



**ACTION MINUTES**

**APA California Board Meeting and Retreat  
The Sheraton – Sacramento, California  
September 23<sup>rd</sup>, 2017**

**ATTENDEES:**

**EXECUTIVE BOARD**

President  
VP, Administration  
VP, Conferences  
VP, Marketing and Membership  
VP, Policy and Legislation  
VP, Professional Development  
VP, Public Information  
Commission and Board Representative  
California Planning Foundation  
Student Representative

Pete Parkinson, AICP  
Kristen Asp, AICP  
Hanson Hom, AICP  
Greg Konar, AICP  
John Terell, AICP  
Kimberly Brosseau, AICP  
Marc Yeber, ASLA  
Stephen Haase, AICP  
Juan Borrelli, AICP  
John Holder

**SECTION DIRECTORS**

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

Rob Terry, AICP  
Chris Williamson, AICP  
Christopher Williamson, AICP  
Ashley Atkinson  
Sharon Grewal, AICP  
Amy Stonich, AICP  
Tricia Stevens, AICP  
Rachel Hurst, AICP

**APPOINTED MEMBERS**

Norther Chapter Historian  
Northern Membership Inclusion Coordinator  
Northern University Liaison  
Southern University Liaison  
Young Planners Coordinator

Larry Mintier, FAICP  
Miroo Desai, AICP  
Julia Lave Johnston  
Nick Chen, AICP  
Nina Idemudia

## NON-VOTING MEMBERS

California Planning Roundtable  
PEN

Woodie Tescher, AICP  
Bob Paternoster, FAICP

## STAFF

Stefan/George – Executive Director/Lobbyist  
Stefan/George – Executive Assistant/Lobbyist

Sande George  
Lauren De Valencia

## ACTION ITEMS FROM BOARD MEETING

### I. CALL TO ORDER

President Pete Parkinson called the meeting to order on Saturday, September 23<sup>rd</sup> at 9:00 am.

### II. APPROVAL OF CONSENT ITEMS

The Board moved, seconded and passed to approve the agenda and to approve the Consent Items: Minutes, Membership Report, 2017 Financial Reports, Board Member Updates. *Unanimous vote.*

### III. ACTION ITEMS

CPAT Application Approval: Bob Paternoster presented the second application for the CPAT (Community Planning Assistance Team) program for approval, subject to the application review by PEN members. The second is for Stockton Blvd. Business Corridor Streetscape Project in Sacramento, filed by the Stockton Blvd. Partnership.

The Board moved, seconded and passed to approve the second CPAT application, pending PEN approval. *Unanimous vote.*

2018 Budget Approval: Kristen Asp presented the balanced 2018 budget to the Board for approval, noting that most of the line item budget changes were made based on actual revenues and expenses to date. Other changes relate to the elimination, addition and combination of line items at the suggestion of the new Chapter accountant to streamline and update the budget. (See final budget for specific changes.)

The Board moved, seconded and passed to approve 2018 Budget. *Unanimous vote.*

Section Professional Booking Services: Kristen Asp and Sande George provided the Board with an update of the new Chapter accounting process, and the next steps necessary to merge the Section accounting with the Chapter's new accounting processes and line items. Per previous Board actions, the Chapter hired a new accounting firm this year. Part of the accountant's initial charge was to modernize and reorganize the Chapter's bookkeeping and accounting systems, which is now

completed. These changes will, in turn, affect the bookkeeping requirements for the Sections, since line items and accounting format need to align throughout the organization. As part of the review of the Chapter's accounting, the accountant recommended strategies to ensure continued consistent Section bookkeeping procedures, Section Board oversight of the Section budget/P&L/Balance Sheet, and improved transparency and accountability.

The Chapter is legally responsible for ensuring that the Chapter's and the Sections' finances remain healthy and fiscally sound, as well as for submitting the combined tax returns and paying any taxes owed. If there is inconsistent bookkeeping and oversight, or even a lack of up-to-date financial information available, the Chapter risks an IRS audit, and the Chapter and Sections risk financial loss or illegal activity.

For the next phase of the accounting update, three additional strategies have been recommended by the accountant that impact the Sections' accounting procedures:

- Contract with the Chapter's accountant for a one-time update and reconciliation of the Sections' accounting with the Chapter's. (Approved as part of the draft budget discussion.)
- Switch the Chapter and all of the Sections from the purchase of desktop Quickbooks software as updated, to the OnLine version of Quickbooks. The OnLine version will allow easy assimilation of Section accounts into the Chapter book of accounting. (Also approved as part of the draft budget discussion.)
- Shift all Sections to the use of a professional bookkeeper.

Note that while the Chapter is interested in consistency and accountability in relation to the Sections' financial matters, and relieving the Sections from bookkeeping responsibilities, the Chapter is not interested in getting involved in the Sections' business and spending decisions. The day-to-day decisions would continue to be made by the Section Boards and Treasurers.

Tricia Stevens developed the following full scope of services for Section bookkeeping services:

**Monthly:**

Reconcile Bank statements with Quickbooks  
Prepare Financial Reports to Section Board  
Post bank deposits  
Process phoned-in credit card payments  
Issue checks

**Quarterly:**

Prepare Financial Reports, bank statements and reconciliations for Chapter and National

Merge Section accounting with Chapter and Input the information into Quickbooks On Line (added)

**Annually:**

Prepare Annual Reports for APA California for tax purposes  
Issue Forms 1099

Based on this information, Kristen Asp asked the Board to consider the following:

1. Are the Sections agreeable to having Section bookkeeping done by an outside bookkeeper? If so, should we use one bookkeeper for all 8 sections, or should each Section hire a local bookkeeper?
2. Is the scope of services above applicable to each Section?
3. Should the bookkeeping services include the full scope of services listed above, or a more limited scope such as the quarterly and annual tasks?
4. Should the Accounting and Financial Stability Subcommittee develop Section financial oversight procedures, including a requirement that the Section Balance Sheet and Profit & Loss Statement be reviewed by the Section Board at each Section Board meeting, similar to the Chapter procedures?

While there was overall support for minimum services assistance, some members raised concerns with the \$400 quote received from the Chapter's accountant, and asked if the Chapter could get a more definitive estimated cost, should Sections move forward with the Chapter's accounting firm for bookkeeping services. Overall, the Board agreed to a minimum required list of services to be provided by an outside bookkeeper, including reconciling the monthly statements, preparing the quarterly and annual reports for the Chapter and National, and sending out 1099's. The Board asked the Chapter to get quotes from bookkeepers for the minimum items listed above. Sections could still pay for additional services, including full bookkeeping services, if they chose to do so.

The Board also agreed that the Sections will be added onto and use the Chapter's QuickBooks On Line service, switching from the current desktop Quickbooks.

There were other concerns raised over who would be paying for Section accounting services. Some Sections would like to discuss assistance from the Chapter, or sharing the costs. This will be discussed by the Board during the October Board Executive Board call after getting updated quotes from the Chapter accountant and other bookkeeping consultants.

**The Board moved, seconded and passed to approve the basic set of bookkeeping services that must be provided by a professional bookkeeper contracted by the Sections. Minimum requirements for professional bookkeeping will be: preparation**

and review of the monthly statements, quarterly reports, annual report and 1099's. The Chapter will ask for revised quotes from the Chapter accountant and other bookkeeping consultants, based on those minimum requirements, and then come back to the Board in October for discussion and action. The financing of this requirement will also be discussed during the October Executive Board call. *Unanimous vote.*

Planners4Health ACTION: Miguel Angel Vazquez presented the Planners4Health Strategic Plan to the Board. The Planners4Health program promotes planning for healthy communities and chronic disease prevention. Planners4Health offers a new approach to advancing practice at the intersection of public health and planning. Miguel asked for feedback from the Board on the proposed strategic plan. The Board will include recommendations from the Strategic Plan on the agenda for the 2018 retreat in January to discuss in more detail and provide feedback.

Board members did provide some initial feedback to Miguel on ways to improve the Strategic Plan. Some ideas that were shared: adding more focused recommendations for public planning directors regarding project review and general plans, adding marketing and managing of existing efforts and strategies rather than creating new ones, creating a website and hosting webinars through the Sections highlighting the program.

APA California Scholarship in honor of past APA California and CPF President Frank Wein: Juan Borelli presented a request to the Board to provide endowment funding to the California Planning Foundation (CPF) from the unexpected conference profits earned from the 2016 conference in Pasadena to establish an annual APA California Scholarship in honor of past APA California and CPF President Frank Wein:

Juan requested that APA California provide, at a minimum, \$10,000 to CPF (to which CPF would add the \$3,000 that has already been promised) to help kick-off a fundraising effort in 2018 to establish a future scholarship named in honor of Frank Wein. With the \$10,000 seed-funding, Juan requested that APA California also commit to fund at least \$2,000, from future annual conference profits (or other appropriate Chapter revenue sources), until the full \$20,000 endowment funding required to create an annual \$1,000 scholarship is attained. CPF will commit to conducting a fundraising effort (similar to the Ted Holzem and Virginia Viado Memorial scholarship endowment funding efforts that are ongoing) to ensure the full endowment funding is achieved to establish the new scholarship in honor of Frank Wein.

Sande George told the Board that of the Board's \$30,000 additional funds from the 2016 conference profit, there is currently \$10,000 budgeted for one-time special projects.

Although there was general support for providing funding for the scholarship in

Frank Wein's honor, many felt that any money provided by the Chapter should be used as matching funds. Kristen Asp also said that while she felt the intent was good, she had concerns with providing the full \$10,000, as that money is the only flexible money the Board has to work with for new projects in 2018.

The Board then discussed several different motions, including one to provide the \$10,000 as matching funds so that whatever CPF is able to raise, the Board would match that amount up to \$10,000 as a one-time endowment. The Board would start with matching the \$3,000 already ensured by CPF, which would be available to CPF now.

The Board moved, seconded and passed to approve providing one-time matching funding up to a total of \$10,000 to provide an endowment to establish an annual APA California Scholarship in honor of Frank Wein, past APA California and CPF President. Of the \$10,000, the Board will match \$3,000 now that has already been secured by CPF and then match funds in 2018 raised by CPF up to a total of \$7,000. The vote was 12 to 4.

**Conference Profit Policy Revision:** Hanson Hom asked the Board to approve an amendment to the Conference Profit Policy in the Conference Requirements Handbook as follows (deletion - strikethrough, addition - underlined):

### **Conference Profit**

The annual conference is the major revenue source for APA California and the eight Sections. A profit of at least \$120,000 should be achieved (based on 900 registrants.) (increased from \$100,000 in 2015). For conferences with higher attendance, strive for a profit margin of 20-25 percent of gross income. The Board will review the conference profit goal amount each year when a venue is selected at the time of the selection of the venue to ensure that the amount keeps up with inflation and the Chapter financial needs of the Chapter and Sections.

Hanson said that while not explicit, the minimum conference profit of \$120,000 refers to an attendance level of 900. Conference registration has fluctuated widely in the last five years, from 717 in Visalia in 2013 to 1,758 in Pasadena in 2016. It also shows that income from registration is one of the primary variables affecting potential conference profit.

Because registration has fluctuated over the years and is difficult to predict, a conference budget is prepared based on several assumed attendance levels. This budget practice shows that potential profit escalates as attendance increases. The current profit goal does not provide sufficient guidance for conferences with significantly higher attendance. As attendance increases, it is reasonable to expect that conference profit should proportionally increase also. An amendment to the conference profit policy is recommended to provide guidance for conferences with higher attendance.

Conference profit is also largely affected by conference expenses. Expenses have fluctuated significantly in recent years, especially food and opening reception costs. A supplement to the conference profit policy would provide further guidance to conference host committees for budgeting and accruing expenses. It would also promote greater consistency in terms of conference deliverables and the expectations of attendees. Regular review is highly advised as conference expenses continue to rise with regional variations.

Conference profit can be expressed as a profit margin. The table below shows the relationship between conference registration, net income and profit margin. An acceptable conference profit balances meeting the expectations of attendees while providing operating funds for Chapter and Section programs.

Conference	Registrations	Net Income	Profit Margin
Visalia 2013	717	\$150,923	41%
Anaheim 2014	1,257	\$35,819	5%
Oakland 2015	1,590	\$135,932	17%
Pasadena 2016	1,758	\$343,488	36%
Sacramento 2017	1,000 (per budget)	\$158,942	23%

While maintaining a minimum profit of \$120,000, a profit margin of 20-25 percent would be an appropriate guideline for larger conferences. For example, a conference with 1,500 registrants is estimated to generate about \$750,000 in gross income (includes registration, sponsorships and other income.) A conference profit of \$150,000 to \$187,000 would be a suitable objective and still provide the conference experience that attendees expect.

**The Board moved, seconded and passed to amend the Conference Profit Policy to reflect the language noted above, and approved the following guidance: For conferences with higher attendance, those conferences should strive for a profit margin of 20%-25% of gross income. The minimum conference profit will remain \$120,000. Unanimous vote.**

2019 Conference Co-Chairs: Chris Williamson recommended Bret McNulty and Tess Harris as the 2019 Conference Co-Chairs. Both are current or past Section Board members who live in Santa Barbara and have already been participating in the site section process. There may be a need for a third co-chair, in which case the recommendation would possibly be Eva Tourencheck.

The Board moved, seconded and passed to approve Bret McNulty and Tess Harris as the 2019 Conference Co-Chairs, with the possibility of also adding Eva Tourencheck as a third co-chair. ***Unanimous vote.***

2018 Board Meeting and Retreat: The 2018 Board Meeting and Retreat will be held in San Diego, CA (location TBD). The meeting/retreat will be February 2<sup>nd</sup> and 3<sup>rd</sup>, 2018.

#### IV. ADJOURNMENT

The Board Meeting was adjourned at 4:00 pm.