



APA California Chapter Northern Section Board Minutes of the May 8, 2008 Meeting

Meeting Location – Entrix Concord, CA

Board Members Present – Juan Borrelli, Darcy Kremin, Hing Wong, Hannah Young, Michael Olin, Bryan Wenter, Jeff Baker, Eileen Whitty, Hanson Hom, Naphtali Knox, Lynn Osborn, David Ralston, Kenya Wheeler, and Licinia McMorrow, Connie Galambos Malloy, Emy Mendoza, Al Kostalas, Joanna Jansen, Andrea Ouse.

Board Candidates Present – Allen Tai and Riad Elbdour

Board meeting called to order at 6:30 pm.

1. Introductions

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

Motion to approve with corrections by Darcy Kremin, seconded by Naphtali Knox, passed by voice vote.

3. Announcements and New Board Member Appointments

- The Board announced that Administrative Director Michael Olin will be leaving to pursue graduate work in New York. The Board thanks Michael Olin for his service and presented him with a Certification of Appreciation.
- Interim Administrative Director: Allen Tai
 - Allen is a planner with the City of San Jose and is assigned to advanced planning duties and maintenance of the City's General Plan. Currently, Allen is managing the 2007 - 2014 Housing Element update. His interests include contributing to the professional development of new planners and helping others prepare for the AICP exam.

4. Awards Program Update

- Eileen displayed examples of the food cards for the various food entrees
- Reservations made within a week of the awards ceremony can still pay \$40 at the door.
- Encourage attendees to pay using Paypal so the Board can get a sense of the guaranteed minimum.
- Sponsorship for student admissions at the awards ceremony is being solicited. Note in Paypal comment field "For student."
- Andrea and Eileen to coordinate with Al, Emy, and Taryn on volunteers.

- Eileen to coordinate with Hing on funds for the ceremony. (Jeff will be out of state).
- Andrea reviewed the awards categories and the list of award winners.
- Winners at the local level are eligible to apply for State awards, but they must apply on their own under the same awards category.
- The deadline for State-level awards is May 30th. Section Director signature is required for the State awards application.
- Juan will coordinate with Andrea on the frames for the awards certificates. The certificates will be 8.5" x 11".

5. Individual Board Member Reports

- Planning Commissioner (Lynn Osborn)
 - Forwarded Planning Commission/Planning Director list to Membership Director so RAC Chairs may contact them for future events.
 - Planners Institute events in March are eligible for AICP CM credits.
 - Would like ideas and input on sessions, topics, speakers for next year's Planners Institute in Anaheim. Planning for the event will begin in August.
- Director (Juan Borelli)
 - Encourage everyone to attend Awards Ceremony
 - Board co-sponsored Great City Speakers Series (June 5 through December 1); not yet posted online given that the schedule is still subject to change.
 - Hing and Juan is attending the CA Chapter Board meeting on May 17th and submitting the final Conference reports for the Chapter board approval.
- Director-Elect (Darcy Kremin)
 - Coordinating the different Board members who are absent.
- Immediate Past Director (Hing Wong)
 - Summarizing last year's conference, \$200K profit from State conference; Section receives \$80,000.
 - Iris has been coordinating with national APA on CM credits for mobile workshops at last year's State conference.
 - A number of Board members from the Cal Chapter will present a revised letter to Paul Farmer with regards to the State's position on CM credit program.
 - The membership of the Northern Section is at its largest ever with 1,900 members, and the Cal Chapter has 6,500 members. Membership is 11% higher than last year.
- Administrative Director (Michael Olin)
 - Michael is moving to New York to attend graduate school.
- Treasurer (Jeff Baker)
 - Submitted a 1st quarter report to the Cal Chapter.
 - Reserves at \$35,000.
 - APA National was audited and they want each Chapter to do monthly reports. None of the chapters are happy about this. Cal Chapter is a different financial organization and we didn't have to report previously.
- Advertising Director (Hannah Young)
 - Working on renewing of calling card ads and revisions to advertising proposal.
 - Paypal is now an option for advertisers; need to coordinate with Treasurer on specifics.

- SJSU is advertising an Assistant Director position. Juan will forward information to Hannah.
- AICP Director (Don Bradley – not present)
 - Current passing rate for AICP is 95% over 19 years.
 - Thanked guest speakers Allen, Hanson, Lucy, and Andrea for helping out.
- Awards Program Directors (Eileen Whitty)
- Communications Director (Charity Wagner)
 - Regrets missing the retreat and previous meeting.
 - Working with Lucy and Naphtali to create a schedule for the eNews.
 - Lots of redundancy between eNews and Northern News calendar – Northern News will get its own eNews to emphasize the publication.
 - The schedule to come out next week – give her items early.
 - The section has a new logo, name, and branding strategy – she will create a program to explain the name and many related changes to the members.
- Ethics Review Director (Hansom Hom)
 - Will prepare a CM form for a local ethics course.
 - Working with APACA on an ethics session for the Hollywood conference.
- International Director (Rod Eastwood – not present)
 - Submitted an article on his Mount Kilimanjaro climb.
 - Will begin to plan a trip to India in May – watch for notifications.
- Legislative Director (Bryan Wenter)
 - Two important and related ballot initiatives in the upcoming June election:
 - Proposition 98 – similar to failed Proposition 90 but also phases out rent control.
 - Proposition 99 – narrowly focused to address Kelo-styled condemnations.
- Membership Director (Lucy Armentrout)
 - Phased in the new masthead for the eNews, though technical issues remain.
- Newsletter Editors (Naphtali Knox)
 - Other chapters have fiddled with the new logo in their newsletter, so we can do so as well – we'll work with our graphic designer on the re-design. If time permits, we'll send around the new design to the board for comment. Naphtali will send some text regarding logo/branding changes to Charity.
 - The upcoming issue will be a little late due to our graphic designer's vacation – we can push the deadline back to the 18th.
 - The board directory will be updated.
 - Please send articles – people are reading them and other organizations are looking to our newsletter for inspiration.
- Planning Commissioner (Lynn Osborn)
 - Wrote an article for the last newsletter – more articles are coming.
 - Received an updated list of planning directors and commissioners from the League of California Cities.
 - Was going to send the South Bay RAC event to her list, but realized that the message should come from the RAC chair – Juan could also send it out.

- Adding her list to the eNews distribution list would seem consistent with our goals to grow the membership, though we need to make sure we don't violate any trust related to the list or create the impression of spam. We already encourage people to forward the eNews.
 - RAC events should be e-mailed to everyone throughout the section, but Lucy can provide a list of local members to interested RAC chairs.
- Will distribute local APA information at the League of California Cities' Planners Institute in late March.
- Planning Diversity Director (Connie Galambos Malloy – not present)
 - Collaborated on three session submittals for the Hollywood conference.
 - Recruiting applications for awards.
 - Following up on last year's diversity panel – contact her if interested.
- Professional Development (Iris Starr)
 - We should submit the "Where Land Meets Water" event for CM credits if there are a substantial number of AICP attendees.

Motion to submit the event for CM credits by Darcy Kremin, second by Lynn Osborn, and passed by voice vote.

- Student Representatives (Taryn Hanano and Lucas Woodward – Lucas not present)
 - Taryn
 - Signed up most new students for free APA memberships.
 - Project management, bicycle planning, and other topics planned for the spring speakers series.
 - Created an e-mail distribution list.
 - The Urban Planning Coalition has started a cocktail night and is looking to do broomball and tailgating events.
 - Students have applied for reimbursement for the Las Vegas conference.
 - Organizing a newsletter competition on growth management.
 - Lucas
 - Trying to get people to go to the Las Vegas conference, but there are concerns about costs.
 - Looking to coordinate with Northern News.
- University Liaison Directors (Emy Mendoza and Al Kostalsa – not present)
 - Discussing an outreach strategy, and will place outreach calls to Stanford and Humboldt.
 - Trying to publicize the Las Vegas conference at non-accredited schools.
- Website Director (Pierce Macdonald – not present)
 - Met with our web designer – the web site update will be submitted soon to the web site update committee and is expected to be within budget; roll out is anticipated in June 2008.
 - Made updates to the existing site: new chapter photo, consultant page overhaul, removal of outdated postings, update on conference, and director's note posted.

- Please send awards ceremony information as well as director notes/ messages.
- Juan has updated our event and board member information on the state web site.
- East Bay RAC (David Ralston)
 - Preparing a Hayward event in the next couple of months.
 - Possible professional development event as part of, or as a follow up to, a session at Peralta College's upcoming sustainability conference.
 - Trying to get together with San Francisco and South Bay RACs regarding the climate change workshop.
- North Bay RAC (Ladd Miyasaki)
 - Trying to get North Bay cities to submit awards.
 - Having a social tomorrow, though it is not in the newsletter.
- Monterey Bay RAC (David Roemer)
 - Will hold a get-together for known interested planners in the next two or three weeks – hopes to have an event planned for the following month.
- Peninsula RAC (Surinder Sikand)
 - Spoke with the city manager of Foster City regarding the French planning group's visit – Foster City has a documentary about the city's development.
- San Francisco RAC (Kenya Wheeler)
 - "Where Land Meets Water" event tomorrow.
 - Will work with East Bay and South Bay RACs to pull together the climate change workshop discussed at the board retreat.
- South Bay RAC (Licinia McMorrow)
 - Organized a RAC event in San José: a casual meeting to socialize and discuss RAC goals – she is still looking for sponsors, and please RVSP so she can order food.

7. Adjournment

Meeting adjourned at 8:26 p.m.