



APA California Chapter Northern Final Minutes of the May 7, 2009 Board Meeting

Meeting Location: PMC offices – Oakland, CA

1. Call to Order and Introductions

Board meeting called to order at 6:30 pm.

Board Members Present – Lucy Armentrout, Juan Borrelli, Don Bradley, Miroo Desai, Rob Eastwood, Darcy Kremin, Laura Gurney, Kristopher Hartley, Hanson Hom, Connie Galambos Malloy, Michael McCormick, Emy Mendoza, Mika Miyasato, Brenna Moorhead, Andrea Ouse, Christina Ratcliffe, Tania Sheyner, Allen Tai, Caroline Teng, Eileen Whitty, Hing Wong, Hannah Young

Board Candidates Present –

Redwood Coast RAC Candidate: Stephen Avis (phone)

Monterey Bay RAC Candidate: Meryka Blumer (phone)

Other Guests: Jane Wardani, Roscoe Mata (Young Planners Group)

2. March Meeting Minutes Review & Approval

Juan Borrelli, Hing Wing and Darcy Kremin, Hannah Young provided comments and minor clerical edits.

Motion by Juan Borrelli to approve the March 4, 2009 meeting minutes with minor clerical edits, seconded by Hanson Hom, passed unanimously.

3. Appointment of New and Vacant Positions

- **Redwood Coast RAC Candidate:** Stephen Avis

Stephen is working in long range planning in the City of Fortuna. He is interested in connecting the Redwood Coast with regional and statewide APA events. Stephen recently collaborated with George Williamson to organize a form-based zoning workshop.

Motion by Hing Wong to appoint Stephen Avis as Redwood Coast RAC Chair, seconded by Michael McCormick, approved unanimously.

Monterey Bay RAC Co-Chair Candidate:

Meryka Blumer has a background in environmental consulting. She is interested in creating social opportunities for planners in the Monterey Bay area.

Motion by Eileen Whitty to appoint Meryka Blumer as Monterey Bay RAC Co-Chair, seconded by Christina Ratcliffe, approved unanimously.

Action Item: Newly-appointed board members are to send contact info and photo to Hanson Hom for the newsletter announcement.

4. 2009 Awards Update - Eileen Whitty reviewed the details for the Awards program at the Sir Francis Drake Hotel in San Francisco on May 15th. There are approximately 60 registered guests at the time of the board meeting and there is room for additional guests. Hing Wong gave a summary of the Awards Program.

Jane Wardani volunteered to assist with taking photos during the event.

5. Membership Decline Discussion - There is a 13.5% decline in APA membership statewide, and similar declines are documented in other State chapters and at the National level as a result of the bad economy. A large portion of the membership decline were student memberships. The Board discussed the importance of retaining existing membership and noted that the Chapter Board is anticipated to draw upon reserve funds in order to provide membership assistance. Assistance for membership dues and State Conference registration is available to those who experienced a loss of income as a result of the recent economic downturn. The Chapter Board is expected to announce further details of the program and qualifying requirements.

6. FAICP Submittal Information - AICP inducts fellows every two years; the next inductions will take place at the 2010 APA National Conference in New Orleans. Nominees must be AICP for at least 15 years and have made significant contributions in any of the following four categories: excellence in professional practice, teaching and mentoring, research, public or community service and leadership. Each Section sends nominees to the CA Chapter Board who will forward selected nominations to APA National. Nomination packets, including name and background of the nominee and description of significant contributions, are due to Carol Barrett at the Chapter Board by May 28th.

Juan Borrelli, Hing Wong, and Hanson Hom volunteered to be on the FAICP nomination subcommittee.

Action Item: Subcommittee to report on nominees for FAICP induction.

7. Northern Section 2009 Goals - Individual Reports

Administration

- **Director** (Darcy Kremin) - Darcy thanked the Board for accepting the work she delegated.
- **Director Elect** (Hanson Hom) - Registrations for the May 21st CPTED are low. Hanson encouraged board members to do outreach. Speaker is Mike Wells, a 30 year crime prevention expert from the Concord Police Department.
- **Immediate Past Director** (Juan Borrelli) - Aside from helping with the Awards Program, Juan serves on the Chapter Board as the Programs Coordinator for Northern California. Juan is working with the Chapter's Professional Development Officer Chair, Carol Barrett to coordinate conference events and making sure that the calendar of events are current.
- **Administrative Director** (Allen Tai) - Business as usual.
- **Treasurer** (Jeff Baker) - Jeff noted that the Board is current with the budget and billing.

Expand advertising and job postings

- **Advertising Director** (Hannah Young) – Hannah noted that job ads have declined and the remaining ads are for senior positions. She is following up with the newly approved advertising program.
- **Communications Director** (Michael McCormick) – Michael discussed the efforts in posting events in Board and membership communications. He is currently working on a survey going out to the membership this year.

Action Item: Conduct membership survey by end of 2009.

- **Membership Director (Lucy Armentrout)** – Lucy reminded the Board that submittals for the eNews should be carefully reviewed for accuracy. There have been many mistakes in recent eNews submittals. Lucy also announced that she is leaving PBS&J to serve as program manager for the SF Park program in SERCO.
- **Newsletter Editors** (Mika Miyasato and Caroline Teng) – Mika reviewed the deadlines for upcoming Newsletter and reminded the Board that the July/August Northern News is a two-month issue. The June issue will cover the 2009 awards in brief and with more information to follow in subsequent issue of Northern News. Mika also reviewed the anticipated articles covered in upcoming articles, including the Tahoe conference and coverage of CPF tour by Caroline Teng. Caroline thanked Hing Wong for hosting a great CPF tour. Caroline also noted that the next edition of the newsletter will include a dialogue box to describe the membership assistance program by the Chapter Board.

Action Items: Emy Mendoza to write an article about her experience at the 2009 APA National Conference in Minneapolis. Caroline Teng to write an article on the CPF Tour.

- **Webmaster** (Pierce Macdonald) – No Report. Michael McCormick noted that the coordination between the Communication Director and Webmaster has been smooth. Juan noted that he recently sent Pierce the RAC area maps for web posting.

Action Item: RAC maps to be posted on Northern Section website.

Improve Section Diversity

- **CPF Liaison (Hing Wong)** – CPF held the 3rd annual sustainability walking tour (attend by Caroline Teng and Hannah Young) in Oakland. The tour began at the Port of Oakland and ended at the ABAG/MTC offices. Attendees gave positive feedback on the tour. Regarding the CPF Student Award winners, Hing noted that there are ten CPF student award winners who will be presented at the Awards event. For the upcoming scholarship, CPF is interviewing ten students, six from UC Berkeley and four from San Jose State. Regarding the locations for future national conferences in the Northern Section, Hing noted that the Chapter Board has already agreed with APA National to hold the 2018 APA National Conference in San Francisco. Planning for the conference begins in 2016. Regarding State conferences, Hing noted that Chapter Board is more involved because smaller sections typically do not have the venues to accommodate needs for large state conferences.

Don Bradley motioned to accept the national conference in San Francisco 2018, seconded by Allen Tai. Juan made a friendly amendment to the motion requesting that the Board continue to negotiate with APA National to receive a larger share of the profit to compensate for the amount of work the section board puts in. The motion was approved unanimously.

The Board emphasized the importance of negotiating with National on equitable profit-sharing, noting that the profit is a major source of funding for Section events over a number of years.

- **University Liaisons** (Al Kostalas and Emy Mendoza) – Darcy announced that Al Kostalas is leaving for graduate school. The Board thanked Al for her contributions. Emy Mendoza summarized her responsibilities as University Liaison, and she described her experience at the YPG kick-off event. Emy noted that the State Conference provides an opportunity to increase student membership and she is strategizing student networking opportunities with Stanford, Sonoma, and SFSU.
- **Student Representatives** (UC Berkeley: Kris Hartley) – Kris noted that the YPG kick-off event had a scheduling conflict with a popular Cal Alumni event. Kris hopes to distribute membership assistance information to students to prevent a significant drop in student membership.

(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.

- **Planning Diversity Committee** (Connie Galambos Malloy, Miroo Desai, Brenna Moorhead) – The Diversity Committee is working on a new diversity webpage, and they are currently figuring out technical details. The work plan involves collecting materials and resources in May and June, and beginning technical debug and organizing throughout July and August. The committee wants input on resources and information on community engagement, hiring, diversity training, and links other peers. Darcy suggested creating a Diversity Corner in Northern News for periodic updates.

Aside from the Diversity webpage, Miroo is working on promoting an understanding of the planning framework to high school students. She is also exploring opportunities to work with YPG on a mentoring programs and looking for volunteers for the program. Miroo hopes the mentoring program can hold its first session late Fall. Meanwhile, Brenna is studying climate change and its impact on disadvantaged communities. Specifically, she is looking at local environmental effects in bay area and the potential impacts of climate change on the African American community. The Diversity Committee hopes to organize an event on this topic in the near future eligible for CM credits.

Action Items: Report on webpage, mentoring program, and Diversity event status.

Provide Professional Development Opportunities

- **International Director** (Rob Eastwood) – Rob reviewed the itinerary of the trip. The cost is approximately \$1,400 to \$2,000, excluding airfare. Tour operator and CM credits are currently being setup. Another meeting will be scheduled in a few weeks. Initial deposit of 20% is required for registration.

- **Legislative Director** (Bryan Wenter) – Assisted in Don’s AICP prep course. Darcy suggested having Bryan provide article. Eileen reminded of Bryan’s effort to organize a workshop for the Legal CM credits.

Action Items: Write Northern News article on Legal issues and organize workshop eligible for 1.5 Legal CM credits by end of year.

- **AICP Director** (Don Bradley) – Don noted that the participants for the Spring 2009 AICP preparation working will be taking the AICP exam next week. The Board discussed promoting AICP to the YPG and outreach to other planners groups.
- **Professional Development Directors** (Christina Ratcliffe/Tania Sheyner)
Christina reminded everyone that AICP can make a difference in getting a job. She also noted that the way APA website has the events organized makes it difficult for members to find the CM credit events on the website. Recommend events be searched by date. Christina discussed the need to advertise the free and low-cost CM credits, as there are many podcasts available for free CM credits. Christina noted that she will be participating in the Time Management for Harried Planners at the Tahoe state conference.

The Board discussed the process of how events are co-sponsored and the Co-sponsorship policy previously adopted by the Board. Board members noted that the Co-sponsorship Policy should be revisited now that CM credit requirement is in place. Juan emphasized the need to track and list the approved events in Northern Section hosted or co-sponsored to be posted in July/August newsletter.

Action Item: The Board to revisit the Co-sponsorship Policy.

- **Ethics Review Director** (Vacant)
- **Planning Commissioner Liaison** (Margaret Kavanaugh-Lynch) – No report

Having Fun Events

- **Young Planners Group** (Roscoe Mata) – Roscoe thanked the board for the supporting YPG kick-off event, which had a turnout of approximately 60 planners. YPG is currently organizing monthly happy hour events. The first YPG meeting will be at ABAG and subsequent meetings and events will rotate around the Bay Area.
- **East Bay RAC Chair** (Joanna Jansen/David Ralston) – No Report
- **Monterey Bay RAC Chair** (Meryka Blumer) – Elizabeth is planning a couple of events and coordinating with AEP on a joint APA-AEP monthly happy hour event. She summarized the April 14th Summarized Solving the Monterey Peninsula Water Crisis event and the April 30th, Climate Change discussion where over 40 planners had attended. Elizabeth and Meryka are currently organizing a happy hour event in June.
- **Redwood Coast RAC Chair** (Stephen Avis) – Stephen is putting together a presentation for a Congress of New Urbanism event in Denver. He is looking to bring that presentation back to the Northern section for CM credit opportunity.

- Peninsula RAC Chair (Surinder Sikand) – Surinder stepped down from the Board due to health reasons.
- North Bay RAC Chair (Ladd Miyasaki) – No report
- San Francisco RAC Chair (Kenya Wheeler) – Kenya attended a community meeting on the Broadway Retail Corridor, which had an attendance of more than 100 people. Kenya plans on hosting a couple of RAC events during the latter half of 2009, with at least one event eligible for Law/Ethics CM credits. Kenya will work with the Professional Development Directors to organize the events.

Action Item: Organize events eligible for CM credits by the end of 2009.

- South Bay RAC Chair (Licinia McMorrow) – No report

7. Adjournment

The meeting was adjourned at 9:02 p.m.

Next meeting at the SPUR Headquarters in San Francisco on July 1st.

Summary of Action Items:

- Newly-appointed board members to send contact info and photo to Hanson Hom (Stephen Avis/Meryka Blumer)
- Report on nominees for FAICP induction (FAICP Subcommittee)
- Conduct membership survey by end of 2009 (Communications Director)
- Submit article on experience at the 2009 APA National Conference in Minneapolis (Emy Mendoza)
- Submit article on Oakland CPF Tour (Caroline Teng)
- RAC maps to be posted on Northern Section website (Webmaster)
- 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)
- Revisit the Co-sponsorship Policy (Board)
- Organize events eligible for CM credits by the end of 2009 (SF RAC Chair)