none"> ▪ Undeveloped process for prioritizing VSE’s in Tempe ▪ Confused market for employers 	<ul style="list-style-type: none"> ▪ Overlapping volunteer commitment ▪ Fragmented time schedules of Commissioners ▪ Conflicting schedules 	<ul style="list-style-type: none"> ▪ Undeveloped communication plan ▪ Underdeveloped social media plan ▪ Undeveloped message (& tagline) ▪ Cutting through the noise ▪ Constricting regulations to operate ▪ Spreading the word is uncoordinated ▪ Communication between cities ▪ Unknown resources (EVVEC) 	<ul style="list-style-type: none"> ▪ Weak veteran’s participation ▪ Reluctant interest from vets ▪ Limited outreach ▪ Identifying women veterans (Where? How?) ▪ Huge and disparate veteran’s community ▪ Confused market for veteran’s resources ▪ Unidentified returning service members ▪ Underdeveloped social media plan
STRATEGIC ACTION ARENAS					
<i>“What innovative, substantial actions will advance our vision?”</i>					
Developing Commissioner	Establishing	Engaging	Maximizing	Developing Financial	Influencing Tempe Job

Roles and Responsibilities	the Brand	Veterans	Resources	Strategies	Market for Veterans
<ul style="list-style-type: none"> ▪ Develop Commission members' expectations ▪ Develop groups with 3 concentric circles ▪ Form "work groups" – leverage Commissioner expertise ▪ Educational session on Commission regulations ▪ Each Commissioner takes lead on one project 	<ul style="list-style-type: none"> ▪ Work with the City's Public Information Officer or a Pro bono PR firm ▪ Identify PR experts/resources ▪ Seek brand consultant volunteer ▪ Advertise the brand collectively 	<ul style="list-style-type: none"> ▪ Develop social media ▪ Specific, annual events ▪ Create incentive program for vets to participation ▪ Share success to develop awareness 	<ul style="list-style-type: none"> ▪ Create resource matrix by need and provider ▪ Survey Tempe veteran's needs ▪ Utilize Veteran's Resource Network ▪ Hold Town Hall meeting 	<ul style="list-style-type: none"> ▪ Develop a financial plan ▪ Write grants, individual, in-kind, institutional ▪ Form 501(c)3 ▪ Partner with a non-profit to create a special event to raise Money 	<ul style="list-style-type: none"> ▪ Develop Tempe process for AVSE using ACMF as model with all talents of the Commission ▪ Engage employers in focus group ▪ Identify Commission role in VSE process