



## APA California Chapter Northern Section Minutes of the November 6, 2008 Board Meeting

Meeting Location: PBS&J offices – San Francisco

### 1. Call to Order and Introductions

*Board meeting called to order at 6:30 pm.*

Board Members Present – Lucy Armentrout, Juan Borrelli, Don Bradley, Elizabeth Caraker, Darcy Kremin, Hing Wong, Hannah Young, Taryn Hanano, Hanson Hom, Joanna Jansen, Naphtali Knox, Al Kostalas, Licinia McMorrow, Emy Mendoza, Mika Miyasato, Joanna Jansen, Andrea Ouse, David Ralston, Allen Tai, Eileen Whitty, and Lucas Woodward

Board Candidates Present – Laura Gurney (SJSU), Michael McCormick (PMC), and Caroline Teng (RRM Design Group)

Other Guests – Alex Friedman (Cal Poly graduate)

### 2. September Meeting Minutes Review & Approval

- Juan and Darcy provided comments on the draft minutes.

*Motion to approve the September 4, 2008 meeting minutes by Hing Wong, seconded by Eileen Whitty, passed unanimously.*

### 3. Appointment of New Student Representative and Vacant Communications Director Positions

- Student Representative Candidate appointment: Laura Gurney (SJSU)  
Taryn Hanano is graduating from the SJSU MUP program and has recommended Laura Gurney as her replacement for the Student Representative position on the Board. The Board thanked Taryn for her contributions.

*Motion to appoint Laura Gurney as the Student Representative replacing Taryn Hanano by Naphtali Knox, seconded by Don Bradley, passed unanimously.*

- Communications Director Candidate appointment:  
Candidates: Caroline Teng (RRM Design Group) & Michael McCormick (PMC)

*In a close vote by the Board, Michael McCormick was appointed Communications Director. Michael McCormick is a planning consultant currently working for PMC. In the past, Michael was an active member of the Association of Environmental Professionals, and he has a strong background in the areas of sustainability and climate change.*

#### 4. 2008 Holiday Party Update

Al and Allen provided an update on the December 5th Holiday Party. The online Paypal registration process has been established. Prices are \$35 for members, \$45 for non-members and \$15 for student registration. There are few registrations as of November 6, so all board members are encouraged to invite others to attend register online. It was noted that CPF drawing donations received include a book, iPod, and money. The Board discussed student volunteer opportunities, which include assisting the Holiday Party committee with selling raffle tickets for the CPF drawing. Board members may sponsor student registrations by entering "student sponsorship" during the Paypal registration.

#### 5. Individual Board Member Reports

- South Bay RAC Chair (Licinia McMorrow)
  - Licinia and Emy hosted a successful screening event for the San Jose Flea Market documentary at the Naglee Park Garage in San Jose. Approximately 20 people attended the evening event. The documentary is about the rezoning of the San Jose Flea Market site to support future redevelopment in anticipation of BART. The documentary raises awareness about social and cultural issues in land use planning. The Board discussed the possibilities of screening the film at other RAC events.
  
- San Francisco RAC Chair (Kenya Wheeler) - No report
- Redwood Coast RAC Chair (George Williamson) - No report
- Peninsula RAC Chair (Surinder Sikand) - No report
- North Bay RAC Chair (Ladd Miyasaki) - No report
  
- Monterey Bay RAC Chair (Elizabeth Caraker)
  - Elizabeth discussed a recent brown bag event focusing on the campaign to support Measure Z, which is a tax measure intended to raise funds for regional transportation initiatives. The brown bag event discussed ways to campaign in support of such measures and provided a reflection on how to run successful campaigns in the future. A second happy hour event is scheduled on December 1st at the Ol' Factory Café.
  - Elizabeth is also partnering with ACEC on a dinner event tentatively scheduled for January 13, 2009. Lucy discussed providing Elizabeth with email contacts of members located in the Monterey area.
  
- East Bay RAC Chairs (Joanna Jansen & David Ralston)
  - Joanna summarized a pizza party event held at the DC&E offices in Berkeley to review interesting topics from the Hollywood Conference.
  - On Wednesday, November 12th, planners from the cities of Hayward, Union City, and San Leandro will talk about projects in the southern area of Alameda County. The event will take place at the Hayward City Hall from 5:30 - 7:30 p.m.
  - David reminded the Board of the one-day Planning for Healthy Cities conference at Merritt College. Darcy will represent the Northern Section at the event. The Board previously voted to provide a \$150 food sponsorship for the event.
  - The Board also discussed the various possibilities for an EPA representative to contact Northern Section members regarding a future event focusing on water resource planning in 2009.

- Webmaster (Pierce Macdonald) – Not Present
  - Pierce reminded Board members to provide content for the website.
  - Noted that Paypal registration is setup for the Holiday Party.
  - Requested \$200 for the purchase of 3 licenses for Adobe Contributor. This software is would allow the Board Director, Advertising Director, and Webmaster to upload content to the website without manipulation of the HTML base, which would otherwise require technical assistance by Audrey. Audrey will be coordinating trainings with Pierce on the new software beginning November 17<sup>th</sup>.

*Motion to authorize \$200 for the purchase of three Adobe Contributor licenses by Naphtali Knox, seconded by Lucy Armentrout, passed by unanimous vote.*
- University Liaison (Al Kostalas & Emy Mendoza)
  - Al has completed submittals to APA for free student memberships.
  - Al will get the word out to Berkeley students for the Holiday Party.
  - Emy is planning to write an article on San Jose’s progress toward Zero Waste.
- Student Representatives (Laura Gurney & Lucas Woodward)
  - Laura reminded the Board of the upcoming SJSU UPC Speaker Series event on November 13<sup>th</sup> from 6:30 p.m. to 8:00 p.m. There will be a panel of experts from the City of San Jose, Silicon Valley Leadership Group and The Core Companies discussing the stick and carrots for mandating green building. A Happy Hour event is to follow at the Paragon lounge at the Montgomery Hotel in San Jose. An application for CM credits has been submitted.
  - UPC is currently exploring the possibility of organizing a one-day conference for students
  - Lucas noted that all first year students in the CAL planning program are now APA members.
- Professional Development Director (Iris Starr) – Not Present
  - Iris noted that the online CM provider website will be unavailable between October and November for system upgrades.
- Planning Diversity Director (Connie Galambos Malloy) – Not Present
  - Connie is finalizing the details for the Bay Area Equity Social Caucus’s State of the Region event as discussed at the September Board meeting. She is still looking for sponsorships.
  - Juan will follow-up with Connie of the details the sponsorship request and let the Board vote by email.
  - Connie is also drafting content for the website, and she will also be speaking to Emy’s Environmental Planning class at SJSU on the topic of Environmental Justice.
- Planning Commissioner (Vacant)
  - The Board discussed recruiting potential candidates to fill this position and whether the Planning Commissioner must currently be in office.
- Newsletter Editors (Naphtali Knox & Mika Miyasato)
  - Noted that the next newsletter will be a two-month issue covering December and January. Calendar items should cover events taking place from late December to March.
  - The Board discussed possibilities to do a poll to collect information on the newsletter audience. Taryn suggested creating a quick poll as a side bar on the website. This poll may also be included as part of eNews.

- Mika discussed the idea of reaching out to the membership to request articles for the newsletter.
- Membership Director (Lucy Armentrout)
  - Noted that content sent to Lucy for eNews do not need to be formatted.
- Legislative Director (Bryan Wenter) – No report
  - Naphtali noted the need for a session to satisfy the CM Law credit requirement. He discussed the possibility of having sessions on new legislation.
  - Juan noted that ABAG is holding a training session on SB375 in December.
- International Director (Rob Eastwood)
  - Rob noted that there will be content on the website on the India trip. The next meeting will take place during the first week of December. The trip is planned for next October.
- Ethics Review Director (Hanson Hom)
  - Hanson summarized the recent Ethics session held at the ABAG offices. Attendance at the event was approximately 85 people, and everyone gave great feedback about the session. Participants liked the food, Carol Barrett, and the interactive exercises. Several participants asked about the opportunities for earning CM credit via online workshops. The feedback and suggestions are helpful for planning future workshops.
  - Hanson acknowledged the help of several board members who helped organize the event.
  - Hanson also noted that the AICP Board will be considering recommendations on the AICP Strategic Plan.
- Communications Director (Michael McCormick) – No Report
- Awards Program Directors (Andrea Ouse & Eileen Whitty)
  - Andrea and Eileen surveyed the jurors about the 2008 Awards process. It was noted that there were 23 applications for the four jurors to review. The Board discussed selecting seven jurors from a wide range of backgrounds, and preferably AICP members.
  - The next awards ceremony is tentatively scheduled for May 15, 2009, and the event venue may be at the Waterfront Hotel at Jack London Square in Oakland. The rental room fee is currently under negotiation.
  - The awards application period begins early January and are due on March 13, 2009.
- AICP Director (Dr. Don Bradley)
  - AICP exams are currently under way. There will be five AICP exam workshops starting in January in preparation for the May 2009 exam period.
- Advertising Director (Hannah Young)
  - Hannah noted that there is still \$2,000 in advertisement fees outstanding, but overall we are close to the \$15,000 target for ad revenue.
  - The transition to Paypal to web hasn't affected advertisements. In fact, the web option for payment has made it more convenient.
- Treasurer (Jeff Baker)
  - Jeff will provide a full budget report during the January retreat.

- Administrative Director (Allen Tai)
  - Currently working on scanning copies of old Board recorded into electronic files.
- Immediate Past Director (Hing Wong)
  - Hing discussed briefly the efforts on planning the next APA California Chapter State Conference, which will be held at Squaw Creek between September 13-16, 2009.
- Director Elect (Darcy Kremin)
  - Darcy reminded Board members to submit their ballots for the pending election for the Director Elect and Administrative Director positions. She will coordinate with Lucy on doing a targeted eNews blast for the elections.
  - The Board discussed possible dates for the January Board retreat as January 10<sup>th</sup> and January 24<sup>th</sup>, both dates are Saturdays. The retreat will take place from 10:00 a.m. to 3:00 p.m.; the location is still being determined.

*In a 9-6 vote, the Board selected January 10<sup>th</sup> for the Annual Board Retreat.*

- Director (Juan Borrelli)
  - Juan noted that 3 scholarship applications have been received thus far for newsletter articles.
  - Juan summarized the to-do items related to several of the upcoming events discussed at the meeting, including the Holiday Party and the Monterey Bay AEP joint event.
  - Juan noted that this was his last official meeting as Board Director, and the Board expressed much appreciation for his great accomplishments as Director.
  - Juan also thanked Lucy and PBS&J for hosting the Board meeting.

## **6. Adjournment**

The next Board meeting will be the Annual Board Retreat scheduled for Saturday, January 10, 2009 from 10:00 a.m. to 3:00 p.m. Location to be determined.

*Meeting adjourned at 8:49 p.m.*