



APA California Northern FINAL Minutes of the July 1, 2009 Board Meeting

Meeting Location: SPUR offices – San Francisco, CA

1. Call to Order and Introductions

Board meeting called to order at 6:30 pm.

Board Members Present – Lucy Armentrout, Juan Borrelli, Miroo Desai, Rob Eastwood, Darcy Kremin, Laura Gurney, Hanson Hom, Joanna Jansen, Emy Mendoza, Mika Miyasato, Andrea Ouse, Tania Sheyner, Allen Tai, Caroline Teng, Eileen Whitty, Hing Wong, Hannah Young

Phone – David Ralston, Stephen Avis, Meryka Blumer, Christina Ratcliffe

Board Candidates –

Ethics Director Candidate: Colette Meunier, AICP

South Bay RAC Candidate: Katja Irvin, Surachita Bose, AICP (not present)

Other Guests – Jim Chappell, Dan Serrano, Dan Cermak, Nicole Cermak

The Board presented Naphtali Knox with the Recognition for Excellence Award for his contributions to Northern News.

2. May Meeting Minutes Review & Approval

Juan Borrelli provided minor comments.

Motion by Stephen Avis to approve the May 7, 2009 meeting minutes with minor clerical edits, seconded by Hannah young, passed with Naphtali Knox abstaining.

3. Appointment of New and Vacant Positions

- **Ethics Review Director Candidate:** Colette Meunier, AICP

Colette has extensive planning experience working in the public sector and has served as Director in Community Development and Planning departments in multiple Bay Area jurisdictions including Marin County, Alameda, and Benicia. Colette is currently a consultant with LSA Associates in Berkeley and is an active member on the Bay Area Planning Director's Association Steering Committee.

Motion by Hanson Hom to appoint Colette Meunier as the Ethics Review Director, seconded by Darcy Kremin, approved unanimously.

- **South Bay RAC Chair Candidates:** Katja Irvin

Katja is currently a planner with the County of Santa Clara. She brings experience creating social opportunities for planners in the South Bay area as former President of the SJSU Urban

Planning Coalition and member of the Congress for New Urbanism. Katja is interested in organizing a speaker series to spark discussion on controversial issues and allow converging of new ideas.

Surachita Bose (not present)

Hanson Hom explained that Surachita was not able attend the meeting due to a family event. Surachita is currently a planner with the City of Sunnyvale working on the Housing Element Update, Lawrence Station Transit Village Study and other major planning initiatives. Hanson described her as productive, responsible and diligent. He asked the Board to consider the possibility of creating co-chair position.

The Board discussed nominating Surachita for the Peninsula RAC Chair vacancy given her place of residence on the Peninsula.

Motion by Hing Wong to appoint Katja Irvin as South Bay RAC Chair and Surachita Bose as Peninsula RAC Chair, seconded by Eileen Whitty, approved unanimously.

Action Item: *Newly appointed board members to send contact info to Hanson Hom and Naphtali Knox for Board directory update.*

4. 2009 Awards Gala Report - Eileen Whitty and Andrea Ouse reviewed the details for the Awards program at the Sir Francis Drake Hotel in San Francisco on May 15th. Attendance was approximately 95. Overall, the event was successful and within budget. The Board commended Eileen and Andrea for the tremendous effort and the great food.

5. Holiday Party 2009 - The Board discussed the pros and cons of moving the Party to a Thursday night. Friday tends to conflict with other holiday events, but it would allow members from farther locations to attend.

Emy, Laura, Hanson, Allen, Hing and Tania volunteered to participate on the Holiday Party Committee.

Action Item: *Holiday Party Committee members to propose a date and secure a venue.*

6. Mid Year Budget - Darcy Kremin summarized the mid-year budget and noted that calling card ads have declined due to economic downturn. Darcy noted that the CA Chapter will issue subvention checks to the Northern section but may decide to defer payments in the future. Hing Wong clarified that the subvention funds come from APA National and are channeled to local sections through the state chapter.

Hing requested the Board to consider an amendment to the budget for a contribution to the California Planning Roundtable. Hing described the CPR as a forum for planners to discuss forefront issues. Every few years CPR produces a published report on a planning issue, and currently it is preparing a report on General Plan reforms needed to bring communities into the 21st century. CPR requested \$20,000 from the CA Chapter and local sections for the project. The CA Chapter agreed to contribute \$4,000 and \$2,000 from each section. Naphtali Knox noted that the project is intended influence a future update of the State's General Plan Guidelines.

Motion by Juan Borrelli to amend the budget to include \$2,000 towards the CPR report with conditions requiring submittal of the completed document to the Board and an article in the newsletter, seconded by

Hanson Hom with an amendment to also require CPR to submit a project timeline, approved with Naphtali Knox and Allen Tai abstaining.

7. Proposal for Shortening Meetings

Darcy Kremin raised the issue of requiring board members to submit short written reports in advance of board meetings to shorten the amount of time allocated to verbal reports during the meetings. Given that the Board has increase dramatically in size, board members agree that having individual verbal reports at each meeting was no longer an effective way to run the meeting. Hanson Hom volunteered to collect the reports ahead of time. Naphtali Knox suggested also sending the reports to the Administrative Director. Juan Borrelli noted that the CA Chapter requires written reports in advance to determine action items to be discussed at their meetings.

Board reports would be sent out to the board one week before each meeting along with the draft meeting agenda and draft minutes from the previous meeting. Colette suggested adding a review of action items to the beginning of each meeting agenda. The new format will be implemented starting with the September meeting.

8. Northern Section 2009 Goals - Individual Reports

Having Fun Events

- **Young Planners Group** (Roscoe Mata & Kimberly Comacho) – Laura Gurney reminded the board of the upcoming YPG meeting at Koji in San Jose. Emy Mendoza noted that the Association of Environmental Professionals (AEP) also wants to setup a Young AEP group.
- **South Bay RAC Chair** (Katja Irvin) – Katja is brainstorming an event in the South Bay to review SB 375. The Board suggested looking at the ABAG website for info on similar events.
- **East Bay RAC Chair** (Joanna Jansen/David Ralston) – Currently planning a brown bag event to present Berkeley’s Climate Change Action Plan planning process. The event will likely be located in Downtown Berkeley early fall. Also looking at a tour of Fox Theater in Oakland and happy hour event mid-Fall. Another possible event is a discussion of the regional resiliency issue involving East Bay Regional Parks and how park planning ties into green planning as part of the Green Corridor.
- **San Francisco RAC Chair** (Kenya Wheeler) – Hanson noted that Kenya got a new job in Southern California and may eventually need to step down.
- **Redwood Coast RAC Chair** (Stephen Avis) – Stephen is looking to bring new urbanist ideas for rural communities through discussions at RAC events planned later in the year.
- **Peninsula RAC Chair** (Vacant) – The Board appointed Surachita Bose as the new Peninsula RAC Chair.
- **North Bay RAC Chair** (Ladd Miyasaki) – No report

- **Monterey Bay RAC Chair** (Elizabeth Caraker/Meryka Blumer) – Events since the last Board meeting include a happy hour event and a APA Law webinar that the City of Monterey purchased for viewing via the web. Currently on the wait list for the CA Chapter CD library for the CD for Ethics CM credits. An upcoming joint APA/AEP event will feature State Assemblywoman Ana Caballero, who will talk about SB 375.

Provide Professional Development Opportunities

- **International Director** (Rob Eastwood) – Rob reviewed the itinerary of the trip. 18 people signed up including planners from India and one planner in China. The three-week trip in October will begin in New Delhi. Total price is approximately \$1,900 excluding airfare.
- **Legislative Director** (Bryan Wenter) – Assisted in Don Bradley’s AICP exam prep course. Darcy suggested having Bryan provide article. Eileen reminded of Bryan’s effort to organize a workshop for the Law CM credits.

***Action Item:** Bryan Wenter to write a Northern News article on legal issues and organize workshop eligible for 1.5 Legal CM credits by end of year. Darcy to follow up.*

Improve Section Diversity

- **Planning Commissioner Liaison** (Margaret Kavanaugh-Lynch) – No report
- **CPF Liaison (Hing Wong)** – Hing reminded the Board of the State conference in September. Conference will have bus shuttles between the Sacramento airport and the Capital Corridor train station to Lake Tahoe. Roundtrip cost for shuttle is \$40.

Hing also summarized CPF’s fundraising and scholarship efforts and the challenge for the CPF Scholarship Fund donations. Both small and large items are welcome. In the past, the Section has tried to obtain a donation for a large item, such as a short vacation trip and hotel stay.

- **Student Representatives** (UC Berkeley: Kris Hartley) – No report. (SJSU: Laura Gurney) – SJSU’s Urban Planning Coalition (UPC) is thinking about partnering with YPG to organize an active recreational event in Tahoe. UPC is soliciting ideas at this time.
- **University Liaisons** (Emy Mendoza) – Answered phone calls about APA activities and opportunities.
- **Planning Diversity Committee** (Miroo Desai) – Wanted to organize a mentoring program, but running into challenges with getting high school counselor participation.
- **AICP Director** (Don Bradley) – No report
- **Professional Development Directors** (Christina Ratcliffe/Tania Sheyner)
Tania noted that CA Chapter has ordered CDs for AICP members to obtain CM credits, but the waiting list is very long. Tania noted that there were 65 FAICP nominations statewide. Tania will report back to the Board after the CA Chapter subcommittee works with the nominees on selection and nomination.

Action Item: Tania Sheyner to report back on the FAICP selection and nomination process at the CA Chapter level.

- **Ethics Review Director** (Colette) – The Board appointed Colette Meunier to fill the Ethics Review Director vacancy. Hanson Hom summarized the positive feedback on the CPTED event held in Palo Alto.

Expand advertising and job postings

- **Membership Director** (Lucy Armentrout) – No Report
- **Webmaster** (Pierce Macdonald) – No Report.
- **Advertising Director** (Hannah Young) – Mid year budget shows a substantial drop in job ads. Currently in the middle of renewing calling cards ads. There are new fees in the ads, which could offset the drop in the number of ads. A report will be available in September. Hannah reminded the Board of allowing a reduce rate for jobs ads for a second month, but she noted that most recruiters typically do not advertise jobs for a period longer than one month, so that action will likely have no significant impact on increasing revenue.
- **Communications Director** (Michael McCormick) – Not present. Darcy noted that because the CA Chapter is cutting back funding for public relations Michael has transferred eNews responsibilities to Allen Tai. Michael will still be the central clearinghouse for the events calendar. Hannah will continue to still send ad info to Michael and Allen.

The Board discussed the issue of whether to list events on Northern News that are considered expensive. Hannah suggested that the expensive events should be referred to her for advertising opportunities. Juan noted that co-sponsoring event, even only a Newsletter article or calendar posting, requires a substantial amount of staff time and costs. Juan noted that the board should vote to decide what events to co-sponsor. Naphtali clarified that events organized by the APA are typically added to the calendar of events without a Board vote. Colette suggested that the Board should still accept expensive CM opportunities as way to earn revenue and to provide resources to the membership. Christina and Hanson noted that there are still a large number of AICP planners that need to obtain sufficient credits before December and therefore they did not believe that the Board should be too restrictive in advertising courses. Darcy suggested that the discussion should be part of an update to the Board's Co-sponsorship Policy. The Board generally acknowledged that some level of flexibility would be necessary.

Action Item: Naphtali Knox and Hannah Young will work on proposal to update the Co-Sponsorship Policy.

- **Newsletter Editors** (Naphtali Knox, Mika Miyasato, and Caroline Teng) – Discussed the need to have someone responsible for implementing a survey to identify of newsletter and eNews audience.

Administration

- **Treasurer** (Jeff Baker) – No Report

- **Administrative Director** (Allen Tai) – Discussed the Society of American City and Regional Planning History’s (SACRPH) 13th National Conference in Oakland. SACRPH is requesting a follow up co-sponsorship of covering Conference Program printing costs and a monetary sponsorship of the Regional Equity Plenary. The Board discussed offering a printer contact for the Conference Program and sponsor \$500 for the SACRPH Regional Equity Plenary event.

Motion by Darcy Kremin to allocate \$500 from the Professional Development budget to support the SACRPH Conference Regional Equity Plenary pending completion of the SACRPH Conference Preliminary Program, seconded by Hanson Hom, approved unanimously.

- **Immediate Past Director** (Juan Borrelli) – Juan summarized the FAICP nomination process and wanted to know if any board members want to volunteer to prepare for the submittal. Juan is also working with CA Chapter on an eNews to distribute information on resources to complete AICP CM credits by end of the year.
- **Director Elect** (Hanson Hom) – Worked with Juan on FAICP process. Requested board members RSVP for board meeting via Google invitation.
- **Director** (Darcy Kremin) – No Report.

9. Adjournment

The meeting was adjourned at 8:54 p.m.

Next meeting at ABAG offices in Oakland.

Summary of Action Items:

- Newly appointed board members to provide contact info for Board directory update.
- Holiday Party Committee members to propose a date and secure a venue.
- Bryan Wenter to write an article on legal issues and organize workshop eligible for 1.5 Law CM credits by end of year. Darcy to follow up.
- Tania Sheyner to report back on the FAICP selection and nomination process at the CA Chapter level.
- Naphtali Knox and Hannah Young will work on proposal to update the Co-Sponsorship Policy.

Outstanding Action Items from Previous:

- Membership Survey by end of 2009 (Communications Director)
- Report on webpage, mentoring program, and Diversity event status (Planning Diversity Committee)
- Write Northern News article on Legal issues and organize legal workshop by end of year (Legislative Director)
- Organize events eligible for CM credits by the end of 2009 (SF RAC Chair)