1. **Introductory Remarks**

   Executive Director of the Planning and Building Agency Hassan Haghani welcomed the participants to the fourth meeting of the General Plan Advisory Group.

2. **Forming a VISION for Santa Ana**

   Associate Planner Ricardo Soto gave a short presentation regarding vision. He introduced a short video clip of President Kennedy’s 1962 “We choose to go to the moon” speech to further emphasize the idea of creating a vision for the City.

3. **Crafting a VISION STATEMENT – Group Exercise**

   Principal Planner Verny Carvajal continued the conversation by providing a review of the concept of vision statements. Working with Planning Commissioner and GPAG Member Phil Bacerra, he shared a number of vision statement examples from London, Toronto, New York City, San Francisco, and Portland. GPAG members noted that several of these sample vision statements were forward-thinking and looked at the big picture, highlighting unique qualities about each of the cities such as sustainability, resilience, and the residents having a sense of belonging. Members also noted what was missing, as with the case of San Francisco’s statement and its lack of reference to the City’s own residents.

   The meeting was then divided into groups, and members were asked to highlight their top ten choices from a list of 72 key words that were derived from feedback gathered during earlier community outreach efforts. From these ten words, each member was asked to select their two most valued words, and corresponding flash cards to these words were taped onto an easel board. Members were then asked to rearrange these words to create a complete vision statement.
The vision statements produced from this exercise had significant overlaps in terms of highlighting sustainability, culture, education, health, and equity. The statements are as follows:

1) “Santa Ana is a healthy, educated, family-friendly, and sustainable community, rich in cultural heritage, which flourishes in diversity and community partnerships, rooted in equity for all.”

2) “Our Santa Ana is the state-of-the-art capitol of Orange County that celebrates its diversity, neighborhoods, cultural heritage and will be the leader in creativity, sustainability, and education that fosters a sense of community.”

3) “Our Santa Ana is a sanctuary for all residents, that embraces its cultural heritage and promotes sustainability by creating open space, investing in education, celebrating neighborhoods, and supporting equitable business opportunities.”

4) “Santa Ana is Orange County’s leader in education and innovation, creating a vibrant, healthy, attractive, sustainable quality of life for all.”

4. **Next Steps**

   Executive Director Haghani concluded the group exercise by telling the GPAG attendees to keep all four of these vision statements in mind as the City moves forward in the General Plan process. He encouraged members to note aspects of the statements that speak to them, as well as ideas that they may want to add or change.

   Principal Planner Carvajal concluded the meetings by letting the group know that the next Advisory Group meeting would be on May 3rd, 2017. However, he alerted the group that Staff is aware of scheduling conflicts that come up during the summer months and let members know to keep an open line of communication regarding scheduling conflicts for the next few meetings.
List of GPAG Member Attendees:

Claudia Arellanes, Downtown Business Owner
Phil Bacerra, Planning Commission
Marlene Buitron, Youth Commission
Ekta Naik, Alliance Development
Kathi Davis-Bowman, WisePlace
Lynette Guzman, Parks and Recreation Board
Peter Katz, Santa Ana Communication Linkages Forum
Nancy Mejia, Latino Health Access
Beatriz Mendoza, Planning Commission
Laura Morfin, Former Community Redevelopment and Housing Commission
Ken Nguyen, Planning Commission
Gilad Salmon, Environmental and Transportation Advisory Committee
Soledad Valentin, Multi-Family Housing Representative
Orin Williams, Santa Ana Unified School District
Isaac Michaca, Santa Ana Building Healthy Communities

Absent: Richard Chiarini, Industrial Business Owner
Barry Cottle, C & C Development
Tish Leon, Senior Advocate-Downtown Neighborhood

Note: the PowerPoint presentation use by Mr. Carvajal, Mr. Haghani and Ms. Neal is available at http://www.santa-ana.org/generalplan/default.asp