



APA California Northern Minutes of the March 3, 2010 Board Meeting

Meeting Location: - Entrix, Concord, CA

Board meeting called to order at 6:30 pm.

1. Introductions/Welcome

Roll call:

x	Avis, S.		Eastwood, R.	x	Kremin, D.	x	Ouse, A.		Wenter, B.
	Baker, J	x	Galambos-Malloy, C.		MacDonald, P.		Paniagua, R.	x	Whitty, E.
x	Blumer, M.		Hartley, K.		Meek, J.	x	Ratcliffe, C.	x	Wong, H.
x	Bradley, D.	x	Hom, H.	x	Mendoza, E.		Serrano, D.		Young, H.
x	Borrelli, J.	x	Irvin, K.	x	Meunier, C.	x	Sheyner, T.		
	Bose, S.		Jensen, J.		Miyasaki, L.	x	Tai, A.		
	Caraker, E.	x	K.-Lynch, M.	x	Miyasato, M.	x	Teng, C.		
	Desai, M.	x	Knox, N.	x	Moorhead, B.	x	Wardani, J.		

Young Planners Group Representatives: Natalie DeLeon, Lindsey Virdeh

Board Candidate: Kimberly Lucas

January Meeting Minutes Review and Approval – Allen Tai acknowledged receipt of comments from Juan Borrelli and Darcy Kremin.

Motion by Colette Meunier to approve the January 23, 2010 meeting minutes, seconded by Juan Borrelli, approved unanimously.

2. Board Appointment

Communication Director Update –

Darcy Kremin announced that Communications Director Michael McCormick has stepped down. The Board discussed not filling the position at this time given that many responsibilities of the Communications Director overlapped with existing positions. The necessity for this position will be evaluated as part of the Section Bylaws update.

Student Representative (UC Berkeley) –

Darcy announced that Kristopher Hartley has stepped down as Student Representative for UC Berkeley. Kimberly Lucas was recommended as his replacement on the Board.

Kimberly is a currently a first year graduate student in the UC Berkeley urban planning program and Social Co-Chair of Berkeley's Planning Student Association. Prior to beginning graduate work at UC Berkeley, Kimberly worked in Virginia's Transit Bureau managing their Bus Stop and Shelter Program.

Motion by Hing Wong to appoint Kimberly Lucas as Student Representative, seconded by Colette Meunier, approved unanimously.

3. Update on APA California Budget Discussion

APA California has scheduled an all day retreat to discuss the proposed budget cuts. The purpose of the all day budget discussion is to inform Section representatives of the current economic situation. The event is scheduled to take place in April in Sacramento. It was noted that only Northern and Los Angeles sections have approved forgoing the subventions at the time; APA California has yet to make a final determination on the subventions.

Darcy asked Board members to provide input and ideas that can help with the APA California budget. The Board also discussed writing a Northern News article on the current budget situation and the many efforts undertaken by the Northern section and APA California despite the serious economic challenges.

Darcy reminded the Board to participate in the upcoming APA National election. One of the APA Presidential candidates is Jeff Lambert, who is an APA California member. Darcy noted the importance of having representation on the APA National board given the size of APA California's membership and its sizeable contribution of membership dues to APA National.

Darcy announced Hing Wong's candidacy for President-Elect on the APA California board. The Board discussed an official endorsement for Hing.

Motion by Naphtali Knox to endorse Hing Wong for President-Elect at APA California, seconded by Juan Borrelli, approved with Hing Wong abstaining.

Action Item: Darcy will write an endorsement for Hing Wong for eNews and Northern News distribution.

4. Bylaws revisions and Executive Committee

The Board discussed efforts to update the bylaws, which has not been updated recently to reflect the current responsibilities. An update to the bylaws would reflect the current board roster, which is grouped by the following functions - Elected Members, Membership Services and Programs, Outreach and Development, Professional Support and Education, Publicity and Communications, and Regional Advisory Committees. One member of each committee will join the five elected members to form an Executive Committee. This new structure is intended to facilitate coordination among board members outside of regular board meeting and to

streamline board meetings via consolidated reports by committee rather than individual reports by each board member.

5. Awards Program Update

Eileen Whitty noted that this year's award ceremony will take place in San Francisco at the Sir Francis Drake Hotel, which is the same location as last year. The registration cost is \$40, and Board members are asked to sponsor tickets and volunteers.

Andrea Ouse noted there are currently 5 jurors and 1 moderator confirmed for the judge's panel. The Board would like to have a panel of seven (6 jurors and one moderator). Andrea is currently fielding a number of questions from potential applicants. She will be working with Allen to prepare the PowerPoint slides for the awards ceremony. Ladd Miyasaki volunteered to take photographs and Juan Borrelli will be putting together the award certificates and frames. Darcy asked the Board to help look for sponsors for the awards ceremony.

Emy Mendoza noted that the Paypal registration could include an option to donate additional funds to support the event. There was discussion of allotting time at the ceremony for attendees to talk to award winners.

6. Northern Section 2010 Goals - Review of action items from board reports

Hanson Hom, Director Elect: Hanson Hom noted that Rob Eastwood is working on a partnership that provides internship opportunities in India. The Board noted that the International Director budget was reduced from \$3,000 to \$1,000 during the January retreat, which would reduce the subsidy awarded to interns. The Board also asked that APA membership be added as one of the minimum requirements for the internship program. The Board also recognized Rob's efforts in organizing the internship program.

Hanson will be attending the APA National Conference in New Orleans this April as a delegate of the Northern section. This year's conference includes a number of cost cutting measures, including a shorter conference and no opening reception.

Hanson also noted that Mike Wells of the CPTED program is available to hold another workshop for APA members for CM credits. The cost to organize this event is \$200. Board members should notify Hanson by early May if they are interested in having this event.

Hing Wong, CPF Liaison: Hing noted that APA National is interested in coming to San Francisco for the APA National Conference in 2018. Based on the current rotation of the State conference, the Northern section could be asked to host the State conference sometime around 2016. Since conference planning typically requires two years of dedicated effort, there was concern that the State conference would conflict with the 2018 National Conference if both were scheduled in the Northern section around the same two-year period. APA National is the final decision-making body on the conference location. It was noted that the next National Conference taking place in California will be the 2012 conference in Los Angeles.

Hing also noted that the CPF scholarship application deadline is in three weeks; CPF is looking to bestow \$48,000 in scholarships this year.

Juan Borrelli, Immediate Past Director: Juan currently serves as Director of Programs and Professional Development on the APA California Board, and he is working with the chapter's Professional Development Officer to develop a planning ethics session for the 2010 State Conference in Carlsbad.

The Board discussed methods to meet with CM Ethics requirement, which include videos, webinars, and podcast. Some board members noted that the CM Ethics requirement seem excessive because ethics principles do not change every two years. The CM Law requirement, on the other hand, makes sense for frequent updates.

Allen Tai, Administrative Director: Allen discussed his recent efforts to map the membership data. He noted that San Francisco, Oakland, Berkeley, and San Jose are cities with the largest number of APA members. The majority of APA members associate themselves with the East Bay geography. Allen reminded board members to send him event items to post on the Board's Google list of calendar events.

Daniel Serrano, SF RAC Chair: Daniel discussed possible upcoming events, including a walking tour in the San Francisco Mission District.

Brenna Moorhead, Membership Director: Brenna noted that the recent Closing the Climate Gap event on climate change had approximately 40 attendees and it received very good feedback. Brenna is working to get the membership page up and running on the Northern section website. The Board discussed putting an announcement on the website to ask members to update their email address.

Margaret Kavanaugh-Lynch, Planning Commissioner: Margaret is exploring the possibility of hosting a CM Ethics workshop in El Cerrito's LEED certified city hall, which has video recording capabilities.

Colette Meunier, Ethics Director: Colette is looking for a facility with free Wi-Fi service to host a workshop on social networking tools for seasoned planners.

Connie Galambos-Malloy and Miroo Desai, Planning Diversity Director/Associate Director: Connie is back from maternity leave. She is coordinating with Miroo on a high school mentoring program.

Emy Mendoza, University Liaison: Emy provided a summary of the recent High Cost of Free Parking event featuring Dr. Donald Shoup from UCLA. The event was very successful with approximately 200 in attendance.

Katja Irvin, South Bay RAC Chair/Justin Meek, SJSU Student Representative: Justin inquired about reimbursements for food and administrative costs for organizing events. Katja is working with Justin this for a joint event on Livable Streets and the students are also planning a number

of upcoming events. For these events, \$5 or \$10 donation is recommended, but the events are free to students and unemployed professionals. Katja is also working with Surachita Bose, Peninsula RAC Chair on a TOD walking tour.

Don Bradley, AICP Director: Don is kicking off AICP prep workshops this Saturday at SJSU. Various board members are invited to speak.

Tania Sheyner and Christina Ratcliffe, Professional Development Directors: Tania has been processing CM applications for a number of upcoming events. Tania and Christina are preparing a reminder to AICP members who have not earned sufficient CM credits. The final deadline for completing the CM credit requirement is April 30th. Potential new procedures for members who had their membership lapse may include back-pay of membership dues and earning the previous CM credits owed.

Action Item: *Tania and Christina to prepare an eNews reminder of CM credit deadline.*

Christina, Tania and the Young Planners Group will work together on planning an event to talk about planners changing professions due the recent economy.

Lindsey Virdeh and Natalie de Leon, Young Planners Group: Lindsey and Natalie briefly described the schedule of upcoming YPG meetings and mixers. The next event is a mixer in Oakland. YPG is working with Colette on Teaching Old Dogs New Tricks about social networking tools. YPG's Facebook page is getting new members everyday. Darcy noted that she created a Linked In page for the Northern section.

There was discussion about creating Sponsorship Procedures since specific procedures currently do not exist at any level of APA.

Naphtali Knox, Newsletter Editor: Naphtali noted that the next edition of Northern News will feature a special header reminding members to vote in the upcoming election. On the matter of whether Northern News is becoming too lengthy, the Board agreed that accommodating additional content would not be a problem.

Jane Wardani and Joanna Jansen, East Bay RAC Chairs: Jane summarized the recent Oakland Fox Theatre event, which was successful with an attendance of 50. She and Joanna Jansen are organizing a Historic Preservation and Sustainability event in Concord that will be co-sponsored by AEP. Jane also requested Board sponsorship for a March 20th event, organized by former East Bay RAC Chair David Ralston, on a discussion of climate resiliency topics with Merritt College students.

Motion by Juan Borrelli to sponsor \$100 for food and advertising for the climate resiliency discussion at Merritt College, seconded by Hanson Hom, approved unanimously.

Budget Item: # 400.3 Co-Sponsorships: -\$100

Eileen Whitty and Andrea Ouse, Award Program Co-Chairs: (See Awards Program discussion above). Eileen noted that the recent League of Women Voters event in January had approximately 150 attendees.

Meryka Blumer and Elizabeth Caraker, Monterey Bay RAC Co-Chairs: Meryka noted that a joint APA-AEP mixer happening next week; several more joint APA-AEP events are upcoming this year. It was noted that AEP is holding its State conference and there will be advanced CEQA training in various locations around the Bay Area. Jane noted that eNews helps to increase RSVPs for events.

Stephen Avis, Redwood Coast RAC Chair: Stephen is organizing a walking tour of a historic building, a workshop on walkable communities, and a presentation on MetroQuest. MetroQuest is a tool that allows workshop attendees to vote on proposals and see results of their vote immediately.

Meeting Adjourned: 8:55 p.m.

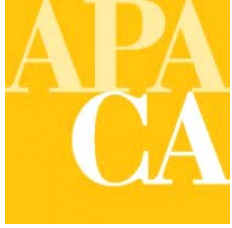
Next Meeting: Thursday, May 6th, 2010 at PMC offices in Oakland, CA

Summary of Action Items:

- Darcy will write an endorsement for Hing Wong to be included in the eNews and Northern News distribution.
- Tania and Christina to prepare an eNews reminder of CM grace period deadline.

Summary of Budget Changes:

-\$100 to item 400.3 Co-Sponsorships



American Planning Association
California Chapter
Northern
Board Directors Reports – March 3, 2010

DIRECTOR ELECT: Hanson Hom, AICP

Will be attending the APA National Conference and have volunteered to serve on the APA Delegate's Assembly as one of 16 delegates from California. The Assembly will discuss a surface transportation policy guide and an update to the policy guide on takings. I will also participate in a session on the Grand Boulevard Initiative.

Continuing to participate on the AICP Membership Committee in conference calls on membership growth and appeals of lapsed memberships.

Margaret Kavanaugh-Lynch and I will be participating at a session at the League of California Cities Planners Institute on March 25, 2010 entitled *Demystifying the Architectural and Site Plan Review Process*. Conference is certified for AICP credits.

TREASURER: Jeff Baker

Current Reserves: \$127,693

Quarterly report for Q2 was submitted to the state.

We are current on all payments and reimbursements.

CPF LIAISON: Hing Wong, AICP

California Planning Foundation

The CPF Scholarship Committee will be interviewing students in May to select recipients for the 2010-11 CPF scholarships. CPF is slated to bestow another \$48,000 in scholarships, awards, and APA memberships this year.

Congratulations to the 2009-10 CPF scholarship winners in the Northern Section. They will be recognized at the Northern Section Awards Program on May 14.

Outstanding Student Scholarship - First Place [\$5,000]: Emily Ehlers, UC Berkeley

PBS&J Scholarship [\$1,000]: Jorge Rick Gosalvez, San Jose State University

Northern Section Scholarship [\$1,000]: Monica Altmaier, UC Berkeley

Northern Section Scholarship [\$1,000]: Justin Meek, San Jose State University

Northern Section Scholarship [\$1,000]: Nathan Rogers, San Francisco State University

Honorable Mention: Kristopher Hartley, UC Berkeley

Honorable Mention: Paul Hierling, San Jose State University

Honorable Mention: Andrew Ross, San Jose State University

Honorable Mention: Adrienne Wheeler, UC Berkeley

Honorable Mention: Ayrin Zahner, UC Berkeley

Continuing Student Scholarship [\$1,000]: Lisa Char-li Chen, UC Berkeley

Continuing Student Scholarship [\$1,000]: Lauren Doud, San Jose State University

Graduating Student Merit Award: Taryn Hanano, San Jose State University

Graduating Student Merit Award: Philip Keith Olmstead, UC Berkeley

INTERNATIONAL DIRECTOR: Rob Eastwood, AICP

Website has been updated to information on all past and current activities. Includes narrative with pictures on trips to China and India, also includes links to Northern News Articles and current Internship program (see below).

An International Internship Program is now available. Have collaborated with HCP Design and Project Management in Ahmedabad India to set up. Several Paid Internship positions are available with their firm. Poster and write up attached.

UNIVERSITY LIAISON: Emy Mendoza

Worked with UPC students and Student Rep from SJSU to organize various events such as: Shoup, AICP Test Prep and other social events.

Met with new YPG leader from San Jose to discuss their future strategies.

REGIONAL ADVISORY COMMITTEES (RACS)

East Bay: Joanna Jensen, AICP and Jane Wardani

We held a very successful tour of the Fox Theater on the evening of Wednesday, February 24. About 45 people attended. The tour was led by Jim Heilbronner, the lead architect of the theater renovation; Jeff Chew, the project manager at the City of Oakland Redevelopment Agency; and Chris Edenborough, who currently manages the property. We learned about the building's history, the process of acquiring and renovating it, and how it operates today. During the 1.5-hour tour we walked through the lobby, the auditorium, the stage, backstage dressing rooms, and operational rooms in the basement. Several folks stayed afterwards for networking in the Den at the Fox.

The next East Bay RAC event will be an educational panel discussion about the connections between historic preservation and sustainability. This will be a joint event with AEP. No date is set yet, we are still working on identifying panelists.

Monterey Bay: Meryka Blumer and Elizabeth Caraker, AICP

The Monterey Bay Area RAC held a successful joint Holiday Event at the end of 2009 with the local chapter of the AEP and has been subsequently planning events for 2010. Included below is a list of the planned upcoming events in the area. Details will be posted and sent out to members as they are finalized for each event.

- Wind Energy and Condors Event: Scheduled for spring 2010; Format for discussion would include presentations from CDFG Representative and/or Ventana Wilderness Representative, Energy Company Representative, and Monterey County Representative.
- AMBAG – Community Planning Forums: Series of planning 3 hour planning sessions; May 14th at Moss landing on Water Efficiency; June 24th in Watsonville on Recycled Water; September/October date in Monterey on Coastal Water Project.
- Statewide Green Building Standards Code Event: Scheduled for July; Format for discussion would include presentations by Cities in area noting how the ordinance is progressing so far for their City.
- Climate Action Plan Event: Scheduled for fall 2010; Event to follow-up to last year's event regarding Cities Climate Action Plan efforts.

The Monterey Bay RAC will also hold a joint happy hour with AEP on March 8th and April 29th.

Redwood Coast: Stephen Avis, AICP

No activity since the Board Retreat.

- Working on a CEQA workshop (first choice of speaker has fallen through). Affects of AB32 and SB 375 on North coast communities.
- Working on a workshop idea: present a dynamic planning tool to boost public participation and interest in the alternatives using a democratic and electronic method of registering public response to a range of alternatives. Several programs exist – this one I have seen in practice: <http://www.metroquest.com/projects.aspx#drcog>
- Working on a workshop focusing on Scotia, California. Planning issues related to the conversion of a historic Company Town to private ownership through subdivision of land and the challenges of remaining an unincorporated township, incorporating, or being annexed by an adjoining community. <http://www.townofscotia.com/>

Revised: March 3, 2010