



ACTION MINUTES

APA California Board Meeting APA Conference Line

June 5th, 2015

ATTENDEES:

EXECUTIVE BOARD

President
VP, Public Information
VP, Professional Development
VP, Administration
VP, Conferences
VP, Membership & Marketing
VP, Policy & Legislation
Past President
Commission and Board Representative

Hing Wong, AICP
Marc Yeber
Terry Blount, AICP
Kristen Asp, AICP
Betsy McCullough, AICP
Virginia Viado
John Terell, AICP
Brooke Peterson, AICP
Scott Lefaver, AICP

SECTION DIRECTORS

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

Ralph Kachadourian (in place of Ben Kimball)
Dave Ward, AICP
Chris Gray, AICP
Marissa Aho, AICP
Andrea Ouse, AICP
Dana Privitt, AICP
Trisha Stevens, AICP
Gary Halbert, AICP

APPOINTED MEMBERS AND GUESTS

Technology Director
APA Director, Region VI
AICP Commissioner, Region VI
Chapter Historian – Northern
Chapter Historian – Southern
California Roundtable President

Aaron Pfannenstiel, AICP
Kurt Christiansen, AICP
Marissa Aho, AICP
Steve Preston, FAICP
Larry Mintier, FAICP
Woodie Tescher

STAFF

Stefan/George – Executive Director/Lobbyist
Stefan/George – Director of Administration
Stefan/George – Exec Assistant/Lobbyist

Sande George
Tom Stefan
Lauren De Valencia

ACTION ITEMS FROM BOARD MEETING

I. CALL TO ORDER

President Hing Wong called the meeting to order on Friday, June 5th at 9:00 am.

II. APPROVAL OF CONSENT ITEMS - VOTE

Approval of the Consent Items: Hing Wong asked to add time at the end of the agenda for any appointed members that wished to speak. The Board moved, seconded and passed to approve the Agenda, with the addition above, Membership Report and 2015 Financials. *Unanimous vote.*

Approval of January 2015 Minutes: The Board moved, seconded and passed to approve the January 2015 Board Meeting/Retreat minutes. *Unanimous vote.*

III. ACTION ITEMS

D. Great Places Action: Kristen Asp notified the Board that the winners of the California Great Places Awards are up the APA California website. She asked the Board for feedback on how the winners should be acknowledged at the Conference. Hing Wong and Betsy McCullough will discuss how best to do this.

Marc Yeber noted that the award is a certificate rather than a physical award so he asked that consideration be given to framing and matting the certificate to present to the winners.

F. Conferences

2016 Conference Theme: Betsy McCullough asked the Board to approve the 2016 Conference theme, which will be "Crafting our Future: The Art of Planning".

VOTE: The Board moved, seconded and passed to approve the 2016 Conference theme. *Unanimous vote.*

2017 Conference Co-Chairs: The Sacramento Valley Section requested that the Board approve the co-chairs for the 2017 conference. Typically the co-chairs for this conference would not be presented for approval until January 2016. However, the Section would like to get moving earlier and the Board's approval of their proposed co-chairs is a key aspect. Betsy McCullough asked that the following three people be approval as the 2017 Conference Co-Chairs:

- Bob Lagomarsino, AICP
- David Kwong
- Jeannie Lee, JD, AICP

VOTE: The Board moved, seconded and passed to approve the 2017 Conference Co-Chairs. *Unanimous vote.*

H. Legislative Platform Approval: John Terell noted that the 2015 Legislative Platform has been updated with statements related to housing and water policy. There was a request to remove a statement relating to inclusionary housing. Because there are no specific bills currently in the legislature related to this, John is supportive of this change and asked for the Board's approval.

VOTE: The Board moved, seconded and passed to approve the 2015 Legislative Platform with the changes noted above. *Unanimous vote.*

K. Ballot Slate Approval: Brooke Peterson asked the Board to approve the ballot slate for the 2015 Board of Directors Elections. The slate is as follows:

President-Elect

Pete Parkinson

Vice President for Administration

Kristen Asp

Vice President for Public Information

Marc Yeber

Vice President for Marketing and Membership

Greg Konar, Virginia Viado and Dave Ward

Betsy McCullough noted that there are still many categories with only one person running. Brooke let the Board know that the Elections Committee made every attempt to place more than one person on the ballot. The Committee even reached out to others they thought would make good candidates for the categories but those people weren't interested in running at this time.

Woodie Tescher noted that it might be helpful to market the upcoming elections beyond just an eblast. The Board could consider placing ads in Cal Planner and online.

Tom Stefan explained that in the past the elections used to be marketed on membership invoices, Cal Planner and other materials that the membership would receive, however it never generated a response.

VOTE: The Board moved, seconded and passed to approve the 2015 Ballot Slate as noted above. *Unanimous vote.*

N. Planning Pioneer and Planning Landmark Awards Programs: During deliberations on this year's nominations for the Planning Pioneer and Planning Landmark Awards, the Chapter Co-Historians and the review panel discussed several concerns members have with the how the awards nomination and selection process operates and how the National and California programs relate to one another. This has led to an ongoing discussion among an expanded panel of APA California members to develop recommendations for revising the program. This expanded panel includes Larry Mintier, Steve Preston, former Chapter President Janet Ruggiero, Northern Section Historian Juan Borrelli,

Inland Empire Section Historian Gustavo Gonzalez, Los Angeles Region Planning History Group member Ken Bernstein, Vivian Kahn, and George Osner. There is consensus among panel members that criteria for the Pioneer and Landmark Awards the Chapter is using in California for recognizing important achievements focus too much on national significance and not enough on California significance.

Steve Preston and Larry Mintier recommend that the Board adopt specific Chapter criteria for the Pioneer and Landmark Awards focused specifically on California significance. This would still allow for winners in the California awards program to be forwarded to National to complete based on their national significance.

A simple editing of the National criteria to focus on California would accomplish this objective and could be implemented by the Chapter Board immediately, allowing for dissemination to the California Chapter membership for use in 2016.

Steve Preston noted that the Bylaws might need to be updated with respect to the language in the Historian Section for this award to make it consistent with changes made today. He will make some recommendations later on.

VOTE: The Board moved, seconded and passed to adopt the specific Chapter criteria for the Pioneer and Landmark Awards focusing specifically on California significance. *Unanimous vote.*

P. Retreat Summary: Hing Wong asked the Board to review the Retreat Summary specific to the items that they are responsible for. The next step will be to come up with one or two items from the list of actions that they feel they can accomplish this year. Hing would like those items to be sent to him by the end of June and then he will work to put together a discussion for the next Executive Board conference call.

Note that the next Executive Board Conference call will be on August 7th at 1:30 pm.

IV.ADJOURNMENT

The Board Meeting was adjourned at 12:30 pm.