American Planning Association
California Chapter Northern
Making Great Communities Happen

APA California Chapter Northern
Minutes of the January 10, 2009 Board Meeting

Meeting Location: Fremont Main Library -- Fremont

1. Call to Order and Introductions

Board meeting called to order at 10:15 am.

Board Members Present – Lucy Armentrout, Juan Borrelli, Darcy Kremin, Laura Gurney, Hanson Hom, Naphtali Knox, Al Kostalas, Emy Mendoza, Mika Miyasato, Andrea Ouse, David Ralston, Allen Tai, Ladd Miyasaki, Rob Eastwood, Surinder Sikand, Eileen Whitty, Hannah Young, Pierce Macdonald, Michael McCormick

Board Candidates Present – Caroline Teng (RRM Design Group)

2. November Meeting Minutes Review & Approval

Motion by Ladd Miyasaki to approve the November 6, 2008 meeting minutes, seconded by Juan Borrelli, passed unanimously.

3. Presentation of Certificates of Appreciation

The Board presented Immediate Past Director Juan Borrelli with a Certificate of Appreciation for his contributions as Board Director.

4. 2008 Status Report & Accomplishments

- 2008 Accomplishments (Darcy/All)

Darcy and Juan reviewed a list of the accomplishments in 2008. Allen will put together a final list of accomplishments as well as the goals for 2009.

- Holiday Party Review (Al Kostalas and Allen)

Al and Allen summarized the accomplishments for the 2008 Holiday Party. It was noted that there were approximately 120 attendees, which is within the range of attendance from previous years. There was positive feedback on the venue, and the per-person cost for the event came under budget. The Board discussed whether the 6-block walk from the Terrace Room to BART might be too far a walk given that it was a winter night. The Board also discussed the possibility of moving the event from a Friday to a Thursday in order to increase participation. Suggestions for future events include identify a Holiday Party point person, reviewing private vs. public sector attendees, and considering the starting time for the event.

- New Appointments: CPF Liaison – Hing Wong

The California Planning Foundation (CPF) Board has recommended that each of the eight APA California Sections select a liaison so that there can be better communications between CPF and

the Sections. This position can be an appointment to the Section Board. The responsibilities of the liaison are to help promote CPF activities and events including announcing the CPF scholarship program, obtaining a check for the Section-sponsored scholarships, promoting CPF workshops, and acquiring auction items for the Section challenge. The Board noted that the bylaws allow the Director to appoint persons to fill positions as necessary to fulfill the duties of the Board.

Motion to appoint Hing Wong as the Board's CPF Liaison by Hanson Hom, seconded by Lucy Armentrout, approved unanimously.

- Associate Newsletter Editor: Caroline Teng

The Board discussed Caroline's background and experience as excellent qualifications to serve the Board as Associate Newsletter Editor. The Board noted that the Communications Director has the authority to appoint associates to assist with the preparation of the Newsletter.

Motion to appoint Caroline Teng as the Associate Newsletter Editor by Naphtali Knox, seconded by Darcy, passed unanimously.

- Discussion of Board Meeting Dates

The Board discussed the possibility of selecting some Board meeting dates other than Thursdays to accommodate those members who have conflicts on Thursday evenings. The Board discussed moving meetings from Thursday to Wednesday on the following days:

Wednesday, March 4th
Wednesday, July 1st
Wednesday, November 4th

5. Brainstorm Section Goals & Needs for 2009

The Board divided into small groups to brainstorm goals in the areas of Professional Development, Social Networking, and Membership Outreach & Public Relations. The following is a review of the accomplishments in 2008 and new goals established for 2009.

<u>Professional Development Accomplishments in 2008</u>:

- Achieved a 96% pass rate from participants of AICP Exam Preparation workshops
- Held a successful Ethics Workshop
- Sponsored 9 events from the SJSU Urban Planning Coalition speaker series
- Coordinated diversity and outreach events at universities and colleges
-

<u>Professional Development Goals for 2009</u>:

Encourage ongoing development and implementation of professional development activities

- Provide legislative, legal, and current events updates in Northern News (12 votes)
- Organize a speaker series on green building and global climate protection topics (9 votes)
- Organize a Legislative Workshop and Ethics Workshop (7 votes)
- Assist awards program winners with the nominations process and endorsements for State and National APA awards (6 votes)

- Identify relevant conferences/training sessions offered by other organizations and pursue opportunities to partner with other organizations (2 votes)
- Continue to provide AICP exam preparation workshops and promote attainment of AICP certification

Support planning education and professional development of the next generation
- Plan a successful student planning conference or career fair (6 votes)
- Continue outreach to universities and support student networking events (5 votes)
- Provide support for further development of non-accredited programs (4 votes)
- Offer scholarships to students at accredited and non-accredited schools
- Provide student sponsorships for students attending state conference

The Board discussed possible ways to achieve professional development goals, including: organizing a career fair, reaching out to non-accredited schools, sponsoring diversity events in underserved communities, and organize events related on Green Building and Climate Change topics.

Social Networking Accomplishments for 2008:
- Held successful awards program and holiday party
- Significant improvements to website and advertising tools (PayPal enhancements)

Social Networking Goals for 2009:

Strengthen membership involvement in Northern Section activities
- Host and co-sponsor events that promote diversity within the profession and in under-served communities (8 votes)
- Hold quarterly RAC events that mix professional development and happy hour events (8 votes)
- Conduct a survey to understand membership needs and preferences for events (6 votes)

Increase public familiarity with the organization to those not traditionally reached by our newsletter/organization
- Establish a list-serve/online forum to facilitate dialogue and communication between members (8 votes)
- Pursue opportunities to partner with other organizations and co-sponsor events (7 votes)
- Continue to advertise RAC events via eNews blasts (5 votes)

Increase public/private sector involvement in organization

- Develop/expand RAC collaborations with other professional associations (6 votes)
- Issue Press Releases after the Awards Ceremony (6 votes)
- RACs to submit articles to Northern News (2 votes)
- Establish a position to coordinate co-sponsorship requests and getting out the new of the cosponsored event to Northern News (1 vote)
- Expand advertising opportunities to both public and private entities

The Board discussed possible ways to achieve social networking goals, including having each RAC organize one fun event per quarter, collaborating with the Young Planners Group to reach out to students, and seeking co-sponsorship opportunities with other professional organizations. The Board also discussed email surveys, establishing an online forum, and promoting the Holiday Party as a public/private networking event.

Membership Outreach Accomplishments in 2008:

- Redesigned website provides accurate information on website hits
- New website receives 5,000 to 10,000 visits per month
- Largest newsletter download was in August 2008
- Jobs page averages 1,200 hits per month.
- eNews blast a great success

Membership Outreach Goals in 2009:

Increase Section membership, providing a broader base of diversity and activities.

- Explore other new opportunities for communicating with potential new members from allied professions. (13 votes)
- Increase the retention of existing members using surveys and other ways to determine what they expect from their membership (6 votes)
- Advise members, students and prospective members of opportunities for continuing education & professional development.
- Continue work on an overall communications plan/outreach strategy
- Solicit articles from allied professions and selectively distribute to a wider audience

Promote Northern Section participation via newsletter, web page, and other online resources

- Use website access data to target customers and attract advertisement opportunities to increase revenue (11 votes)
- Survey Northern Section membership to refine outreach strategies (9 votes)
- Create an online forum to allow faster communication and interaction among members on emerging planning issues
- Educate planners involved in existing networks about the use of list-serves, the web page and the newsletter

Support and increase student membership and involvement

- Expand membership via promotion of APA discount membership rates to students and new professionals (1 vote)
- Support the Youth Planners Group (1 vote)
- Organize a Planning Director's forum or roundtable

The Board discussed keeping track of attendance at Board-sponsored events. Attendance information could be publicized to attract private sector participation and to increase ad revenue. The Board also discussed the possibility of having performance measures and mid year targets to track progress in achieving goals. The Board acknowledged that there are similarities between this year's goals and goals for the previous year, because some goals are part of the Board's continuing goals as stated in the Bylaws.

6. Co-sponsorship Opportunities:

- League of Women Voters 2009 Bay Area League Day

Eileen discussed the League of Women Voters 2009 Bay Area League Day "Water, California's New Gold" on January 31, 2009 from 9 – 2pm at the ABAG offices.

Motion to advertise the event through eNews by Eileen Whitty, seconded by Pierce MacDonald, approved unanimously.

- CPTED Crime Prevention Through Environmental Design

Darcy discussed the CPTED Crime Prevention through Environmental Design co-sponsorship opportunity for an event in the spring. Lucy volunteered to help at the event and selecting a venue. Juan suggested making this a RAC event in the Peninsula or in Monterey Bay. Surinder and others will coordinate finding a location for the event on the Peninsula. The Board agreed to advertise the event and pay for CM credits.

Motion to advertise the event and apply for CM credits by Hanson Hom, seconded by Michael McCormick, approved unanimously.

- City of Fortuna Redesigning the Zoning Code event

The Redwood Coast RAC requests a sponsorship of $1,600 for the City of Fortuna's event for Redesigning the Zoning Code. The Board discussed whether to sponsor community workshop or the professional workshop. There was consensus that APA members should pay a member rate of $50 to attend the event. The Board also discussed conditions for co-sponsorship (e.g. reporting back on attendance information)

Motion by Naphtali for a $750 sponsorship less Board's cost for CM credits, with the requirement for submittal of the event mailing list and an article for newsletter. Jeff amended the motion to stipulate a $50 member fee for APA members. Kenya further amended the motion to have the $750 split between the Board's Professional Development and RAC budgets. Lucy seconded the motion with the above amendments. Motion passes on a 10-2 vote.

- AEP CEQA Workshop

AEP is requesting advertising co-sponsorship for its CEQA Determining Impact Significance and Cumulative Impacts with Gary Jakobs in January.
Motion to advertise and apply for CM credits for the event by Juan Borrelli, seconded by Michael McCormick, approved unanimously.

- SB 375 Workshop

The Board discussed sponsoring a SB 375 workshop involving advertising for the event and staff assistance, and CM credits. East Bay RACs David and Joanna will provide assistance for the event.

Motion to advertise, apply for CM credits, and provide staff assistance for the event by Michael McCormick, seconded by Mika Miyasato, passed unanimously.

The Board discussed costs for CM credits. It was noted that the Board is a now CM provider, so there is an annual cost of $1,500 to $2,000 but no cost per event.

7. Budget Review and Discussion

Jeff Baker provided a review of the 2008 and 2009 budget. The 2008 budget included conference rebates of approximately $87,000 from the CA Chapter, which are proceeds from the state conference 2007. This resulted in higher incomes and fewer expenses in 2008 than in previous years. The Board noted that the conference rebate provides the single major source of income that support a majority of Board functions over the next several years until the next conference is located in the Northern Section.

Jeff noted that quarterly payments from the State chapter are based on current membership; however, the State chapter has been behind on its payments despite the Board's timely submittal of quarterly budget reports.

The Board reviewed the 2009 budget and noted the following:

- Largest expenses: Holiday Party and Awards Ceremony
- Naphtali noted that the $5,000 Copy Editor expense may now be used for Copy and Design services given Caroline and Mika's appointment to Associate Copy Editors. It was also noted that there are significant savings of $17,000 from printing and mailing associated with converting the Northern News to electronic distribution.
- The Board also noted that PayPal expenses are already factored into the event expenses in the budget.
- Overall expenses: 58,650; Reserves: $120,000

The Board made the following adjustments to the 2009 budget:

- Rob Eastwood requested a modification of the International Section budget to $1,500.

Motion to revise the International Director's budget to $1,500 by Rob Eastwood, seconded by Eileen Whitty, approved unanimously.

- Naphtali requested increasing the Professional Development workshop budget to $2,000.

Motion to increase the Professional Development Workshop budget to $2,000 by Naphtali Knox, seconded by Hanson Hom, approved unanimously.

The Board also noted that conference expenses cover the Director's costs to attend conferences. The insurance costs cover liability and other legal expenses for the Board, which is a required under the State chapter. The Board also recommended covering Emy Mendoza's costs to attend

the 2009 APA National Conference as recognition for winning the 2009 APA National Planning Leadership Award for a Student Planner.

Motion to provide $1,000 from the Director's conference expense budget to cover Emy Mendoza's attendance at the 2009 APA National Conference by Darcy Kremin, seconded by Hanson Hom, approved unianimously.

Motion to approve the 2009 Budget by Naphtali Knox, seconded by Lucy Armentrout, approved unanimously.

The meeting was adjourned at 3:15 p.m.