



American Planning Association
California Chapter

Making Great Communities Happen

ACTION MINUTES

APA California Board Meeting and Retreat January 13th and 14th 2012 925 L Street Sacramento, California

ATTENDEES:

EXECUTIVE BOARD

President
VP, Policy & Legislation
VP, Public Information
VP, Professional Development
VP, Administration
VP, Conferences
Past President
President Elect
Student Representative
CPF President

Kevin Keller, AICP
David Snow, AICP
Hing Wong, AICP
Juan Borrelli, AICP
Virginia Viado
Janna Minsk, AICP
Kurt Christiansen, AICP
Brooke Peterson
Cindy Ma
Linda Tatum, AICP

SECTION DIRECTORS

Central
Northern
Orange County
Sacramento Valley
San Diego
Central Coast
Inland Empire
Los Angeles

Ralph Kachadourian
Hanson Hom, AICP
Jennifer Lilley, AICP
Julia Lave Johnston
Daniel Wery, AICP
Dave Ward, AICP
Liesa Lukes, RLA
Marissa Aho

STAFF

Executive Director/Lobbyist
Director of Administration
Executive Assistant/Lobbyist

Sande George
Tom Stefan
Lauren Silva

MODERATOR

Outgoing VP of Public Information

Janet Ruggiero

ACTION ITEMS FROM BOARD MEETING AND RETREAT

I. CALL TO ORDER

The meeting was called to order by President Kevin Keller at 10:30 am.

II. APPROVAL OF CONSENT ITEMS

- A. Approval of Agenda, Membership Report and Financial Reports – ACTION: The Board moved, seconded and passed to approve the Consent Items. *Unanimous vote.*
- B. Approval of September 2011 Minutes – ACTION: The Board moved, seconded and passed to approve the September 2011 Minutes from the Board Meeting. *Unanimous vote.*

III. ACTION ITEMS

A. Election Results and Membership Updates

Action:

- Kevin Keller announced the following election results:
Brooke Peterson, President-Elect
Virginia Viado, re-elected as VP Administration
Kurt Christiansen noted that only two votes separated the two President-Elect Candidates in this election.
- Section Directors asked the Nominating Committee to send them a reminder of the election and balloting close date so they can send it out to their members to encourage greater voter turnout.
- To ensure that the Chapter and Sections have the most recent membership lists, Laura Murphy was asked to create, with the assistance of the Section Directors, an updated distribution list with Section Director and Section Membership contacts. Kevin Keller will email the list to Lynn Jorgenson at National, and call her, to ensure Section delivery.
- Laura was also asked to send the updated Roster to National.

B. Conference Update

Action:

- Randy Bynder resigned as the Co-Chair for the 2012 conference due to a new position. The Board moved, seconded and passed to approve Les Johnson as the new Co-Chair for

the 2012 conference at the Inland Empire Section's request.
Unanimous vote.

- The 2012 Conference budget will be sent to the Board in the next few weeks by email for approval.
- The 2011 Conference Committee will submit their summary to Janna by January 27th and Janna will email it along with her 2011 Conference Summary for distribution to the Board.
- Laura Murphy was asked to request MCLE credit for Conference sessions.
- The 2011 Conference Host Committee asked that it be given two weeks to add more detail to the 2011 Conference Summary Report. The Committee will send the Board the final report by email.
- Lauren was asked to link the National LA 2012 conference Facebook and Twitter sites to the APA website. Kevin Keller will work with the Host Committee on a state eblast encouraging California members to attend the National conference: The Top 10 Reasons for California Members to Come to LA.

C. **Appointments**

Action: The Board moved, seconded and passed to approve the following appointed members to replace vacancies:

- Danny Castro as Southern Awards Coordinator and Andrea Ouse, Northern Awards Coordinator.
- Anna Vidal as Southern Membership Inclusion Director and Connie Galambos Mallory remains Northern Membership Inclusion Director.
- Hing Wong as VP Public Information.

Unanimous vote

D. **State Awards Policies**

Action: The Board moved, seconded and passed to approve the revised State Awards Policies, which will be posted on the APA CA website. The changes clarify that the population determination for

Large and Small Jurisdiction Awards be tied to the most recent census, rather than the 2000 census, and allow the Awards Coordinators to move historic projects to other categories in consultation with the Chapter Historians if those projects are better suited for the other categories.

Virginia was also asked to circulate a calendar to all Section Directors so they will know when the deadlines are for state and National award submittals. Section Awards will most likely be due to the state mid-to-late June. *Unanimous vote*

E. Conference Contract Approvals Pending Legal Review

Action: The Board moved, seconded and passed to approve the Think Reg conference registration contract and the Rancho Las Palmas Resort hotel conference contract for 2012 pending approval of Janna Minsk and the APA Attorney, Marco Martinez. *Unanimous vote*

F. APA Website Domain Name

Action: The Board moved, seconded and passed to approve the purchase of www.apacalifornia.org, to be held for the next 10 years, up to \$100. The Board asked Francine Farrell to complete the purchase as soon as possible to be sure we can hold the domain name for APA’s new website. *Unanimous vote*

IV. RETREAT ITEMS

A detailed list of retreat notes will be provided in a separate document

Dues Increase

The Board discussed various options to decrease the approximately \$50,000 Board budget deficit for 2012 and 2013. The Board asked the Sections to ask their Section Boards to weigh in on the following budget deficit reduction package options:

DEFICIT 2012:	\$51,340
SOLUTION GOAL 2012:	\$10,000 (150 new members through membership drive)
	\$ 2,000 (40% of \$5,000 Conference registration changes)
	\$ 5,000 (Profit goal for Chapter-sponsored Saturday training session conference)
at	

offset
new
Goal

\$? (New website and phase out of InSite Logic \$24,000 annual fee by \$40,000 expenditure for website over 2012-2013 – to save \$10,000 annually)

2012 DEFICIT REMAINDER IS: \$34,000 + (Depending on success of budget strategies/changes listed above)

REDUCE 2012 REMAINDER BY: \$6,000 - \$22,000 (In reduced Section subvention % reduction? Or Reserves?)

SOLUTION GOAL 2013: \$36,000 - \$91,000 (from dues increase tied to National dues increase at the end of 2012 and going forward)

Section Directors' Tasks Related to Potential Dues Increase & Marketing

Action: Section Directors were asked to take the following items back to their Sections for review and vote by **February 15th**:

1. Reduction of subventions amount to Sections?
2. Member dues increase options
3. Selection of a Section Board Member as the contact for the Chapter Marketing Director

Sande and Tom were asked to prepare a breakdown of the impacts to the Chapter and Sections of the various dues/subvention options by Friday, January 20th. The Board noted that any dues increase would be accompanied by a marketing campaign to explain the benefits of membership and identify the member programs that the dues would specifically fund.

Kevin Keller was also asked to request that National allow the Chapter to consider a 40% dues increase (as a percentage of members' National dues) rather than 45%.

Conference Budget Changes/Saturday Training Session

Action: The Board moved, seconded and passed to approve the following

Conference related items: The registration discount for speakers will be reduced to 10% to generate an estimated \$5000 toward conference profits. \$2,000 of that amount will go to the Chapter. The reduction will take effect for the 2012 Conference.

The conference, beginning in 2013 if possible, will be held Saturday through Tuesday, dropping Wednesday entirely to save costs.

The conference policies will be amended to state that full breakfasts are a lower priority, and continental breakfasts are fine if they are a better value.

Unanimous vote

Kevin appointed a new Saturday Training Committee to discuss the potential for a Chapter-sponsored Saturday training session the day before the conference starts and find space on site. The committee members are Jennifer Lilley, Juan Borelli and Janna Minsk. The goal is to raise \$5,000 for the state to assist in reducing the budget deficit in 2012.

National Dues Increase

Action: Kurt Christiansen and Kevin Keller were asked to find out the timing of National's proposed dues increase. The Board agreed that any state dues increase will be launched at the same time as National's dues increase to avoid multiple member dues increases in the same year. **(NOTE: National will increase the National dues in the 4th quarter of this year, which is National's 1st quarter for the 2013/2014 budget). The increase will be \$10 for APA members and \$5 for AICP members.)**

Chapter and Section Minimum Roles & Responsibilities

Action: The Chapter and Section Roles & Responsibilities Committee was asked to finalize their recommendations for vote at the June Board meeting, including the additions and changes made by the Board at the retreat. The lists will be arranged by responsibility, in priority order, noting Chapter or Section responsibility (or shared), and specifying which Chapter/Section Board member or contractor is responsible for implementation. This list of minimum roles can be used to provide an end of the year report to members, outlining the benefits and accomplishments of APA each year in these key areas.

VP/Appointed Board Member/Section Counterpart Meetings

Action: Each VP was asked to hold at least one call or meeting with their appointed positions and Section Board counterpart to discuss State/Section goals, coordinate activities, and to answer any questions. Virginia was asked to develop a calendar of calls for each Section

element, including Finance, Membership, PDO, etc.

Expanded Marketing and Membership Director Position

Action: Kevin Keller and Virginia Viado will contact Derek Hull to discuss his Marketing and Membership Director position, which will be expanded substantially based on retreat actions. The new position at this time will move under the President-Elect portfolio. Also to be discussed is the specific list of responsibilities for this new “M&M” position, whether or not to add a North and South Marketing and Membership Director, or amend the Bylaws to make the Marketing and Membership Director a voting VP position on the Board. The goal will be to secure someone for this position, if Derek Hull does not want to continue in this expanded position, within the next 30 days. The Board listed the following items for M&M Director consideration:

- Eblast and put on website in conspicuous area a recommendation for members to pay their dues monthly to reduce financial impact.
- Provide end of year report to membership.
- Send out/post a list of services at both the state and Section level.
- Encourage additional Section member surveys to identify core benefits.
- Create a membership retention plan.
- Create a student chart showing the value of keeping the price chain for student and new member National pricing value package.
- Work with National to include a thank you for renewing your membership letter and thank you for joining APA letter similar to the one provided to Chapter Only members, with professional graphics.
- Do the same with a please come back to us letter.
- Explore PR assistance for Chapter and Section – discuss with Stefan/George.

Recommendations from this discussion will be brought back to the Board by email by **February 15th**.

Strategic Plan Update and Completion of Appointed Member Responsibilities

Action: Brooke Peterson and Kevin Keller will review the Strategic Plan and recommend updates, reconcile Board positions with the Bylaws, and identify appointed Board member responsibilities that need to be completed or updated. Board members were also asked to review the Strategic Plan and update their portfolio and appointed member sections under their direction to ensure the info and roles are complete and current. **There will be a report back to the Board at the June Board meeting.**

Sponsorship Committee

Action: Kevin Keller appointed a new Sponsorship Committee to review the previous draft sponsorship recommendations and finalize a sponsorship policy. The policy will include a packaged sponsorship option for the Conference, and both State and Section events, programs and ads. Committee Members are Jennifer Lilley, who will chair, Janna Minsk, Hing Wong and Hanson Hom, with Collette Morse and Jay Higgins invited to provide the committee with background. **There will be a report back to the Board at the June Board meeting.**

Bylaws Update

Action: Kurt Christiansen will work with Brooke Petersen to review and suggest updates to the Bylaws, **to be available for vote at the June Board meeting.**

University Liaison

Kevin Keller was asked to talk with potential candidates to become a Board University Liaison, preferably a tenured faculty member.

Contractor Evaluation Protocol and Schedule of Review

Action: Brooke Peterson, Virginia Viado, Dave Ward and VPs that have contractors under their portfolio were appointed to the Contractor Evaluation Committee to develop an evaluation protocol and priority schedule for review of Chapter contractors. The goal will be to review one contract per year for active consideration, and then go out to bid for contracts only if warranted. **The Committee will bring the Protocol and Schedule to the Board for approval at the June Board meeting.**

Website Contractor and Update

The Board moved, seconded and passed to allocate up to \$40,000 from reserves over two years to authorize Hing Wong and Janet Ruggiero to contract with a new website contractor and update the APA California website. The goal is to have the new website up and running before 2013, rescind the contract with InSite Logic as soon as possible to eliminate those fees, and finalize the website with less urgent functions in 2013 to spread the costs over two years to lessen the impact on reserves.

The Board also requested that the new website list all accredited schools by Section, provide a clickable map of California Sections to direct people to the proper areas, include an easy to use calendar, and an easy to use registration function that can be used for both Chapter and Section events.
Unanimous vote

V. NEXT MEETING

The Next Board Meeting will be June 15th, from 9 am to 1 pm, by conference call, possibly using Skype. Locations in Southern CA, Sacramento and the Bay Area will be arranged for members to use.

VI. ADJOURNMENT

The meeting was adjourned at 3:00 pm.