

ACTION MINUTES

**APA California Board Meeting**

**APA Conference Line**

**June 17, 2016**

ATTENDEES:

**EXECUTIVE BOARD**

President Hing Wong, AICP

VP, Professional Development Terry Blount, AICP

VP, Administration Kristen Asp, AICP

VP, Conferences Betsy McCullough, AICP

VP, Membership & Marketing Greg Konar, AICP

VP, Policy & Legislation John Terell, AICP

VP, Public Information Marc Yeber, ASLA

President Elect Pete Parkinson, AICP

Commission and Board Representative Scott Lefaver, AICP

Student Representative Eric Tucker

California Planning Foundation Juan Borrelli, AICP

**SECTION DIRECTORS**

Central Ben Kimball

Central Coast Chris Williamson, AICP

Inland Empire Chris Gray, AICP

Los Angeles Ashley Atkinson

Northern Andrea Ouse, AICP

Sacramento Valley Tracy Ferguson

**APPOINTED MEMBERS AND GUESTS**

California Roundtable President Woodie Tescher

Statewide Awards Coordinator Carol Barrett, FAICP

University Liaison – Southern Nick Chen

Technology Director Aaron Pfannenstiel, AICP

**NATIONAL MEMBERS**

APA Director, Region VI Kurt Christiansen, AICP

**STAFF**

Stefan/George – Executive Director/Lobbyist Sande George

Stefan/George – Executive Assistant/Lobbyist Lauren De Valencia

ATEGO Resources – Association, Conference Francine Farrell

and Accounting Services

**ACTION ITEMS FROM BOARD MEETING**

1. **CALL TO ORDER**

President Hing Wong called the meeting to order on Friday, June 17th at 9:00 am.

1. **APPROVAL OF CONSENT ITEMS**

**Approval of the Consent Items**: The Board moved, seconded and passed to approve the Consent Items. *Unanimous vote.*

1. **ACTION ITEMS**

**Board Policies Review Committee ACTION:** Hing Wong asked the Board to approve a request for the appointment of a new committee to review the Chapter Bylaws, Conference Handbook and Financial Policies. The Committee will make a recommendation on updates for each of the documents that will be presented for a vote at the October Board Meeting. Members of the Board Policies Review Committee will be: Kristen Asp, John Terrell, Betsy McCullough, Sande George, Ben Kimball, Pete Parkinson and Hing Wong.

**Annual Report:**  Kristen Asp informed the Board that she is still missing reports from three of the Chapter Sections. Reports were due to Kristen at the beginning of the year and the late reports have delayed the Annual Report from being finalized and distributed.

Betsy McCullough made a motion that the Annual Report be finalized without the missing reports and allow Dorina Blythe to proceed with production. The Annual Report could reference the website for the Sections that have not submitted a report. Juan Borrelli added that, starting next year, the Chapter should withhold subvention checks from Sections that don’t have a report submitted on time.

Andrea Ouse and Scott Lefaver both said they would not be able to vote for this motion because they didn’t believe it was fair to withhold the subvention check.

John Terell asked that the motion to withhold the subvention check be discussed by the Board Policies Review Committee.

The motion was revised to remove the subvention motion and allow the Annual Report to be finalized without the missing Section Reports. The Board Policies Review Committee will discuss ways to make sure Annual Report and other time-sensitive information is received in a timely manor moving forward.

***VOTE:*** The Board moved, seconded and passed to approve the Annual Report to be finalized without any Section Reports that were still missing by the end of the day of the Board meeting, with the reference to the Section website added to the Annual Report for those Sections that did not submit a report. *Unanimous vote.*

**Chapter Reserves Account and Section Budget Committee Appointments ACTION:** Kristen Asp asked the Board to consider enacting a policy to transfer a certain percentage of the conference profits each year to the Chapter reserves account if not otherwise needed to cover Chapter operating expenses. After discussion, the Board suggested that this policy be included in the issues reviewed by the new Policy Review Committee. Kristen also asked that the two Section Directors on the Budget Committee, which will begin meeting in late summer, be appointed. She suggested that the Section Directors from the Sacramento and San Diego Sections would be timely, as those two Sections are hosting conferences in the next few years.

***VOTE:*** The Board moved, seconded and passed that the Policy Review Committee include a reserve pay-back policy as part of their tasks, and appointed Tracey Ferguson and Gary Halbert to the Budget Committee.

**Funding Conference Checking Accounts:**  Betsy McCullough requested the Board’s approval to fund from Chapter reserves a total of $35,000 ‘seed money’: $32,000 to the 2016 conference account, $1000 to the 2017 conference account, and $2000 to the 2018 conference account as soon as it is established. The seed monies are needed to cover future conference expenses.

***(Information taken directly from Betsy McCullough’s report):*** *The Chapter currently maintains two conference accounts to handle income and expenses from two conference years: one for the current conference year and one for the next year’s conference. Each account normally contains $15,000 in seed money for the current conference year and for the next conference year’s early expenses. The advance is identified as such in the current conference’s budget and is deducted from conference revenue prior to finalizing the conference profits. That seed money is then moved to the following conference year’s checking account when the current year’s books are closed. It is a revolving fund continually rolled over into the next conference’s checking account.  Ideally Chapter operating funds or reserves do not have to be borrowed to keep either current-year or next-year funds available for expenses. Early collection of sponsorship money assists until the opening of registration when ample funds become available as attendees register.*

*Lynne Bynder, the Chapter’s previous conference manager, used to bill the Chapter for all conference management fees following that year’s conference. When the Chapter employed HPN with their first contract in 2014, their fees were for a partial year and their payments delayed since they were hired very close to the conference start date.  HPN’s contract requires that they receive three of their four payments toward their total fee prior to the close of the conference.  (The payments are $15,375 each, due in January, March, June, and at the close of the conference.)*

*CURRENT YEAR (2016) CONFERENCE CHECKING ACCOUNT: The following year, 2015, was the first full-year contract that APA negotiated with HPN. Since HPN’s contract requires the Chapter to make two payments prior to the time that adequate sponsorship revenues are typically received, making those first two payments in 2015 required the Chapter to use the seed monies from the two established conference account years (2015 and 2016).  The amount paid back from the 2015 conference revenues to cover the seed money was rolled over into the 2017 account. That left the 2016 conference account without seed money. The 2016 conference received some early sponsorship funds and did not need Chapter revenue to backfill the original seed monies.  However, that $15,000 must be returned to the 2016 conference account because it becomes a portion of the seed money for the 2019 account after the 2016 conference is closed (presuming the establishment of a third conference checking account is approved through a separate action of the Board at this meeting).*

*NEW (2018) CONFERENCE CHECKING ACCOUNT: Because the Chapter has started experiencing the need to expend funds for the conference two years in the future (e.g., having to make payment to conference hotels, needing to reserve opening reception locations, and paying HPN for advanced year site visits), an Audit report of the conference accounts earlier this year by APA’s accountants recommended that the Chapter have three conference checking accounts to ensure revenues and expenditures for future conferences are operated out of the corresponding years' conference checking accounts.  This will keep both the books and accounting for each conference year separate and easy to reconcile. However, setting up this new 2018 Conference checking account will require seed money as well.*

Scott Lefaver noted that he understood the seed money and cycle but asked if the Chapter was proposing to borrow from the reserve fund as a loan that would be paid back?

Sande George answered that this motion is being suggested to provide the seed money/conference hotel deposits that will cover actual conference costs until Host Section sponsor and registration monies are received. Those funds will then rollover, so each account only needs initial funding one time, and will ensure one of the major revenue generators for the Chapter operates smoothly. The motion also delays fully funding the new 2018 conference account so that the expense can be built into the 2017 Chapter budget after reviewing potential funding sources. It is not a loan, but a clean slate. However, this motion is being proposed to work with the Policy Review Committee’s charge to develop a policy that will begin to build back up reserves with monies not otherwise needed to cover Chapter operating expenses. Sande also noted that if the Chapter doesn’t fund the conference accounts to realistically cover early conference expenses, the Chapter would continually be required to borrow from reserves.

Pete Parkinson agreed that he felt comfortable voting for the conference account funding motion because it is tied to a future reserves funding goal.

***VOTE:*** The Board moved, seconded and passed to fund from Chapter reserves a total of $35,000 ‘seed money’ to the 2016 conference account ($32,000), to the 2017 conference account ($1,000), and to the 2018 conference account ($2,000). *Unanimous vote.*

**Conference Handbook:** Betsy McCullough asked the Board to approve minor revisions to the Conference Handbook directed by the Board at the January 2016 Board meeting and minor revisions the Vice President of Conferences determined would benefit future Conference Host Committees using the Handbook. Those revisions are as follows:

Conference Handbook Revisions

For Chapter Board Approval - June 2016

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| DATE | HANDBOOK SECTION (PAGE) | REVISION |
| 6/1/16 | I.C (page 8) and  Appendix A | Added Diversity Subcommittee to list of CHC subcommittees |
| 6/1/16 | I.C (page 9) | Added assignment of a volunteer to be responsible to take photos of keynotes, events, settings etc., at the conference site |
| 6/1/16 | II.A (page 10) | Added Registration as a possible Conference Management Contractor function; revised Appendix references |
| 6/1/16 | II.B (page 10) | Clarified who may sign contracts for outside venues and other services following legal review |
| 6/1/16 | III.A (page 11) | Clarified that budget amounts and line items may be clarified for the CHC before they receive the Standard Line Item Budget to develop. Changed the baseline urban location attendance expectation from 900 to 1200 |
| 6/1/16 | II.E (page 12) | Added that a 3rd conference checking account, for the conference 2 years ahead, will be established and clarified how much advance funds will be placed in each |
| 6/1/16 | II.H (page 12) | Clarified accounting of all expenses and income needed before profits are distributed to the Host Section and other Sections |
| 3/16/16 | III.K (page 13) | Minor wording change in 1st paragraph re: accounting by VP Conferences for Chapter officers and Subcommittee chairs |
| 6/1/16 | II.K (page 16) | Clarified that charging students $50/day (other than Free Student Day) offsets a portion of food costs, not covers all food costs |
| 3/16/16 | III.K (page 17) | Added Chapter Archives as destination for non-conference revenue based on being added to registration form |
| 3/16/16 | V.A (page 19) | Added identifier for ‘Commission & Board’ sessions and ‘Students’ as well as for YPG |
| 6/1/16 | V.A (page 19) | Identified Diversity as an added area “Of Interest” to list in Part A of the Program Document |
| 6/1/16 | V.C (page 21) and throughout V | Adds role of new Conference Program Coordinator into session selection discussion |
| 4/1/16 | V.C (page 22) | Added reference to online scoring system that will be detailed in a new Appendix Q (to be added in 2016) |
| 4/1/16 | V.C (page 23) | Strengthened language to avoid converting room setups more than 1x per day due to cost and loss of room availability |
| 3/16/16 | V.C (page 23) | Added Essential Professional Skills Mandatory Session to table & changed description of Ethics session solicitation |
| 6/1/16 | V.C (page 24) | Adds advisory about dealing with uncooperative session moderators |
| 6/1/16 | Throughout V | Removes reference to MCLE credit process and indicates why no longer pursuing MCLE program for our Law CM sessions |
| 6/1/16 | V.E (page 28) | Clarified that for Pre-Conference sessions some CM may be granted for meal time if instruction is ongoing during that time |
| 3/16/16 | V.F (page 29) | Added note about time commitment by CHC member to review of Program Document content |
| 3/16/16 | V.H (page 30) and throughout V | Added discussion of new CM Provider self-certification process for conference sessions |
| 6/1/16 | V.H (page 30) | Stated that all CM Evaluation Forms will now be handled online and the Mobile App |
| 6/1/16 | V.I (page 32) | Added discussion about how Mobile Workshops are evaluated to be cancelled |
| 3/16/16 | V.J (page 34) | Added discussion to Awards Ceremony |
| 3/16/16 | V.J (page 34) | Removed incorrect statement about financial responsibility of the CPF Student Luncheon |
| 3/16/16 | VI.A (page 36) | Added discussion about the timing of the ‘conference edition’ of the Cal Planner |
| 3/16/16 | XI (page 40) | Removed redundant language about updating the Conference Handbook |
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| 3/16/16 | Appendix A (page 47) | Clarified that Sustainability Committee is optional |
| 3/25/16 | Appendix F (page 66) | Added Conference Profit for 2015 and adjusted 10 year average profit amounts |

ook at betsys***VOTE:* *TVVOTE:*** The Board moved, seconded and passed to approve the changes to the Conference Handbook noted above. *Unanimous vote.*

**2016 Conference Budget:** Betsy McCullough gave an update on the 2016 conference budget. Starting in 2016, the Conference Host Committee (CHC) is using a Standard Line Item Budget as provided to them in the Conference Handbook. The intent is to have line items always available in a budget format that the CHC can use to monitor items used and unused. The Standard Line Item budget was developed to counteract ‘budget format creep’ where a new CHC would use the budget prepared by the prior year’s CHC, not realizing that Line Items they needed had been dropped out because a prior CHC did not need them or were not aware they were necessary.

In January 2016, the 2016 CHC Co-Chairs presented an early draft budget to the Board for approval. There were a number of comments from Board members about adequate food at events, the overall schedule, and the profit goal. Many conference-specific costs were not known at that time. The Board also entered into a debate about whether conference registration fees should be raised in 2016 (the decision was made in April after a Board vote to raise fees in some categories). Some further refinements may be made in the Mobile Workshop revenue and expense Line Items since the Mobile Workshop costs and fees were identified just prior to registration opening.

The 2016 budget reflects $120,000 as the sponsorship goal. It includes better estimates of food costs and site-specific costs at the venue. It should be noted that the CHC is very cost-conscious and is attempting to control costs in all ways possible while providing an exciting and quality experience for attendees.

The Board also discussed looking at ways to honor those planners who have passed away over this past year, including previous Board members Virginia Viado and Ted Holzem. It was noted that APA National often has a PowerPoint slide that lists all the planners that have passed away each year. The names could also be added to a page in the Conference program. There will be tributes in *CalPlanner* so those pieces could also be used for other material.

Chris Williamson pointed out that a broader tribute would be more appropriate because there are other planners the Board may not know of who may have also passed this year. The Board decided to continue this conversation offline to discuss ideas further.

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

**Bylaws Update:** With the Board approval of the addition of the Conference Programs Coordinator position in January 2016, Betsy McCullough proposed amendments to the Bylaws to enable this position to be filled. Amendments to the Bylaws require a 30-day notice on the Chapter website before action by the Board. If the Board approves these amendments for posting, a vote to approve could be taken during the October Board meeting at the Conference or via email vote of the Board.

The amendments to enable the new Coordinator position propose to add Section 6.27 to Article V Duties of the Chapter Board of Directors. The amendments also change the duties of the VP Conferences (Section 6.10) to add oversight of the Conference Programs Coordinator, and the duties of the Statewide Programs Coordinator who reports to the VP Professional Development (Section 6.19) to shift conference program duties to the new Coordinator position.

***VOTE:*** The Board moved, seconded and passed to approve the changes noted above to the Bylaws. The revised Bylaws will be posted on APA California’s website. *Unanimous vote.*

**Next Executive Board Meeting REMINDER:**

The next Executive Board meeting will be held, via conference line, on Friday, July 15th at 1:30 pm.

1. **ADJOURNMENT**

The Board Meeting was adjourned at 1:00 pm