



ACTION MINUTES

APA California Board Meeting Oakland Conference - Marriott City Center Hotel October 3, 2015

ATTENDEES:

EXECUTIVE BOARD

President
VP, Professional Development
VP, Administration
VP, Conferences
VP, Membership & Marketing
VP, Policy & Legislation
Past President
Commission and Board Representative
Student Representative
Incoming Student Representative
California Planning Foundation

Hing Wong, AICP
Terry Blount, AICP
Kristen Asp, AICP
Betsy McCullough, AICP
Virginia Viado
John Terell, AICP
Brooke Peterson, AICP
Scott Lefaver, AICP
Shannon Baker
Eric Tucker
Carol Barrett

SECTION DIRECTORS

Central
Central Coast
Inland Empire
Los Angeles
Northern
Orange County
Sacramento Valley (SD Elect)
San Diego

Ben Kimball
Dave Ward, AICP
Chris Gray, AICP
Marissa Aho, AICP
Andrea Ouse, AICP
Dana Privitt, AICP
Tracy Ferguson
Gary Halbert, AICP

APPOINTED MEMBERS AND GUESTS

Technology Director
Chapter Historian – Northern
Chapter Historian – Southern
California Roundtable President
Membership Inclusionary Director - Northern
Membership Inclusionary Director - Southern
University Liaison
PEN President
State Awards Coordinator Northern
State Awards Coordinator Southern
Young Planners Coordinator

Aaron Pfannenstiel, AICP
Larry Mintier, FAICP
Steve Preston, FAICP
Woodie Tescher
Miroo Desai, AICP
Anna M. Vidal
Julia Lave Johnston
Stan Hoffman, FAICP
Diana Keena, AICP
Mary P. Wright, AICP, LEED, AP ND
Nina Idemudia

NATIONAL MEMBERS

President
APA Director, Region VI
AICP Commissioner, Region VI
APA Director, Elected at Large

Carol Rhea, FAICP
Kurt Christiansen, AICP
Marissa Aho, AICP
Angela Brooks, AICP

Region VI Student Representative

Nick Chen

STAFF

Stefan/George – Executive Director/Lobbyist
Stefan/George – Director of Administration
Stefan/George – Executive 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, October 3rd at 9:00 am.

II. APPROVAL OF CONSENT ITEMS - VOTE

Approval of the Consent Items: Dana Privitt asked to move the 2015 Financial report off Consent for discussion. The Board moved, seconded and passed to approve the Consent Items as amended. *Unanimous vote.*

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

III. ACTION ITEMS

F. Student Representative: Hing Wong presented the resume of the incoming Student Representative, Eric Tucker, and asked for approval of his appointment. The Student Representative serves on the Board from Fall to the following Fall of the academic year.

VOTE: The Board moved, seconded and passed to approve the appointment of Eric Tucker as the incoming Student Representative. *Unanimous vote.*

H 1. 2016 Draft Budget ACTION and Review of the 2015 Budget Status: Kristen Asp and Tom Stefan reviewed the 2016 proposed draft Budget and the current 2015 Profit and Loss Statement. For 2016, Tom explained that each VP was asked to provide any changes they wanted in their portfolio budget line item prior to the draft budget being created. This year there weren't any dramatic changes -- most of the budget items are consistent with the line item amounts included in the 2015 budget. However, three unexpected issues did have budget implications in 2015 that may require the 2016 budget to be adjusted to avoid taking excessive monies from reserves: the previous conference profits were lower than the \$100,000 budgeted goal, the lower stock market decreased the actual reserve balance, and the first two checks from National were \$30,000 less than expected.

Tom explained that it costs the Chapter about \$40,000 a month to operate. Conference profits and subventions from National are currently the only main sources of revenue for the Chapter. If the conference makes \$100,000, the profit

is split with 40% going to the Chapter and 60% to the Sections. That means if the profit goal is met, the conference profit is still a very small portion of the Chapter revenues: it only covers one month of operating expenses. In addition, the Chapter has been relying on reserves the last few years through the recession and has been unable to contribute funds back to the reserves.

The reason for the substantially lower subvention checks continues to be unclear. Tom, Kristen and Hing have spoken with National to try and understand why the membership numbers and the corresponding dues revenues do not match. At this point, there are no answers. As part of that discussion, the Board recommended that the Sections continue to contact members that have dropped their membership or have not paid their dues, but noted that the Chapter may need to ask National for additional information to ensure contacts can be made before members drop their membership.

However, before any drastic changes are made to future budgets based on the reduced 2015 revenues, Tom suggested that the Budget Committee review what the final 2015 numbers are estimated to be, including if the third quarter subvention check is as under budget as the first two checks (the third quarter check is sent to the Chapter in November), as well as what the estimated 2015 conference profits turn out to be and what the overall impact of the stock market on the reserves is by the end of the year. Many line items will also be under budget for the year, providing an option to reduce expenditures for 2016.

The Board also discussed the policy governing Board member conference registration and hotel reimbursements. Currently, the amount of reimbursements requested from VPs varies greatly. Tom suggested that if the Board wants to provide reimbursements, the reimbursement amount should be a flat conference registration amount given to each VP based on the actual cost of registration to the Chapter (\$250-\$300), and that hotel reimbursements be limited to the night before the Board meeting as part of the existing Chapter Board line item. This policy would reduce the reimbursements currently spent in this line item and allow for a fixed budgeted amount each year that is equitable for all VPs.

Some Board members said they could not support the draft budget as proposed without knowing if the lower subvention checks will continue, or what the 2015 conference profits and reserve numbers will be. The Board asked the Budget Committee to reconvene in November to review the subvention, reserve, and conference profit status, and then determine if and where cuts should be made in the 2016 budget to reduce the reliance on reserves to balance the budget. In addition, the Board asked that the 2016 conference expense reimbursement policies for VPs be reconsidered in light of the above information.

H 2. Annual Report ACTION: Kristen reminded Board members to review the Annual Report Guidelines and to note that the **due date is December 11th** for submissions for the 2015 Annual Report.

J. Statewide Programs Coordinator: Terry Blount asked the Board to approve Carol Barrett as the new Statewide Programs Coordinator.

VOTE: The Board moved, seconded and passed to approve Carol Barrett as the new Statewide Programs Coordinator. *Unanimous vote.*

K. Public Relations and Social Media and Potential Changes to CalPlanner: Retreat Agenda ACTION: The Board asked that the next steps for the public relations program such as the press kit, media outreach and the Chapter's social media presence be discussed at the upcoming retreat in January 2016. Betsy McCullough also suggested that potential changes to *CalPlanner* be added to the retreat discussion.

M. Conference Manual ACTION: Betsy McCullough presented the potential changes to the Conference Manual below. Betsy asked that Board members provide her with feedback on the suggested changes. She plans to then bring a draft set of revised policies back to the Board in January for adoption.

1. Pre-Conference Session Revenue – Section III.C

Currently the approved Conference Handbook indicates that both revenue and expenses for the Pre-Conference sessions (typically the day of the Board meeting, prior to the opening of the conference) are Chapter budget items and, while they are shown in the Conference budget, there is no net impact to the conference profit/expenses. The intent of this program is that it is an opportunity to provide a unique, in-depth learning opportunity to members, bringing in instructors of stature to conduct high-level training.

For those sessions where the Conference Host Committee (CHC) develops the Pre-Conference session topic and materials, and solicits the presenters, Betsy asked the Board to consider whether the revenue should remain as conference profit and not be redirected to the Chapter. CHC development of sessions can bring in experts on topics that may be determined of high interest based on submitted proposals or be relevant due to the existence of ground-breaking or advanced programs in the local area.

Board members generally agreed that this seemed like a fair policy.

2. Complimentary Registrations to the Conference Host Committee Subcommittee Chairs – Section III.K

Currently the approved Conference Handbook states that complimentary conference registrations shall be provided for the Conference Host Committee Co-Chairs. Other complimentary registrations are identified for several Chapter officers (President and Vice President of Conferences), up to 4 guests of the Chapter President, and other elected Chapter officers under certain circumstances – see #4 below. These registrations are all included in the overall conference profit/expense. No other CHC members are identified as recipients of complimentary conference registrations. Currently the Co-Chairs are at least partially acknowledged by providing them complimentary conference registrations. The subcommittee chairs are not automatically provided the same acknowledgement.

Betsy asked the Board to consider the following: Should CHC subcommittee chairs also receive complimentary conference registration? How many: all or some? What criteria should be used: those who have an active role for a function during the most active two years of the conference planning process? Should the overall conference profit be used to cover the registration costs for

subcommittee chairs (as it is for those mentioned above) or should some of the registrations come from the Host Section's portion of the revenue?

The Board recommended that Betsy develop both a general and more specific policy on this issue for discussion, but suggested that it may be better to give some flexibility to each Conference Host Committee as long as the Committee is able to meet or exceed the conference profit goal.

3. Situations for Complimentary Registration to Keynotes – Section III.K

Currently the approved Conference Handbook states: "Except for professionals engaged as keynote speakers, conference speakers, including session speakers, are not paid. APA California does not provide complimentary registration in exchange for being a speaker at the conference."

It has been noted that public officials and public agency leaders may not accept speaker fees or other compensation for being keynote speakers at conferences. Betsy asked the Board to consider if a complimentary registration should be available to a public agency individual who agrees to be a keynote speaker at the Chapter conference?

4. Complimentary Registration for Elected Chapter Board Member & Hotel Reimbursement – Section III.K

Currently the approved Conference Handbook states "complimentary conference registrations for elected APA California officers must be approved by the VP of Conferences and the Chapter President after reviewing the officers' budgets to determine whether funding is available to cover the VP's registration and considering the VP's conference contribution. The Chapter will reimburse the conference budget the amount of the food costs only for these complimentary registrations." There is no Chapter policy about reimbursements for conference registration fees other than this – only for Board and other meeting expenses. The above policy was included in the revisions to the Conference Handbook approved by the Board in January and February 2015.

An in-person Board meeting is associated with the Chapter conference. The Chapter covers the cost of one night's hotel stay for those Board members when they need to arrive onsite the night before the Board meeting to be on time the next day. There is no Chapter policy about reimbursements for elected Board Members' hotel costs for the rest of their nights at the conference.

Betsy asked the Board if there should be any stated policy about covering elected Board members (the Vice Presidents) for either their conference registration cost or for their hotel night costs they incur to attend the Chapter conference, or any change to what the Chapter covers for Board members' attendance already?

Some Chapter Vice Presidents can spend extraordinary amounts of time fulfilling their Board responsibilities and sometimes taking on even more assignments than are in their portfolio. It is important for Board members to be at the Chapter conference and to be able to proactively reach out and talk to attendees and promote APA as an organization to belong to. How should that be balanced with

Chapter fiscal considerations, particularly in times of reduced revenue and steady, or even declining, membership?

Hotel Reimbursement: Support is proposed for adhering to traditional Chapter practice of covering the hotel costs the night before the Board meeting for all Board members who arrive from distance to be on time to the morning Board meeting. To cover costs beyond that for any Board member – elected at the Chapter level or appointed or Section Directors – would overextend the Chapter's current reasonable budget for meeting expenses. Therefore, it is proposed to retain the long-standing practice that no Board member should be able to seek reimbursement for their conference nights' hotel stay.

Conference Registration Reimbursement: Regarding Conference Registration fees, the Chapter President and the Vice President of Conferences (along with a limited number of invited guests of the President) have their registrations paid from the conference revenue. In order to acknowledge the effort of other elected Vice Presidents on behalf of the Chapter in a variety of roles, it is proposed that those elected Vice Presidents should have the Chapter cover their basic conference registration expense (i.e., not mobile workshops, not extra event tickets) out of the Chapter budget. The accounting is proposed to be handled as it is currently described in the Conference Handbook: i.e., the Vice President is registered as a 'complimentary registration'. That is tracked along with any other comp registrations. For the Vice Presidents, the Chapter will, when all conference billing is due, reimburse the conference revenue the number of comp registrations for Vice Presidents attending the conference at an estimated cost of the food for each registration – currently \$250 or \$300. That reimbursement would be identified as a separate line item as part of the resources annually set aside for Board meeting expenses that year.

In addition, there are several appointed Board members who may play an active role in preparing for and working at the conference. In those cases, the Vice President overseeing the appointed position may request basic registration for that individual who makes a significant contribution to the conference.

As noted above in the 2016 budget discussion, this item will be discussed by the Budget Committee based on expected Chapter revenue for 2016.

Q 1. Archives Funding: Co-Chapter Historian Larry Mintier reviewed the Chapter's archive funding. The Chapter's appropriation for supporting the archives was set at \$1,000 annually in 1998 and has not been increased since. A committee formed last fall to look at the archives program. Their recent discussions included whether the base level of support was sufficient and whether the Chapter should consider a specific donation large enough to begin the process of fully cataloguing and digitizing the archives.

Options discussed included:

- (1) Proposing a \$5 surcharge on Chapter dues
- (2) Requesting a \$10,000 direct board allocation
- (3) Requesting an allocation, but divided over two years
- (4) Allocating funding out of conference proceeds; add a spot on future online conference registration to allow for a direct donation to the archives.

These were discussed with respect to Board concerns about declines in membership, subventions, and concerns over surcharges when dues have already been raised.

Larry presented the following recommendations to the Board:

- (1) Ask CSUN what could be accomplished within a \$10,000 allocation spread over two years.
- (2) Request that the Board allocate \$5,000 each year over the next two years for an archives project consistent with CSUN recommendations.
- (3) Pursue an update of the existing agreement with CSUN, and deal with any request for an increase in base level annual support at that time.
- (4) Request that going forward and starting with the 2016 Chapter Conference, online registration to include an option for a direct donation to the Chapter archives, with several giving options provided as well as an open field option for those wishing to give more.
- (5) Include an ongoing marketing effort designed to increase awareness of the archives, to include *CalPlanner* article; highlighted info on the website; an explanation of program to accompany online registration; an announcement and information at the CPF auction (but no fundraising at that event, so as to prevent any sense of competition); pursue a brief video that can be placed on website, YouTube, etc. and shown at Chapter Conference.

VOTE: The Board moved, seconded and passed that the Chapter Historians and Archives Committee develop a financial plan outlining funding needed to accomplish the above recommendations, allowing the Board to fund those recommendations as the Chapter budget allows. *Unanimous vote.*

Q 2. History Video ACTION: Co-Chapter Historian Steve Preston, along with Janet Ruggiero, Past President and member of the archive committee, asked the Board to give direction to the committee on the direction of the Chapter History Video. In 2008, in preparation for the Chapter Conference in Hollywood, the Chapter asked the Chapter Historians to prepare a presentation that told the history of APA California in honor of the Chapter's 60th anniversary. The project, which included a PowerPoint presentation, commemorative booklet, and research documents, was well received. But when a group of members representing planners of color contacted Steve Preston immediately after the celebration, they expressed concern that this story would be incomplete until the stories of planners and communities of color were integrated into the narrative.

In 2009, a committee was formed to explore options, and the Board ultimately authorized \$15,000 to produce a video history of APA California with the understanding that it would include new material documenting the history of planners of color and communities of color. The VP for Public Information selected a consultant to perform the work; that consultant failed after more than a year to produce a video within an acceptable time frame, and was required to return all monies advanced. The Committee then sought to identify a university

program or other institution that would take on the project, but as of last year no organization had committed to produce the video. The original funding was not allocated.

Last year, then-Chapter President Brooke Peterson suggested that the Committee contact Brian Mooney, a San Diego-based planner and urban historian who has produced a noteworthy video on the development of the Nolen plan in San Diego. Mr. Mooney agreed to take the project on with the understanding that he might want to adapt the original proposal to better capture his vision of the project that would focus to a greater degree on broader planning movements, social equity and underserved communities. He would commit his own funds or secure additional funding to the project, which by his current estimate will require between \$45,000 and \$50,000 to produce. (The Chapter's contribution to that total would be the original \$15,000 budget.)

This new proposal was previewed in a conference call with the project committee in August. At that time, the members of the committee raised concerns about the extent to which the proposed treatment and tone accurately portrays California planning history, the extent to which individuals suggested by Mr. Mooney would be substituted for planners of color originally envisioned to speak in the video, and whether the role of APA is diminished in the new treatment.

For his part, Mr. Mooney has expressed a willingness to make certain adaptations, but believes that if he is going to commit personal resources to the task, his vision, focusing on larger questions of social equity and community empowerment, must be held intact. The committee has politely indicated that they are not willing to proceed under those conditions, as some members of the committee do not believe the proposed treatment accurately reflects the original board-approved vision. Given that, the video committee asked the Board to consider the following options:

- Reaffirm the original vision that was approved by the Board
- Accept Mr. Mooney's alternative vision for the project
- Attempt to reconcile the two visions by giving its own specific direction

The Board decided to postpone a vote on this item pending a review of the original scope of the video by the committee, and further clarification of the amount of control the Chapter would retain based on Mr. Mooney's broader project goals.

Q 3. Chapter and National Pioneer and Landmark Programs:

Steve explained that National APA established the Planning Landmark and Planning Pioneer Awards program in 1986. In response, the California Chapter of APA in 1988 created its own program paralleling the National program and created the office of Chapter Historian.

During its deliberations on the 2014 nominations for the Planning Pioneer and Landmark Awards, the history awards jury expressed concerns that California achievements are under represented on the list of Landmark Awards at the national level. There is also a growing feeling that criteria for the Pioneer and

Landmark Awards we have been using in California for recognizing important achievements focus too much on national significance and not enough on California significance.

Following up on that discussion, the committee suggested that the Board approve the following policy changes:

- *Revise the Chapter Awards Policy to incorporate the revisions to the criteria for the Landmark and Pioneer Awards adopted by the Chapter Board June 5, 2015.*
- *Revise the California application package for the Landmark and Pioneer Awards to clearly explain the difference between the California criteria and National criteria and provide nominators the opportunity to submit justification to satisfy both criteria, if they want the nomination to be submitted to for consideration at the National level.*
- *Authorize the Chapter Historians to develop recommended changes to the National criteria based on a comparison of APA's criteria with criteria used by other national organizations such as the National Trust for Historic Preservation.*
- *Revise the Chapter Awards Policy to eliminate the reference to the Chapter Board reviewing the Landmark and Pioneer award nominations, and that instead the nominations be reviewed by the Chapter Historian and a jury appointed by the Historian, parallel with how the rest of the awards program operates.*
- *Revise the Chapter Awards Policy to clarify that there is no limit on the number of Landmark and Pioneer Awards that can be granted in any one year.*
- *Encourage every California Chapter Section to appoint a Section historian, or assign such responsibilities to an existing section officer.*
- *Recommend to National that they revise their procedures for the Landmark and Pioneer Awards to: (1) require nominations be submitted by an APA Chapter or division; (2) as an alternative to #1, require any nominations National receives that have not come through the Chapter review/awards process be referred to the Chapter Historian, where one exists, for comment; and (3) encourage nominators to check with the Chapter Historian, where one exists, in preparing the nomination/application.*

VOTE: The Board moved, seconded and passed to approve all of the recommendations on the Pioneer and Landmark Awards as noted above, **except** the recommendation to require that nominations be submitted to the Chapter first as a requirement to send the award on to National for a National award. *Unanimous vote.*

IV. ADJOURNMENT

The Board Meeting was adjourned at 4:45 pm.