

**MINUTES OF THE VETERANS AND MILITARY ADVISORY BOARD IN REGULAR MEETING, JULY 21, 2020 AT 6:00 P.M., VIA MICROSOFT TEAMS, GILBERT, ARIZONA**

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**MEMBERS PRESENT:** Nicki Bartram, Victor Le Mai, James Lykins, Les Presmyk, Pamela Rinesmith, Phil Bobadilla, and Dave Rosenfeld

**MEMBERS ABSENT:** None

**STAFF PRESENT:** Councilmember Bill Spence (Council Liaison), Mayor's Aide Valerie Shaffer (Staff Liaison), Council Aide Monica D'Ortenzio (Staff Liaison), Nina De Castro (Lean Innovator)

**CALL TO ORDER OF REGULAR MEETING**

Chair Presmyk called the meeting to order at 6:02pm

**AGENDA ITEMS**

**1. Oaths of Office/Swearing-In- Phil Bobadilla**

Councilmember Spence administered the Oath of Office for Phil Bobadilla.

**2. Roll Call**

Council Liaison Valerie Shaffer called the roll and declared a quorum present.

**3. Pledge of Allegiance**

**4. MINUTES - consider approval of the minutes of the Special Meeting on July 14, 2020.**

Member Lykins moved to approve the minutes; Vice Chair Rosenfeld seconded. Motion carried 7-0 vote.

**6. Parliamentary Procedures Overview**

Chair Presmyk postponed this item to the next regular meeting.

**7. Update on the U.S.S. Arizona Project**

Councilmember Spence updated the Board on the project and determining the project timeline. Councilmember Spence reported that the Town would need to determine how involved the Town should be including incorporating the project with the Veterans Day parade, HD South Memorial Day, and other reoccurring events. He reported that there was a short-term and long-term timeline of 30-50 years.

**8. Strategic Plan Setting**

Chair Presmyk introduced Nina De Castro, Lean Innovator for the Town of Gilbert, who facilitated the strategic plan setting.

Nina DeCastro provided an overview of the plan for the meeting. She introduced the first activity, which was an ice breaker activity to get to know the Board members more. She led every Board member to introduce themselves and answer ice breaker questions.

Ms. DeCastro introduced the Lean Six Sigma philosophy. She summarized that the focus of the philosophy was customer focused. She explained that the group would first discuss who the customer was to ensure that the goals set aligned with the customers needs. Nina asked the Board members to write down primary, secondary and tertiary customers. She described various ways to prioritize goals, adding one way was to determine how many customers were served.

Ms. DeCastro introduced the next activity called “Critical To” or “Critical to Satisfaction” and asked the question “What is critical to these customers?”

The Board Members completed the below table during the meeting using everyone’s ideas:

Customer	“Critical To” What is critical to these customers?
<b>PRIMARY CUSTOMERS</b>	
Active Military	A voice Mentorship Types of services available to Veteran community and others Suicide prevention Mental health/Substance Use Disorder (SUD) services Return from duty/deployment recognition Post-Traumatic Stress Disorder (PTSD) Support Public recognition (Lowe’s Parking Lot)
Veterans	Older veterans’ services Veteran homelessness Medical Assistance Veteran Homelessness Military employment Education/Job assistance workshop Unemployment assistance Serve as a clearing house of information Show support to Veterans (Veterans Day Ceremony) Bring Southeast Valley Cities together to optimize resources for Veterans and families
Guards Reserve	Reserve/Guard Soldier of the year
Military Contractors	
Navy League	
Town Employees	
Council	Make Gilbert the #1 destination for Veterans

<b>SECONDARY CUSTOMERS</b>	
families, military spouses	Job assistance Family support Recognize families
school kids,	Guest speakers Education for schools about military service and Veterans School programs
Town residents	Recognition to those who are serving or have served Information helpful to community and Veterans Ceremony Recognition Pride
AZ residents	How is this important to Arizona Clear concise vision of project
military widows	
local businesses	
American legion	
caregivers	Assistance navigating the Veterans Affairs (VA) system Assistance in caring for disabled vet
disabled veterans	

<b>TERTIARY</b>	
Police, Fire,	Programs to honor current, past veterans and families
HD South,	Teaching young people pride in those who serve and served
Schools, student groups (CAP, JROTC, ROTC, Sea Cadet)	Student/school work events with military mits
HOAs,	Social/community gathering
businesses, veteran owned businesses	Show how they can get involved Military discounts What opportunities are available Business/nonprofit sponsorship

Ms. DeCastro led the Board members to brainstorm a list of potential Primary Goals:

Recognition

- Veterans Day
- Hero's Lane
- Service Member of the Year
- Educator of the Year
- Recognition Ceremony for Gilbert
- Memorial Day
- Communicate w/ Elected Officials
- Veteran of the Year

- Welcome Home

### Econ Opportunities

- Bring CofC & Economic Development Programs for Veteran businesses

### Community support

- Bring community around Veterans/ Military
- Develop long range enthusiasm
- Create a desire to affiliate with Arizona

### Resources

- Itemize what are the services available to our community
- Make resource guide of services
- #1 conduit for vet/ military family service
- Build capacity to access services in existence
- Non-medical resources jobs, business support
- Provide medical resource for East Valley
- Increase entry points and service coordination
- Provide education to yesterday sms & families
- Determine Veteran & Military services

### Education

- Develop educational Power Point

### Admission

- Delegate job positions and their community members
- Establish Employee Position and resources
- Establish formal talking points

Ms. DeCastro led the Board members to brainstorm a list of potential Secondary Goals:

### Awareness

- Engage military service personnel and families
- USS Arizona Project

- Get a survey out to residents with questions regarding Veterans and families

#### Mentorship

- Increase youth military program chapters
- Mentorship for prospective candidates entering military service

#### Community Support

- Deployment of SUCs/support
- Gold wives/families

#### Education

- Provide military culture education to town/East Valley employees
- School Mentors
- Put speakers into schools during May
- Develop speakers bureau
- SVC Academy Appts

#### Community engagement

- Engage community members

#### Resources

- Develop resource network for caregivers and family members
- Develop resource website for vet services
- Web based (remote) jobs

Member Bartram recommended members visit the website for the Arizona Coalition for Military Families. She explained that the website provides a database and a clearinghouse of partner agencies.

Chair Presmyk encouraged the Board in goal setting. In the next meeting the Board will discuss tertiary customers. The Board can prioritize the goals that were brainstormed and set our 1, 3, and 5-year goals.

Councilmember Spence encouraged the Board to consider staffing and cost requirements of goals.

Member Bartram suggested a three-hour meeting in August to finalize the goal setting and mission setting process.

#### 9. Report from Chair

Chair Presmyk provided a timeline and overview of the next meetings.

#### 10. Report from Board Members

None.

**11. Report from Council Liaison**

None.

**ADJOURNMENT**

Chair Presmyk adjourned the meeting at 8:20 p.m.

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Les Presmyk, Chair

**ATTEST:**

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Bill Spence, Council Liaison