



American Planning Association
California Chapter Northern
Making Great Communities Happen

APA California Northern Minutes of the November 4, 2009 Board Meeting

Meeting Location: Offices of Sheppard Mullin Richter & Hampton, LLP., San Francisco, CA

1. Call to Order and Introductions

Board meeting called to order at 6:30 pm.

Board members Present – Allen Tai, Brenna Moorhead, Donald Bradley, Colette Meunier, Tania Sheyner, Kris Hartley, David Ralston, Katja Irvin, Jeff Baker, Joanna Hansen, Hannah Young, Stephen Avis, Pierce Macdonald, Hanson Hom, Darcy Kremin, Caroline Teng

Guests: Jane Wardani, Raquel Paniagua

2. September Meeting Minutes Review and Approval

Motion by Don Bradley to approve the September 4th meeting minutes, seconded by Colette Meunier, approved unanimously.

3. Board Appointments:

San Francisco RAC Chair candidate: Danny Serrano, AICP

Kenya Wheeler stepped down from as San Francisco RAC Chair and recommended Danny Serrano as his replacement. Danny Serrano was a Project Manager for an affordable housing organization in San Diego and worked as an environmental planner for Jones and Stokes prior to relocating to the Bay Area.

Motion by Hanson Hom to appoint Danny Serrano as the San Francisco RAC Chair, seconded by David Ralston, approved unanimously.

Student Representative candidate: Justin Meek

Justin Meek has a background in environmental planning, and he is currently pursuing a Masters in Urban and Regional Planning degree at San Jose State University. Justin is an active member of SJSU's Urban Planning Coalition. Both Hanson and Darcy spoke in favor of the appointment from their experience working with Justin.

Motion by Stephen Avis to appoint Justin Meek as the Student Representative, seconded by Don Bradley, approved unanimously.

Action Item:

- *Newly appointed Board members are to provide contact information to Hanson Hom.*

4. Holiday Party

Darcy Kremin provided an update on the Holiday Party planning effort. She asked the Board to begin promoting the Holiday Party by forwarding the web link and flyer to interested parties. Donations for the CPF drawing are also needed. In terms of volunteers, the Board will sponsor up to four volunteer registrations and provide discounted registration for students. Unemployed people are also eligible for a reduced rate of \$15. Board members can also sponsor others attendees via Paypal.

Action Item:

- *Allen Tai will work with Lucy Armentrout to prepare an eNews blast to promote the Holiday Party.*

5. Board Procedures Review

Darcy Kremin discussed the draft Board Procedures with the Board. The Board acknowledged the need to have established procedures for handling various Board functions.

Hanson suggested developing a standardized form for sponsorship requests. Stephen Avis had begun a draft of the sample sponsorship form. Allen Tai volunteered to finalize the form and make revisions as needed. The Board also discussed simplifying the budget document, such as line iteming the RAC budgets by RAC area, in order to make it easier to understand.

There was consensus that most business conducted by the Board can be posted on the website for the benefit of Section members. Confidential items would be circulated between Board members via email.

Action Items:

- *Board members are to review the draft Board Procedures by the next Board meeting*
- *Darcy Kremin and Pierce MacDonald will work on adding information to the website*
- *Darcy Kremin to send draft Sponsorship Form to Allen Tai*

6. Northern Section 2009 Goals

(Note: To streamline Board discussions, beginning September 2009, Board members are asked to submit written reports prior to each Board meeting. Verbal reports are reserved for matters requiring Board discussion. See Attachment A.)

Darcy Kremin, Director - Darcy summarized the purpose of the Annual Retreat to newer members of the Board. The Annual Board Retreat is an important event because it sets the work program for the rest of the year and establishes the budget for all Board functions.

The Board decided to hold the retreat on Saturday, January 23rd at a location to be determined. The venue must have capacity for at least 30 individuals and allow food to be brought in. The Board is willing to pay a cleaning deposit, but use of the venue should be free.

Allen Tai, Administrative Director – Allen introduced the idea of creating a central online location for an official Northern section calendar of events to be used as the source of information for Northern News and eNews calendars. The online calendar would be updated regularly by the Administrative Director and/or other Board positions involved in communications. The Board generally supported the idea and there was discussion among some members to setup a monthly tickler reminder for certain Board events using Google Calendar.

Jeff Baker, Treasurer – Jeff submitted the 3rd Quarter Budget Report to the CA Chapter. Darcy noted that the CA Chapter will not be issuing subvention checks to the Northern section due to funding delays by the APA National to the state chapter.

Colette Meunier asked whether the Board has a refund policy for event registrants who do not show up at the event. The Board noted that a refund policy does not exist and registration fees are not typically refunded if a person does not attend the event.

Hannah Young, Advertising Director – Hannah asked if the Board has membership brochures for public distribution. Hanson noted that he created one several years ago. Hanson will provide the brochure to the rest of the Board for review/updates. Hannah is currently setting up Paypal to allow job recruiters to pay for job ads via Paypal.

Action Item:

- *Hannah will work with Pierce MacDonald to setup Paypal for job ads and software for web updates if and when web consultant Audrey Freely is absent.*

Don Bradley, AICP Director – Don reminded the Board of the last AICP Exam Prep Workshop this Saturday for the Fall 2009 exam. There are 20 students enrolled in his workshop.

Andrea Ouse and Eileen Whitty, Awards Directors – Darcy noted that she had recently signed a contract to hold the 2010 Awards Banquet at the Sir Francis Drake Hotel.

Colette Meunier, Ethics Director – Colette summarized the recent Ethics Workshop held on the Peninsula. The workshop was successful with 33 participants.

Bryan Wenter, Legislative Director – Bryan summarized the Board's first Law CM Workshop that took place at the ABAG offices in Oakland. Bryan noted that Tom Jacobson could not attend the Law CM session because of personal issues, but the workshop was very successful drawing many attendees from distant locations.

Lucy Armentrout, Membership Director – Lucy discussed with the Board regarding the use of Constant Contact to conduct Board elections; the Board agreed on that approach. Lucy also requested the 2010 eNews schedule to be reviewed at the Annual Board Retreat.

Michael McCormick, Communications Director -- Michael asked Board members to send him media contact information to assemble a directory of media contacts.

Brenna Moorehead, Miroo Desai, Associate Diversity Directors – Brenna is still working on the Climate Change and Disadvantaged Communities program and trying to establish a list of speakers for the program. David Ralston suggested looking at the Ella Baker Center for additional resources.

Miroo is continuing her efforts to establish a high school mentoring program. She is still looking for high school counselors to participate in the program.

Tania Sheyner and Christina Ratcliffe, Professional Development Directors – Tania noted that the CA Chapter is looking for webinar opportunities to provide CM credits to its members. The CA Chapter will host the webinar, but each section is required to sponsor one webinar per year section and provide the content for the webinar. The Board discussed that most events (panel discussions, speakers, etc) aren't necessary conducive to webinar formats. The Board expressed concern that it would need to rethink the format for future events in order to be presented in a webinar.

Christina Ratcliffe discussed setting up an online survey to see what events are the membership would like to see. Darcy asked Christina and Tania to give a report at the upcoming retreat in January on the status of the membership in earning CM credits.

Action Item:

- *Christina and Tania to report on CM status; and work with Pierce on revamping webpage to include CM credit information.*

Laura Gurney, SJSU Student Representative – Laura is currently working on event with San Jose State University's Urban Planning Coalition to invite Donald Shoup to speak at the UPC Speaker Series.

Kris Hartley, UC Berkeley Student Representative – Kris registered all first year students as members of APA and encouraged other students to maintain membership.

Pierce MacDonald, Webmaster – Pierce introduced Racquel Paniagua to the Board as a candidate to share webmaster responsibilities with Pierce. Racquel is a graduate of UC Davis, and she is currently working as a planner for the City of Belvedere.

Motion by Don Bradley to appoint Racquel Paniagua as Co-Webmaster, sharing responsibilities with Pierce Macdonald, seconded by Colette Meunier, approved unanimously.

Joanna Jansen and David Ralston, East Bay RAC Co-Chairs – David noted that AEP is looking to partner with APA to organize an event on noise and vibration issues impacting disadvantaged communities. Darcy noted that in the past the Board approved a blanket sponsorship for AEP events for all events throughout the year.

Motion by Darcy Kremin to approve blanket AEP events that does not require funding, seconded by Colette Meunier, approved unanimously.

David also announced his resignation as East Bay RAC Co-Chair. The Board discussed possibilities of keeping the co-chair position and finding a qualified replacement. The Board also thanked David for his enormous contributions as RAC Chair for the East Bay membership.

Joanna requested Board sponsorship for the East Bay Regional Parks District and Peralta Colleges on an event related to regional resiliency and climate change as it relates to park planning. This event was discussed at prior Board meetings.

Motion by Don Bradley to sponsor the East Bay Regional Parks District and Peralta Colleges on regional resiliency and climate change issues, seconded by Joanna Jansen, approved unanimously.

Stephen Avis, Redwood Coast RAC Chair – Stephen noted that he has been working with the California Endowment on giving free presentations on issues relating to smart growth and health. The California Endowment is non-profit org focusing on issues of health and planning issues. There are many opportunities for volunteer speakers to speak. Stephen is exploring looking for a co-RAC.

Danny Serrano, San Francisco RAC Chair (Newly-Appointed) – Danny expressed an interest in knowing more about the things he predecessor was working on and would like to pick up where he left off.

Katja Irvin, South Bay RAC Chair – Katja expressed an interest in sharing her responsibilities with a Co-RAC Chair. Katja also requested the Board's assistance in promoting an upcoming AEP/APA joint event. Hanson suggested forwarding the information to the Santa Clara County Planning Official Organization.

7. Meeting Adjourned: 8:45 p.m.

Next Meeting: January 23, 2010 Annual Board Retreat. Location to be determined.

Summary of New Action Items:

- Newly appointed Board members are to provide contact information to Hanson Hom
- Allen Tai will work with Lucy Armentrout to prepare an eNews blast to promote the Holiday Party
- Board members are to review the draft Board Procedures by the next Board meeting
- Darcy Kremin and Pierce MacDonald will work on adding information to the website
- Darcy Kremin to send draft Sponsorship Form to Allen Tai for updates
- Hannah will work with Pierce MacDonald to setup Paypal for job ads and software for web updates if and when web consultant Audrey Freely is absent
- Christina and Tania to report on CM status and work with Pierce on revamping webpage to include CM credit information