



**Minutes
Tempe Veterans Commission
January 26, 2017**

Minutes for the Tempe Veterans Commission Meeting held on January 26, 2017 at 6:00 PM at the East Valley Veterans Center, 3320 South Price Road Tempe, Arizona 85282.

Commission Members Present

Keith Finkle, Chair
Michelle Bravo, Vice-Chair
Bryan Durham
Scott Essex, Secretary
Troy Friedman
Patricia Little-Upah
David Lucier
Laura Skotnicki

Commission Members Absent

Mario Aguirre
Michelle Loposky

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 6:04 PM

Item 2 – Public Appearances – None Present

Item 3 – Strategic Planning Session II – [\(Attachment Included\)](#)

The Commission continued to discuss the Strategic Plan Process with Moderator Wydale Holmes, Office of Strategic Management & Diversity. Attached is the work completed during the Strategic Planning Session II.

Item 4 – Adjournment

Next meeting to be held on ~~February 21, 2017, Tempe Public Library, Connections Café Classroom~~ March 7, 2017, Tempe Public Library – 2nd Floor Board Room 3500 S. Rural Road, Tempe, Arizona 85282.

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

Keith Finkle,
Chair, Tempe Veterans Commission

	QTR 1 JAN – MAR	QTR 2 APR - JUL	QTR 3 JUL - SEP	QTR 4 OCT – DEC
DEVELOPING COMMISSIONER ROLES & RESPONSIBILITIES	Define needed working groups & a task for each commissioner to lead	Partner w/ sister commissions for peer to peer training (Arts) Recommendations sent to city/feedback provided & implemented		
ESTABLISHING THE BRAND	Research feasibility of media platforms	Establish social media platforms (FB, Twitter, Instagram etc.) Tracking survey for info. source Marketing materials -cards -handouts	Leverage veteran employers to find veterans	
INFLUENCING TEMPE JOB MARKET FOR VETERANS		Develop Tempe-specific AVSE communication Plan Work w/ ACMF for Tempe Specific Process	Coordinate w/ DES for co-location (EVVEC) <i>No longer at EVVEC</i>	

ONE-YEAR ACCOMPLISHMENTS

STRATEGIC DIRECTION

Establish the Brand

CURRENT REALITY	YEAR ONE ACCOMPLISHMENTS	SUCCESSFUL INDICATORS
<p>Established Website</p> <p>Established Commission</p> <p>Partnered w/ EWEC</p> <p>Stand For Veterans Event</p> <p>Valor on 8th Housing Project</p> <p>Established 3 Buckets (ed, jobs, wellness)</p> <p>No community Established</p> <p>We Are Not Known</p>	<p>Established Social Media Platform (FB/Twitter/Instagram)</p> <p>Info Source Survey-tracking</p> <p>Leverage Veteran Supportive Employers</p> <p>Develop Marketing Materials</p> <ul style="list-style-type: none"> - Cards - Handouts - Promo items/coins <p>Talk w/ Parrish about mktg guy</p> <p>Engage Recruiting CMD</p>	<p>Inc. ↑ 15% Hits on website</p> <p>Inbound links established + tracked</p> <p>Build an on-line community</p> <p>Increase Event participation 20%</p> <p>Expectations to Families outlined</p>

ONE-YEAR ACCOMPLISHMENTS

STRATEGIC DIRECTION

Influencing Tempe Job Market for Veterans

CURRENT REALITY	YEAR ONE ACCOMPLISHMENTS	SUCCESSFUL INDICATORS
<p>6-8 confirmed AVSEs</p> <p>No Tempe specific process</p> <p>First come first serve</p> <p>No Tempe specific communication plan</p> <p>Undeveloped Tempe pipeline</p> <p>DES DVOP/LVERs onsite one/wk</p>	<p>Work w/ ACMF for Tempe specific process</p> <p>Develop Tempe specific comm plan</p> <p>Coordinate w/ DES about location</p>	<p>50 AVSEs</p> <p>Tempe specific fast tracked AVSE process</p> <p>Implemented Tempe marketing plan targeting business</p> <p>DES/AZ@Work located at EVVEC Fulltime</p>

Implementation Steps Worksheet – 90 days

Strategic Direction Influencing Tempe Job Market for veterans		Accomplishment title (what) Work w/ ACMF for Tempe specific process		
Intent (why) To prioritize Tempe AVSES (10 per quarter)		Start Date: June 21 End Date: Sept 5		
Implementation steps (how)		Who	When	Where
1. Establish pre-application and training		Mario	August	Phone
2. Develop and implement marketing material		Michelle L	August	
3. Seek other Veteran partners for contact with businesses		Scott	September	
Coordinator Mario	Collaborators or partners ACMF ADVS ESGR Employer support Guard & Reserve	Evaluation measures Tempe specific process activated by end Q3	Budget 0	Next meeting date
Team Members Scott				

Implementation Steps Worksheet – 90 days

Strategic Direction Establishing the Brand		Accomplishment title (what) Research feasibility of media platforms		
Intent (why) To become known to the Tempe Veteran Community		Start Date: 26 Jan 17 End Date: TBD		
Implementation steps (how)		Who	When	Where
1. Coordinate w/ Valerie or Parrish to meet w/ PIO		Michelle/Keith	Feb 17	City/TCC
2. Meet w/ PIO to obtain legal requirements and/or templates		Michelle/Keith	Feb 17	
Coordinator Team Members David Lucier Pat Upah Michelle Bravo	Collaborators or partners City of Tempe HS PIO	Evaluation measures Understand legality/rules of having social media for the commission	Budget \$0	Next meeting date TBD

Implementation Steps Worksheet – 90 days

Strategic Direction Developing Commissioner Roles & Responsibilities		Accomplishment title (what) Each Commissioner assumes a lead for a specific project or task		
Intent (why) Operate more efficiently		Start Date: June 21 End Date: September 5		
Implementation steps (how)		Who	When	Where
1. Identify project/task for each Commissioner 2. Plan how to execute 3. Be prepared and activate by Q4		All Commissioners ↓ ↓	Sept Meetings ↓ ↓	City Library ↓ ↓
Coordinator	Collaborators or partners	Evaluation measures	Budget	Next meeting date
Team Members All				