



APA California Chapter Northern Section Board Minutes of the July 10, 2008 Board Meeting

Meeting Location – LSA Associates, Berkeley, CA

1. Call to Order and Introductions

Board meeting called to order at 6:30 pm.

Board Members Present – Juan Borrelli, Darcy Kremin, Hing Wong, Hannah Young, Bryan Wenter, Eileen Whitty, Hanson Hom, Naphtali Knox, Licinia McMorrow, Emy Mendoza, Al Kostalas, Joanna Jansen, Allen Tai, Lucy Armentrout, Pierce Macdonald, Lucas Woodward, Iris Starr, Rob Eastwood, Charity Wagner

Guests Present – Devan Reiff, Michael Fossati, Mika Miyasato, Ariane Burwell

2. Approval of the Minutes of the May 7th Board Meeting

Motion to approve with corrections by Darcy Kremin, seconded by Hanson Hom, passed by voice vote.

3. Elections Schedule/Nomination Committee Formation

A Nomination Committee must be formed by November 1, 2008 by the Director Elect. A Call for Nominations will be published in September with a deadline of September 30, 2008. Ballots and candidate statements will be mailed out in November; all ballots must be submitted by December 1, 2008.

Newly elected positions will join the Board on its January 2009 retreat. The September Northern News will have requirements for candidates. E-voting procedures from last year will be repeated. Candidates are encouraged to review the By-Laws for the duties of each position. Darcy Kremin and Juan Borrelli is on the Nomination Committee. Hing Wong expressed interest to serve on the committee. Additional volunteers are welcome.

Administrative Director

Allen Tai is completing Michael Olin's term as Administrative Director. He will have to run for the permanent position.

Direct Elect

Candidates for Director Elect must have served on the Board for at least one year.

4. Mid Year Treasurer's Report

Juan reviewed the budget with the Board and made the following notes:

- Thanked Eileen and Andrea for organizing the Awards Event, which was held under budget.
- The October 2007 Cal APA Conference in San Jose was the largest state conference ever.

- The \$50 Holiday Party expenditure was likely due to a late receipt submittal.
- RAC events are good investments for opportunities for networking and professional development, and the Board will continue to support RAC events.
- The Board is doing a great job with this year's budget; spending to-date is only at roughly 27% of projected expenses. There is currently approximately \$119,000 in reserves.
- Clarified that item 800 Student Teaching/Mentoring/Scholarship was \$3,000.
- There was a discussion about the need for another postcard mailing depending on the amount of traffic on the website.

5. Website Update Discussion - Pierce MacDonald

Pierce Macdonald discussed the website update with the Board. The following comments were made:

- New website will be launched in August 2008.
- Board members were asked to provide content for the new website.
- The new website offers better security and ease in tracking web traffic.
- Conforms to the new APA name/brand guidelines.
- 6,300 downloads of the newsletters were documented to-date.
- Audrey will be out July 24 - August 4 and will need job postings by the 22nd in time for the website launch on August 5th
- Naphtali recommended doing an article in the newsletter showcasing the new website.
- Juan mentioned that the Budget information online should be secure and that minutes should be posted online.
- Iris suggested posting a list of events that are CM credited.
- Hannah suggested adding links on the tables to the event descriptions.
- Iris will write a short description of the events and create a table for those descriptions.

6. 2008 Holiday Party & Committee Formation

Darcy discussed the duties of the Holiday Committee:

- Venue selection, negotiating contract, making flyer, advertising, coordination prior to and during the event, raise money in raffles for student events (\$3,000 cost), finding sponsorships and corporate prizes. Attendance is approximately 130-150.
- Tentative date for the Holiday Party is Friday, December 5th
- Traditionally the event has alternated across the Bay, this year's event is in the East Bay.
- Al discussed the lessons learned from last year's Holiday Party and discussed difficulties with the budget. Need to beware of minimum costs, fees, gratuity and taxes. Having Paypal registration will help ease the administrative duties.
- Darcy, Iris, Al, Lucy and Allen volunteered to serve on the Holiday Party Committee.

8. Annual CPF Section Challenge Auction Donation

- Juan described the CPF Challenge, which is a competition for each section to raise the most money/donations. Winning sections will receive a plaque.
- Hing gave a background of the CPF Auction, which will take place at the State Conference in Hollywood in September. The CPF is the scholarship arm of APA California Chapter. This year CPF will be awarding over \$40,000 in statewide

scholarships. In the Northern Section there will be 5 winners, 2 more winners than last year. The deadline to report to CPF what the section will donate is by the end of August.

8. Individual Board Member Reports

- South Bay RAC (Licinia McMorrow)
 - Discussed a possible event to show a documentary about the San Jose Flea Market, with the film makers as speakers for the event. She is currently looking at venues.
- San Francisco RAC (Kenya Wheeler)
 - No report
- Redwood Coast RAC (George Williamson)
 - No report.
- Peninsula RAC (Surinder Sikand)
 - Received positive response for RAC event, which had an attendance of 11 persons.
 - Currently considering suggestions for possible events including trail biking, happy hour social, and LEED, TOD, and open spaces as possible event themes.
- North Bay RAC (Ladd Miyasaki)
 - Secured a few cases of Sonoma County wines and radio time on KSVY 91.3 FM for the annual CPF Section Challenge Auction Donation.
 - Exploring possibility of a Sonoma Ecology Center-led tour of the City of Sonoma.
- Monterey Bay RAC (David Roemer)
 - Will hold a kick-off event on August 7th at noon at Monterey City Hall; a City Building Inspector will give a speech on Monterey's Green Building program.
- East Bay RAC (Joanna Jansen)
 - Planning an event to invite the Department of Housing and Community Development to hold a workshop on the Housing Element in the East Bay.
 - David Kalston is currently assisting with a sustainability event.
- Webmaster (Pierce Macdonald)
 - Encourage everyone to send her content for the website.
- University Liaisons (Emy Mendoza & Al Kostalas)
 - Al described her efforts for an APA membership drive at UC Berkeley at the beginning of the upcoming fall semester.
 - Emy was recently hired as to a full time position in the Environmental Services Department with the City of San Jose.
 - Guest Michael Fossati representing Healthy Silicon Valley, a non-profit working with the Health Trust to promote the 3rd Annual Healthy Communities Taking Action Conference, requested the Board's support and sponsorship to advertise the event. The focus of the conference is to promote land use planning that focuses on health and wellness. He inquired whether the event can qualify for CM credits. The event will be held on October 3rd at San Jose City Hall.

Motion to co-sponsor, help advertise, and submit for CM credits, the 3rd Annual Healthy Communities Taking Action Conference by Juan, seconded by Darcy, passed by voice vote.

- Student Representatives (Taryn Hanano & Lucas Woodward)

- Lucas: Discussed organizing a gathering event for recent grads to help with networking. Suggested working with University liaisons.
 - Taryn: Was recently elected President of the Urban Planning Coalition at San Jose State. She will also be graduating SJSU at the end of the year, so she will introduce a new representative to the Board.
 - The UPC is holding its Speaker Series in the Fall. The first event is on Saturday, September 27 from 9:00a.m. to 1:00p.m. at the Coyote Creek Parkway. Lunch will be provided. Guest speaker is Alish Ryan, Park Planner, and he will be talking about the park masterplan. Second event is related to mandating green building and incentives, with ULI as a possible sponsor. The event is tentatively in November, but more information is expected to come. A third event is intended as a Student Oriented event and themed along the lines of “What students should know before graduation.”
- Professional Development Director (Iris Starr)
 - Iris reviewed the list of CM credited events with the Board.
 - Planning Commissioner (Lynn Osborn)
 - Getting married on July 20th.
 - Will write an article for the newsletter on “green” transportation planning.
 - Newsletter Editor (Naphtali Knox)
 - Soliciting latest quotes on planning issues to post in the newsletter.
 - Introduced two candidates for the Associate Editor position: Mika Miyasato and Ariane Burwell. Naphtali recommended appointing two Associate Editors.
 - Mika is a transportation planner at HNTB and previously served on the 2005 APA National Conference Fundraising Committee.
 - Ariane does marketing at an engineering firm that specializes in green building.

Motion to appoint Mika Miyasato and Ariane Burwell as Co-associate Editors by Naphtali, seconded by Lucy, passed by voice vote.

- Membership Director (Lucy Armentrout)
 - Lucy discussed her ideas of describing the benefits of becoming an APA member.
 - Discussed the advantages and disadvantages of associating the organization with Disadvantaged Business Enterprise (DBEs). Board members expressed concerns over the need to maintain a current DBE log.
 - Suggested consulting the Membership Director at State level.
- Legislative Director (Bryan Wenter)
 - SB 375 (extension of Tentative Maps) is likely to pass.
 - Will include Bill updates in future newsletter.
- International Director (Rob Eastwood)
 - Wrote an article on Mt. Kilimanjaro.
 - Will begin planning for the India 2009 trip in late August. Trip is tentatively scheduled for late fall 2009 to accommodate weather conditions.
- Ethics Review Director (Hanson Hom)
 - Hanson reviewed the details of the upcoming Ethics Workshop scheduled for October 23rd at the Oakland MetroCenter (ABAG/MTC offices). Carol Barrett, Daniel

- Iacofano, and Hanson will be on the discussion panel. There will be a networking reception at 6:00 p.m. prior to the start of the event at 7:00 p.m. Tickets are \$15.
- The Urban Ecology Board is looking for a sponsor for its Easy Bay Greenway Project. A kick-off reception/launch party is planned this September or October.
 - Communications Director (Charity Wagner)
 - Reminded everyone that eNews is intended for timely matters and repeating upcoming events already announced in the Newsletter. The next deadline is July 23rd.
 - Awards Program Directors (Andrea Ouse & Eileen Whitty)
 - Andrea is getting married.
 - Will begin planning next year's event starting this November/December.
 - Juan and Darcy discussed the need to schedule de-briefs with the jurors of the last awards event.
 - Juan and Naphtali would like to have the descriptions of the award winning project posted on the website.
 - AICP Director (Dr. Don Bradley)
 - Results from the May exam would not be available until August.
 - Will begin AICP prep workshops this September.
 - Advertising Director (Hannah Young)
 - Currently working on demo of the new advertising venues and looking into eNews as a possibility. There are more calling cards this year, so she is exploring ways to enhance the appearance and interaction of the calling card directory.
 - Would like to keep track of who is accessing calling card information on the website, and who is linking to the website.
 - Treasurer's Report (Jeff Baker)
 - The Treasurer's Report was discussed in the Mid-year Budget Review.
 - Administrative Director (Allen Tai)
 - Discussed taking on Michael Olin's work on mapping the Northern Section membership. Will work with Juan on getting information on the membership lists.
 - Immediate Past Director (Hing Wong)
 - Discussed the Annual CPF Section Challenge Auction Donation.
 - Director Elect (Darcy Kremin)
 - Nominating the Awards Committee and Holiday Party Committee.
 - Director (Juan Borrelli)
 - Received a request from the State Membership Inclusion Director Michelle Rodriguez who is seeking Latino planning professionals and mentors for a teen advocacy event in Watsonville. Juan will refer this request to our Monterey Bay RAC planners.
 - Reminded everyone of the high-rise housing tour in San Jose on August 1st.
 - Thanked Hannah for hosting the meeting.
 - Next meeting at the PMC offices in Oakland.

8. Adjournment

Meeting adjourned at 8:57 p.m.