 Attachment I

**MEMORANDUM**

TO: American Planning Association California Chapter Board

FROM: Carol D. Barrett, FAICP, President

California Planning Foundation

SUBJ: ITEMS FOR CONSIDERATION /ACTION

1. Opportunity for a New Auction Challenge
2. Working with Existing CPF Sponsors to Expand Their Financial Commitment
3. Modification to Procedures for Awarding Scholarships to Non-Accredited Planning Schools
4. Effective Engagement with Sections

The recent CPF Board meeting was a busy one with lots of work on fundraising, scholarships, and preparing for the conference in Anaheim. Meeting notes are attached for your reference. A couple of items arose for which we need Chapter input.

Opportunity for a New Auction Challenge

The CPF Board would like to institute a Consultant/Exhibitor Challenge for the auction in Anaheim similar to the Section Challenge. Is this OK with the Chapter?

Working with Existing CPF Sponsors to Expand Their Financial Commitment

The CPF Board would like to ask existing sponsors if they would be willing to also match donations by their employees. Is this OK with the Chapter?

Modification to Procedures for Awarding Scholarships to Non-Accredited Planning Schools

Currently $1,000 scholarships are awarded by the Foundation, and chosen by faculty at non-accredited planning schools. We were asked to change this procedure and make students at non-accredited eligible for the $3,000 and $5,000 scholarships. In researching this request, we noted that the By-Laws of the Chapter specify fundraising for accredited planning schools as our assignment. Telephone calls to past presidents of the CPF produced a history and tradition, but no prohibition on awarding major scholarships to non-accredited schools. The CPF Board voted to expand the eligibility for the major scholarships to non-accredited schools for a two year trial period provided that the Sections take on the responsibility of looking at all of the planning and planning related schools within their boundaries and making a recommendation as to which programs should be eligible and that this information be transmitted to the CPF no later than January of 2015 so we can organizing the February scholarship outreach accordingly. Is this OK with the Chapter?

Effective Engagement with Sections

Every Section Director has been asked to designate a Section Liaison to CPF and we have a position description for the job which is sent to every new appointee. Not all Sections have appointed Liaisons and some Liaisons have never participated in the monthly Section Liaison Conference Call.

Further, some sections have not been willing to help with publicity for CPF activities. For example, one section was asked to send out information about the CPF Professional Development Bike Ride and responded with a determination that the CPF would have to fill out a request for co-sponsorship form before the Section would help with getting the word out. In another case, it appears that Section activities may have been scheduled in conflict with the annual CPF event. This is the outcome when the Liaisons are not participating even through notes from the Section Liaison conference calls are provided to the Section Directors so they have a sense of what is going on. As an arm of the Chapter, we would like to improve the relationships. I have asked to be placed on the agenda and invited to participate in Section Director monthly conference calls. Maybe if that could be formally arranged, it would help. What advice does the Board have for helping strengthen the relationship with the Sections?

**Minutes**

**California Planning Foundation**

**Board of Directors Meeting**

**May 3, 2014**

**San Jose State University/Washington Square Hall (WSQ)**

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| 1. Welcome and Call to Order, 9:50  * Present: Barrett, Mains, Nixon, McCullough, Holzem, Kremin, Johnson, Borrelli, Osner, Grant (by phone) * Review and approval of agenda—**Borrelli/Holzem motion to approve, approved unanimously** * It was noted that future Board meetings will be coordinated with air travel schedules and will start later. |
| 1. Professional Development Workshop North/South   Darcy and Wendy reported on the bicycle tour/workshops in Davis and Long Beach, respectively. Attendance was not as good as hoped at either location. It was suggested that a weekend day would be better for these, that people have a hard time taking a work day. Additionally, it is important to watch for calendar conflicts especially with other Section events. Coordination with Sections is important and did not go as well as hoped. Carol will follow up on this with the next Section Liaison call as well as the 6/20 APACA Board call. Cost was discussed as an issue, with the **consensus** that about $20/CM credit would be competitive. Time of year was also discussed, with the **consensus** that May is too late and hits conflicts, especially for students.  Wendy expressed thanks to Al Warot/PMC for underwriting the cost of several students to attend.  Betsy suggested creating a one-page piece on the Workshops and volunteered to assist with this.  Wendy suggested that we may want to move toward a set of workshops around a common these put on by each/all Sections with proceeds benefitting scholarships.  Darcy noted it will be important to select the theme/topic for next year’s Workshops at the Fall meeting/retreat. She suggested, and the group **concurred**, that we tentatively target April 11 for next year. |
| 1. Planning for Student Day (Saturday) at Anaheim Conference   The group brainstormed topics and “Get Real: Presenting Yourself Successfully on Paper and In Person” was selected, a panel around the topic of what not to do to keep yourself from getting hired was selected. Darcy Kremin volunteered to coordinate |
| 1. Report from Fundraising Committee (Osner and members of Committee). (See Attachment 4.)   George reviewed the latest suggestions from the Committee. Juan went over the proposed fundraising letter he and Darcy prepared and the Committee had input to, and the Board made additional suggestions. To be finalized and distributed to the membership in May. It is the Board’s hope that this campaign will raise at least $5,000, and Hilary/Phil will implement a “thermometer” on the website to reflect progress toward this goal.  The idea of a CPF “check-off” on the conference registration has already been approved and is being implemented with the upcoming conference.  The Board discussed the idea of identifying retired planners as a group. We will request a sorted listing of retirees in APACA membership and send a version of the fundraising letter targeted to them. Betsy McCullough volunteered to request the list.  The concept of a donor sticker and ribbon for the conference was discussed and is in motion. The group agreed that a ribbon for all Friends/Sponsors and a sticker for any donation given at the conference would be good and these will be prepared.  It was **agreed** that in-kind donations for the auction can be counted toward Friend (or other support level) based on the amount paid at the auction.  There was discussion of potential for employer matching contributions, and of the need to “spiff up” our Facebook presence and drive traffic to the FB page. We will check with the Board re: employer matching contributions.  A proposal to bundle CPF sponsorship in with the Conference Sponsorship was discussed and was not accepted. Sponsorship of CPF is different, tax deductible, etc.  It was the **consensus** of the Board that the work of the Committee is valued and should continue. |
| 1. Approval/Review of Reports   Phil provided the Treasurer’s Report. There was discussion of the relationship between amount of scholarships awarded and income. **Holzem/Kremin motion to tie the amount of scholarships awarded to income, beginning with the 2015 year. Passed unanimously.**  Phil led discussion of Investment Policy. After considerable discussion **Osner/Borrelli motion to adopt a “grow and support” approach to the investment pool, providing that some portion of the income from this principal would be treated as available income for scholarships.** Details to be discussed at the retreat.  Following discussion of the Money Market fund and its lackluster performance, **Osner/Borelli motion to give the Treasurer discretion to close this account, moving a portion to checking and the balance to the log-term investment pool, if it determined that the current long-term investment vehicle is still viable. Passed unanimously.** If the current LT vehicle is not deemed viable, Phil to investigate alternatives and return with recommendations. There was discussion of engaging an accountant of other financial professional to advise on this latter matter. |
| 1. Candidates for Board  George agreed to run for an additional term. Phil has proposed Laurie Gartell to run and is not continuing. **Kremin/Trom motion to accept this slate, approved unanimously.** |
| 1. Scholarships   There was extensive discussion of various approaches to opening the CPF scholarships (other than named/endowed and Section scholarships) to students at non-accredited schools as well as accredited schools. **Barrett/Holzem motion to adopt “Option C” with an assignment to the Sections to respond to the Board as to which schools/programs in their respective Sections should be included, this to be a 2-year trial with a goal fo making the process simpler and opener. Passed unanimously.** |
| 1. Conference Planning – Anaheim Update   Auction and raffle logistics were discussed. It was noted that APACA has engaged a new conference coordinator. The concept of a “Consultant Challenge” for the Auction in addition to the Section Challenge was raised and endorsed. We will check with the APACA Board |
| 1. Updates 2. Section Liaisons - no updates   B. Professional Development (McCullough) Betsy gave an update and noted that the upcoming conference will feature free registration for students on Saturday and reduced ($50/day) registration for additional day(s)  C. Student Representative – not present by written report provided in advance was reviewed. |
| 1. Fall Retreat. The date for the Fall Retreat was **set** for November 8/9, location to be arranged |
| 1. Summary of Actions and Assignments – Carol will mail these following the meeting. |
| 1. A group photo was taken for the web site and the meeting adjourned at 2:30 |

Attachment: President’s Meeting Follow-up Action Notes

**Board of Directors Meeting**

**Follow-Up Action Notes**

**May 3, 2014**

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| **Item** | **What/Who** | **Status** |
| Professional Development Workshop North/South  Report from Darcy and Wendy. Lessons Learned. | The end of year timing was difficult of students and it is hard to take that much time off work. Next year, do it in April not in conflict with the APA conference or Easter. Move to Sat. Support from Sections was spotty./Carol to follow-up. Note: Keep cost at about $20 per CM credit. Advertise availability of CM credits more heavily. Pick the topic at the retreat to facilitate planning./Carol to put on retreat agenda. | April 11 selected as the date per Darcy.  Seek an opportunity discuss with Section Directors re: this is an APA event. Also review issues with Liaisons. Carol put on agenda for next conf call. |
| Helping people understand the purpose of the workshop | Create a one page flyer explaining the purpose of the workshop and its relation to the mission of CPF./ Carol and Betsy. |  |
| Planning for Student Day at Anaheim Conference  Need to organize last panel for Saturday morning.  Select topic. Secure volunteers. | Topic selected: Get Real: Presenting Yourself Successfully on Paper and In Person. Panelists to include: Darcy, Ted, Betsy, Carol, Shawnika. Everyone to send Darcy samples of problem resumes, cover letters, etc. Darcy to submit to Amber. Carol to advise Stacy. | Darcy submitted draft to panel members and final to APACA. |
| Report from Fundraising Committee  Discussion and next steps. | Fundraising Committee has letter to go out to entire membership. Have created new categories for supporting CPF hopefully eliminating barriers to entry. Goal of collecting $5,000. **Hilary** to put thermometer on web site. **Phil** to put different categories on pay pal. **Phil** to also check to see if pay pal triggers an announcement of a donation that links to other media. Maybe use our facebook page for a kickstarter campaign. Add info to web site on permanent named scholarship. **Carol** to prepare write-up. Ask corporations who agree to sponsor if they would match donations. **Carol** to confirm if this is OK with chapter. Do not have CPF support be an element of overall Chapter sponsorship. Should be stand alone. Donation check off on conf regis per Kurt. Need to have ribbon for CPF friends and sticker for CPF supporters for the conf. Need to drive traffic to our facebook page. **Everyone** to put a footer on their email requesting that people like us on Facebook. Include on the fundraising letter. **Juan** to make sure letter goes out this month. Agreed that donations from individuals for the auction will count toward CPF named supporters based on price paid. |  |
| Discussion and decision of investment policy. | **Betsy and Phil** to see if it is possible to find someone in San Diego (CPA) who works with non-profits and can advise us. Decision to use investment income to both grow the endowment and to fund scholarships – maybe at a 50/50 split of interest. Also, need to match amount of scholarships to available resources. **Phil** to move from money market into checking enough money for one year of expenses plus $5,000 cushion.  **Phil** to check on cost of removing money from investment firm, and if cost is reasonable, move the remainder of the money market money into the investment account. **Everyone** to work on their idea of what our financial goals are – amount of money to be raised annually, amount of money to be available from endowment, growing the number of scholarships, growing the amount of the scholarships awarded, etc. |  |
| Scholarships  Report from Committee on topic of opening more opportunities for non-accredited planning students. Decision. | Decision made to open competitive scholarships to all accredited and non-accredit planning programs and other closely related programs. Sections to prepare recommendations for non-accredited schools to be included. **Carol** to check with Board and notify Board/Sections. To be implemented in 2015 by **Hilary/Kelly.** Offer to be made to non-accredited schools but we are not responsible for their engagement. Named scholarships and section designated scholarships to remain the same. | Carol put on agenda for APACA Board conference call. |
| Conference Planning – Anaheim Update  Auction  Raffle Ticket Sales | **Wendy/Darcy/Carol** to speak after tour of facility in May. **Carol** to confirm that student volunteers who work for us will also be included in the Chapter’s free registration program. **Phil** to provide other comments on auction management. **Carol** to confirm auctioneers. Need to figure out how consultant reception is being coordinated with our event. **Betsy** to follow-up and ask from conference schedule perspective. **Wendy** to also check from LHC perspective. | Betsy sent query 5/5. |
| Section Liaisons  Current activities.  Next steps for work to be undertaken. |  |  |
| Miscellaneous – Admin | Update Board Roster/Barrett. Send out follow-up notes/Barrett | Done 5/6. |

Present: Barrett, Borrelli, Trom, Osner, Nixon, Grant, Holzem, Johnson, Kremin, Main, McCullough.

Absent: Farfan