



APA California Chapter Northern Section Minutes of the September 4, 2008 Board Meeting

Meeting Location – PMC, Oakland, CA

1. Call to Order and Introductions

Board meeting called to order at 6:30 pm.

Board Members Present – Lucy Armentrout, Juan Borrelli, Connie Galambos Malloy, Taryn Hanano, Hanson Hom, Naphtali Knox, Al Kostalas, Darcy Kremin, Emy Mendoza, Ladd Miyasaki, Andrea Ouse, David Ralston, Surinder Sikand, Iris Starr, Allen Tai, Eileen Whitty, Hing Wong, Hannah Young

Guests Present – Lewis Montoya, Laura Gurney, Elizabeth Delgado, Michael McMormick

2. Approval of the Minutes of the July 10th Board Meeting

Motion to approve with corrections by Eileen Whitty, seconded by Darcy Kremin, passed by voice vote.

3. Website Update Discussion

The redesigned Northern Section website was made live in August. Pierce MacDonald would like to submit an article for the upcoming newsletter to announce the launch of the website. The website now needs content. For example, the Contact Us page could include co-sponsorship info, newsletter deadlines, eNews deadlines, and information from the Communications Director. All board members are asked to visit the website and provide input on what needs updating and areas to insert new content.

4. 2008 Holiday Party Update

The Holiday Party Committee selected the Terrace Room at the Lake Merritt Hotel as the venue for the Holiday Party on December 5th. Next steps include finalizing the details of the contract and creating the Holiday Party flyer. Al Kostalas is the contact person for information about the event. Ticket prices will likely be the same for last year's event. The Committee will be looking for sponsors for the event.

5. APA's Young Planner's Group (Guest -Elizabeth Delgado)

Elizabeth Delgado, from the Young Planner's Group, discussed the trend of growing retirements in the planning profession and the need to support the next generation of planners. Her organization is involved with mentoring, conducting outreach, and exploring different ways to market the planning professional to students. Currently, she is doing outreach at planning-related conferences around the state. The Board discussed the usefulness of demographic information in assisting with outreach efforts. The Bay Area Planning Director's Association is having a discussion on October 3rd to discuss possibilities in preparing the next generation of planners. It was noted that San Jose State University is also working on a mentoring program and that it could be the basis for a pilot program.

6. Individual Board Member Reports

- Director (Juan Borrelli)
 - Thanked Michael McCormick for speaking at the North Bay RAC event, a Special Walking Tour at the Gaia Napa Valley Hotel & Spa. Juan presented Michael with a Certificate of Appreciation.
 - Announced that Lynn Osborne Overcashier has resigned as Planning Commissioner representative for personal reasons. Juan presented her with a Certificate of Appreciation for her valuable contributions to the Northern Section Board.
 - Four scholarship awards were announced in the recent eNews blast. The deadline is September 15th, but so far only one application has been submitted.
 - Awards: A number of planning awards were recently awarded to the Northern Section; these will be presented at the CalAPA Conference in Hollywood:
APA California 2008 Awards of Excellence:
 - 2008 Comprehensive Planning Award for a Large Jurisdiction:
 - Marin County Community Development Agency - Marin Countywide Plan
 - 2008 Grassroots Initiative Award:
 - Design, Community & Environment - Tapping the Potential of Urban Rooftops: Rooftop Resources Neighborhood Assessment
 - 2008 Academic Award:
 - SJSU Urban Planning 260 Graduate Students - San Jose Urban Ecopark Project
 - 2008 Distinguished Leadership Award for a Professional Planner:
 - Wayne Goldberg, AICP
 - 2008 Distinguished Award for a Student Planner:
 - Emilia Mendoza
APA California 2008 Awards of Merit:
 - 2008 Neighborhood Planning Award:
 - SJSU CommUniverCity San Jose
Planning Emeritus Network (PEN) awards:
 - Dr. Don Bradley, AICP
 - Wayne Goldberg, AICP
 - Jeanette Dinwiddie-Moore, AICP
 - Thanked Ladd Miyasaki for the CPF Auction donation items.
 - The Board discussed co-sponsorship requests from Caltrans' Cal Mentor program and the Global Exchange Reality Tours. CalMentor is a business to business outreach program to help small businesses be more competitive in Caltrans' bidding process. Global Exchange Reality Tours is a human rights organization that leads tours to different countries along the themes of **political, social and environmental justice**. **Board members discussed whether these programs had any connection to planning issues and whether the Board should be neutral when it comes to sponsoring events that may carry a political agenda. Iris Starr will gather more information about the two program and will coordinate with Juan for an email update.**
- Director Elect (Darcy Kremin)
 - See Holiday Party Committee discussion

- Immediate Past Director (Hing Wong)
 - Hing summarized the details of the upcoming CalAPA Conference in Hollywood.
 - Hing noted that the Northern Section has a good representation in this year's CPF scholarship awards. Two scholarships were awarded to students at UC Berkeley, 1 to SJSU, 1 to Sonoma State, and 1 to SFSU. There will be a press release announcing the scholarship winners.
 - Next year's state conference will be held at Squaw Creek Lake Tahoe.

- Administrative Director (Allen Tai)
 - Summarized the status of the Holiday Party planning effort.
 - Noted that the Lake Merritt Hotel was chosen based on its location, costs, and spectacular views. As an historic landmark that was recently renovated, the venue offered some connection to planning issues.
 - Requested that upcoming HCD Housing Element Workshop dates be added to the events calendar.
 - Will coordinate with David Ralston on seeking City of Oakland sponsorship.

- Treasurer's Report (Jeff Baker) – *Not Present*
 - The Treasurer's Report was discussed in the Mid-year Budget Review at the previous Board meeting. Board members with questions about remaining funds in the budget should email Jeff.

- Advertising Director (Hannah Young)
 - Reported that 2/3 of this year's advertising fees have been collected; 10 more advertisers still owe fees.
 - Working on details on using Paypal to simplify advertising fee payment.

- AICP Director (Dr. Don Bradley) – *Not Present*
 - Four AICP exam preparation workshops scheduled over the next few months.

- Awards Program Directors (Andrea Ouse & Eileen Whitty)
 - Began search for 2009 awards venue. Working to update awards material according to new APA branding guidelines.
 - Discussed comments received from the jurors and possibility of expanding the number of jurors for future awards program.

- Communications Director (Charity Wagner) – *Not Present*
 - Reminded everyone that eNews is intended for timely matters and repeating upcoming events already announced in the Newsletter. The next deadline is September 10th for the September 15th eNews blast.

- Ethics Review Director (Hanson Hom)
 - The upcoming Ethics Workshop scheduled for October 23rd at the Oakland MetroCenter (ABAG/MTC offices). Carol Barrett, Daniel Iacofano, and Hanson will be on the discussion panel. There will be a networking reception at 6:00 p.m. prior to the

- start of the event at 7:00 p.m. Tickets are \$15. The workshop will include interactive exercises
 - Hannah Young and Lucy Armentrout volunteered to help out at the event.
- International Director (Rob Eastwood) – *Not Present*
 - There will be a kick-off meeting in San Leandro on Sept. 17 for planning the India trip.
- Legislative Director (Bryan Wenter) – *Not Present*
 - SB 375 and SB 732 pending; SB 1185 signed into law.
- Membership Director (Lucy Armentrout) – No report.
- Newsletter Editor (Naphtali Knox)
 - Soliciting latest quotes on planning issues to post in the newsletter.
 - DC&E submitted an article on SB 375 for the upcoming newsletter.
 - Webclick data is needed to count newsletter distribution.
 - Requested information for December and January events.
- Planning Commissioner (Lynn Osborn) – *Not Present*
 - Lynn resigned her position as the Planning Commissioner representative.
- Planning Diversity Director (Connie Galambos Malloy)
 - Currently busy with efforts to support the State conference and helping with various diversity sessions in Southern California.
 - Connie summarized the highlights of the Bay Area Social Equity Caucus, which for its 10th Anniversary is convening to discuss new legislation and its impact on local communities. Connie believes there is an opportunity for APA to reach out to planners who aren't currently affiliated with APA, and doing such outreach is consistent with Board goals to build alliances with other planning organizations.
- Professional Development Director (Iris Starr)
 - Iris is submitting all known events for CM credits at the National level. She will coordinate with Hing to resolve issues with missing paper work on mobile workshops at the 2007 CalAPA conference.
- Student Representatives (Taryn Hanano & Lucas Woodward) – *Lucas Not Present*
 - Taryn is stepping down in November because she is graduating. Laura Gurney was selected as her replacement from SJSU.
 - She is working with Licinia McMorro and Emy Mendoza on planning an event to screen the Flea Market documentary. She also announced that the UPC is holding its Speaker Series in the Fall. The first event is on Saturday, September 27 from 9:00a.m. to 1:00p.m. at the Coyote Creek Parkway.
 - Taryn also completed various tasks including advertising student volunteer opportunities for the State conference, posted information about the 2009 India trip, and organizing a team for the ULI competition.
- University Liaisons (Emy Mendoza & Al Kostalas)

- Al and Emy thanked the Board for the support on the student awards
- Emy was recently hired as to a full time position in the Environmental Services Department with the City of San Jose, and she is now also co-teaching a class at SJSU.
- Al is getting interest from Sonoma State University on scholarship opportunities.
- Webmaster (Pierce Macdonald) – *Not Present*
 - See website discussion in the above.
- East Bay RAC (David Ralston and Joanna Jansen) – *Joanna Not Present*
 - David is planning an event in Hayward looking to generate more involvement from planners along the I-880 corridor in the East Bay.
 - Joanna is organizing an After-the-Conference de-brief event at DC&E to discuss the ideas and planning issues from the State conference.
- Monterey Bay RAC (David Roemer) – *Not Present*
 - The kick-off event on August 7th at noon at Monterey City Hall was very successful.
 - The next event is a happy hour event on the Old Factory Café on Sept. 18 at 5:30p.m. A brown bag event is also tentatively scheduled in November.
- North Bay RAC (Ladd Miyasaki)
 - Submitted the Gaia Napa Valley tour event for CM credits.
 - Ladd described his success in getting donation items for the CPF Section Challenge Auction equal to more total of \$2,200 in value.
 - Discussed possibilities of organizing an event to celebrate Wayne Goldberg’s APA award.
- Peninsula RAC (Surinder Sikand)
 - Wants to resurrect a previous tradition of a quarterly planner’s luncheons on the Peninsula. Will coordinate with Lucy on announcing RAC events.
- Redwood Coast RAC (George Williamson) – *Not Present*
 - No report. The Board discussed the possibility of finding a replacement for the Redwood Coast RAC position or looking for a co-chair.
- San Francisco RAC (Kenya Wheeler) – *Not Present*
 - Exploring co-sponsored events with San Francisco Urban Planning Research
 - Is still planning an event with San Francisco’s Planning Director.
- South Bay RAC (Licinia McMorrow) – *Not Present*
 - Working with Taryn and Emy on Flea Market documentary event.

8. Adjournment

The next Board meeting will be held on November 6th at the PBS&J office in San Francisco.
Meeting adjourned at 9:02 p.m.