



APA California Chapter Northern Final Minutes of the March 4, 2009 Board Meeting

Meeting Location: Entrix offices - Concord, CA

1. Call to Order and Introductions

Board meeting called to order at 6:30 pm.

Board Members Present - Lucy Armentrout, Juan Borrelli, Darcy Kremin, Hanson Hom, Naphtali Knox, Emy Mendoza, Allen Tai, Eileen Whitty, Don Bradley, Michael McCormick, Caroline Teng, Bryan Wenter, Hing Wong, Joanna Hansen, Hannah Young, Jeff Baker, Connie Galambos-Mallo, Andrea Ouse (Phone), Al Kostalas (Phone), Elizabeth Caraker (Phone)

Board Candidates Present -
Planning Commissioner Representative Candidate:
Margaret Kavanaugh-Lynch

Professional Development Director Candidates:
Licinia McMorrow; Christina Ratcliffe; Tania Sheyner

Planning Diversity Associate Director Candidates:
Miroo Desai and Brenna Elizabeth Moorhead (Phone)

Student Representative Candidate:
Kristopher Hartley (UC Berkeley)

Other Guests - Jane Wardani; Kimberly Comacho and Roscoe Mata, Young Planners Group

2. January Meeting Minutes Review & Approval

Juan Borrelli provided comments and minor clerical edits.

Motion by Juan Borrelli to approve the January 10, 2009 meeting minutes with minor clerical edits, seconded by Naphtali Knox, passed unanimously.

3. Appointment of New and Vacant Positions

- **Planning Commissioner Representative Candidate:** Margaret Kavanaugh-Lynch
Margaret is a planning commissioner for the City of El Cerrito and currently works as a professional planner for PMC. She wishes to help planning commissioners develop the skills necessary to provide positive contributions to the local government planning process.

Motion by Eileen Whitty to appoint Margaret Kavanaugh-Lynch as Planning Commissioner position, seconded by Naphtali Knox, approved unanimously.

- **Student Representative (UC Berkeley):** Kristopher Hartley
Kris Hartley is a first year student in the Master of Urban Planning program at UC Berkeley. Kris has a MBA degree, and he is currently conducting research on home foreclosures in Richmond.

Motion by Hanson Hom to appoint Kristopher Hartley as UC Berkeley Student Representative, seconded by Don Bradley, approved unanimously.

Ethics Review Director Discussion

Prior to appointing a Professional Development Director, the Board discussed the pros and cons of having the Professional Development Director assume the responsibilities of the Ethics Review Director. The Ethics Review Director responsibilities mainly include offering guidance on ethics issues, speaking at the AICP exam preparation workshops, organizing ethics workshops, and participating in ethics discussions at the State level.

Darcy Kremin and Juan Borrelli discussed wrapping ethics position into a two-person Professional Development Director position. Naphtali Knox and Don Bradley suggested having two Professional Development Director positions while keeping the Ethics Review Director position. The Board discussed the need to have experienced, seasoned professionals to be the Ethics Review Director. Hanson Hom and Juan noted that the Ethics Review Director position was not very demanding, and when the CM program was developed, it became clear there was an opportunity for ethics topics to be included in a professional development context. Board members eventually agreed that the Ethics Review position should be a separate discussion at the next meeting.

Professional Development Director Candidates: Licinia McMorrow, Christina Ratcliffe, and Tania Sheyner

Tania is an environmental planner with a master's degree in environmental management from the University of San Francisco. She has 6 years of experience working on CEQA related topics and is currently working at Environmental Science Associates (ESA) in San Francisco. Tania recently earned her AICP certification.

Licinia currently serves as the South Bay RAC chair for the Northern Board. She recently began working on implementing San Jose's Green Vision goals in the City of San Jose's Environmental Services Department as the Energy Officer. Licinia has critiques of the CM process and would like to be proactive on improving the CM program.

Christina is a professional planner currently working at PMC. Christina has served on the Northern Board as Professional Development Director in the past and also taught an ethics course with Don Bradley as part of AICP exam preparation workshops. Christina wants to dispel perceived difficulties in achieving AICP certification such as costs, preparation and certification maintenance. Christina is also interesting in expanding networking opportunities for the membership.

The Board discussed the time commitment required of the Professional Development Director, and there was general consensus that the position should be shared by two persons.

Motion by Darcy Kremin to establish a two-person Professional Development Director position, seconded by Don Bradley, approved with Hanson Hom and Licinia McMorrow abstaining.

In a close vote, Christina Ratcliffe and Tania Sheyner were appointed as Co-Professional Development Directors.

Diversity Co-Director Candidates: Brenna Elizabeth Moorhead, Miroo Desai

Connie announced that she will be going on maternity leave this summer and explained her desire to have co-director positions. Connie summarized the responsibilities of the Diversity Director position and the level of commitment required of person in the position.

Brenna is an expert in natural resources and land use law. She has been working in planning for ten years, the past five with a private law firm in Florida. Brenna has a law degree from USC and a master's degree in urban and regional planning from the University of Florida.

Miroo is a senior planner for the City of Emeryville. Miroo has dual master's degrees in urban and regional planning and international relations and Chinese studies.

Hanson Hom motioned to appoint Brenna Moorhead and Miroo Desai as Planning Diversity Assistant Directors and Lucy Armentrout seconded the motion. Don Bradley added a friendly amendment to name the position Planning Diversity Associate Directors. The motion and amendment to appoint Brenna Elizabeth Moorhead and Miroo Desai as Planning Diversity Associate Directors passed unanimously.

4. 2009 Awards Update - Eileen Whitty and Andrea Ouse reviewed the milestones for the Awards program and noted that the deadline for receiving applications is approaching. Board members were requested to do outreach and encourage application submittals for the awards. The awards gala will take place Friday, May 15th at the Sir Francis Drake Hotel in San Francisco.

5. Young Planners Group - Kimberly Comacho and Roscoe Rata introduced the Young Planners Group (YPG) and described its mission to recruit and retain talent for professional development, career resources, and to generate student interest in planning. YPG is looking to engage the APA membership and is currently working with Kenya Wheeler to organize its first meeting on March 26, 2009. To join YPG, individuals must be an APA member and should be under the age of 35. YPG is also looking for planning professionals to mentor young planners and supporting

The Board was supportive of YPG, but it also discussed concerns of overlapping responsibilities and the potential conflicts between YPG events and Professional Development events in terms of scheduling. Board members agreed that it was important for YPG to coordinate with the Board in scheduling events. The Board also noted the importance of conducting public outreach according to Northern Section procedures and APA branding guidelines.

6. Northern Section 2009 Goals - Individual Reports

Having Fun Events

- South Bay RAC Chair (Licinia McMorrow) - Licinia is organizing an event on March 5th called "An Evening with Richard Jackson, M.D., M.P.H." Dr. Jackson is Chair and Professor in the Environmental Health Sciences department at UCLA, and co-author of Urban Sprawl

& Public Health: Designing, Building and Planning for Healthy Communities. The event will be held at the Santa Clara University at 6:30 p.m. CM credits are pending.

- San Francisco RAC Chair (Kenya Wheeler) - Kenya is organizing a lunchtime program with SF Planning and Urban Research (SPUR) to highlight APA award winners.
- Redwood Coast RAC Chair (George Williamson) - No report
- Peninsula RAC Chair (Surinder Sikand) - No report
- North Bay RAC Chair (Ladd Miyasaki) - Ladd is currently planning an event; details forthcoming.
- Monterey Bay RAC Chair (Elizabeth Caraker) - Elizabeth is planning a couple of events and coordinating with AEP on a joint APA-AEP monthly happy hour event. In addition, the Solving the Monterey Peninsula Water Crisis is taking place on April 14th. Elizabeth also noted that the local Monterey Air District held a conference to discuss the significance of SB 375 and approaches to implementing the legislation. Elizabeth will work with the Professional Development Directors to explore the possibility of obtaining CM credits retroactively for the Air District event. During the second Tuesday in May 2009, there will be another joint event with AEP to feature high-speed rail projects. Elizabeth requested the Board's sponsorship for the high-speed rail discussion.

Motion by Darcy Kremin to co-sponsor the Monterey Bay RAC High Speed Rail Project discussion via submittal for CM credits, seconded by Hanson Hom. Motion passes with Juan Borrelli abstaining requesting additional details of the sponsorship request.

- East Bay RAC Chair (Joanna Jansen/David Ralston) - AEP and APA held a co-sponsored event on CEQA called "Determining Impact Significance and Cumulative Impacts" on March 2nd. The event was approved for CM credits.

Provide Professional Development Opportunities

- **AICP Director** (Don Bradley) - Don noted that all twelve participants of the Fall 2008 AICP exam preparation workshops passed the exam. There are currently 18 participants in the Spring 2009 prep class. Don will provide Naphtali with the upcoming workshop dates and locations for *Northern News*.
- **Legislative Director** (Bryan Wenter) - Bryan gave a briefing on recent legal issues in planning, and he noted that several articles he wrote on legal issues will be printed in the next edition of *Northern News*. Bryan is currently planning a seminar on legal topics to qualify for the CM Law credit. The seminar is anticipated this fall.
- **International Director** (Rob Eastwood) - Rob noted that there was a meeting on February 23rd to discuss the India trip. The trip is tentatively scheduled for late October, and the entire tour will be approximately three weeks. Rob is working on an article that will appear in the May newsletter. The next monthly meeting will be on March 17th at the main library in San Leandro.

- **Ethics Review Director** (Hanson Hom) – Hanson noted that the Crime Prevention through Environmental Design (CPTED) event will be held in Palo Alto on May 21st. This event has been approved for 2.0 CM Credits.

Improve Section Diversity

- **Planning Diversity Director** (Connie Galambos Malloy) – Connie is organizing an event to engage front line communities in response to global climate change. The event is co-sponsored by Policylink and BCDC and is tentatively scheduled in May at the Museum of African Diaspora.
- **Student Representatives** (UC Berkeley: Kris Hartley) – No report (SJSU: Laura Gurney) – Laura is planning a Northern California Planning Student Conference and is currently working with other student reps to recruit speakers for a series on career planning and career resources.
- **University Liaisons** (Al Kostalas and Emy Mendoza) – Emy is helping YPG plan its first event.
- **CPF Liaison** (Hing Wong) – Hing briefly discussed his role on the California Foundation Board (CPF). CPF is the scholarship arm of APA California and raises money for planning students. Last year, CPF awarded \$48,000 in scholarship statewide compared to only \$17,000 five years earlier. This year, CPF anticipates awarding up to \$50,000 in scholarships and it wants to with University Representatives to conduct outreach. Hing also noted that CPF is sponsoring the “Trekking through Great Neighborhoods” sustainability walking tour on Friday, April 3rd in Oakland. The event is approved for 6.0 CM credits. The Board discussed sending an Associate Editor to the tour in order to obtain coverage of the event in *Northern News*.

Motion by Juan Borrelli to approve an expenditure of \$100 for one registration at the Trekking through Great Neighborhoods walking tour, seconded by Allen Tai, passed unanimously.

Expand advertising and job postings

- **Webmaster** (Pierce Macdonald) – Pierce is working to create consistency throughout Board communications. She is asking board members to send her electronic copies of RAC maps. Information about RAC events, University events, and other event announcements, including photographs taken at the events should be sent to Pierce for posting on the website.
- **Newsletter Editors** (Naphtali Knox, Mika Miyasato, and Caroline Teng) – Naphtali discussed the enormous time commitment required for editing the *Northern News*; he estimated approximately 150 hours working on the February *Northern News*. The Board recognized the amount of time required for editing *Northern News* and asked board members to contribute interesting content. Naphtali noted that the schedules for submitting materials need to be respected. Furthermore, board members need to respond and comment on the draft calendars and provide input. Naphtali requested the Board to conduct a survey to identify who is visiting the website and downloading the newsletter. A survey is anticipated in the next eNews.

- **Membership Director** (Lucy Armentrout) – Lucy thanked Michael McCormick and Naphtali Knox for helping create the revised eNews format. She will rely on the Board to help verify calendar dates and details for events.
- **Advertising Director** (Hannah Young) – Hannah presented her proposal to restructure the advertising fees. Hannah proposed to increase rates for both online and print ads and begin doing feature ads, which allows advertisers to feature specific topics. Hannah also discussed the opportunities to post ads with eNews.

In comparing advertising fees among APA California section, Hannah noted that the Northern section fees are among the highest in job ads and in the middle range with calling card ads. Hannah noted that the LA section offers advertising packages with their Awards Ceremony and charges up to \$1,000/year for such packages; the Board could explore such packages as another way to increase revenue. Hannah also suggested other advertising opportunities that the Board, such as posting banner ads on the website. The Board generally agreed that there is room to increase advertising fees given that the Northern section has the largest membership in the State.

Motion by Naphtali Knox to adopt the advertising fee increases and implement new advertising methods as proposed the Advertising Director, seconded by Don Bradley, approved unanimously.

- **Treasurer** (Jeff Baker) – Jeff noted that the Board is current with the budget and billing.
- **Administrative Director** (Allen Tai) – Allen presented a sponsorship request by the Society for American City and Regional Planning History for its 2009 National Conference on Planning History (October 14-18) in Oakland. The Board discussed various sponsorship opportunities including advertising the event, recruiting volunteers, and submitting the event for CM credits.

Motion by Allen Tai to sponsor the 2009 National Conference on Planning History by announcements via Northern board communications, outreach to students, and submitting the event for CM credits, seconded by Don Bradley, approved unanimously.

- **Immediate Past Director** (Juan Borrelli) – Juan is serving in a new role as Programs Director for the northern half of the Chapter on the state board. He is currently working with the Chapter's Professional Development Officer (PDO), Carol Barrett, to coordinate a statewide calendar of events on the Chapter website, creating greater opportunities for AICP members to earn CM credits, and will be assisting with conference programming when the state's annual conference is in northern California. Juan noted that there is currently a free podcast on making a difference with community green strategies that is eligible for 6.0 CM credits (pending). The podcast is available through the end of March.
- **Director Elect** (Hanson Hom) – See Ethics Review Director report.
- **Director** (Darcy Kremin) – Darcy is expecting a baby girl very soon and the Board gave its congratulations.

The meeting was adjourned at 9:00 p.m.