



**ACTION MINUTES**

**APA California Board Meeting and Retreat  
Marriott Hotel – Liberty Station, San Diego  
February 2<sup>nd</sup> and 3<sup>rd</sup>, 2018**

**ATTENDEES:**

**EXECUTIVE BOARD**

President	Pete Parkinson, AICP
President Elect	Julia Lave Johnston
VP, Administration	Sung Kwon, AICP, MCRP, MBA
VP, Conferences	Hanson Hom, AICP
VP, Marketing and Membership	Mary Wright, AICP, LEED, AP ND
VP, Policy and Legislation	John Terell, AICP
VP, Professional Development	Kimberly Brosseau, AICP (By Phone)
VP, Public Information	Marc Yeber, ASLA
Commission and Board Representative	Stephen Haase, AICP
California Planning Foundation	Juan Borrelli, AICP
Student Representative	John Holder

**SECTION DIRECTORS**

Central Coast	Chris Williamson, AICP
Inland Empire	John Hildebrand
Los Angeles	Ashley Atkinson, AICP
Northern	Sharon Grewal, AICP
Orange County	Nick Chen, AICP
Sacramento Valley	Bob Lagomarsino, AICP
San Diego	Rachel Hurst, AICP

**APPOINTED MEMBERS**

Southern Chapter Historian	Steve Preston, FAICP
Northern Membership Inclusion Coordinator	Miroo Desai, AICP
FAICP Co-Coordinator	Kurt Christiansen, FAICP
National Policy and Legislation Representative	Nick Maricich, AICP

**NON-VOTING MEMBERS**

National Board Director, Region VI	Kristen Asp, AICP
AICP Commissioner, Region VI	Marissa Aho, AICP
Planners Emeritus Network President	Bob Paternoster, FAICP

California Planning Roundtable President

Coleen Clementson, AICP

### GUESTS

2018 Conference Co-Chair

Brooke Peterson

2018 Conference Co-Chair

Carey Fernandez

Planners4Health

Linda Khamoushian

### STAFF

Stefan/George – Executive Director/Lobbyist

Sande George

Stefan/George – Administrative Director/Lobbyist

Lauren De Valencia

## ACTION ITEMS FROM BOARD MEETING

### I. CALL TO ORDER

President Pete Parkinson called the meeting to order on Friday, February 2<sup>nd</sup>, 2018 at 10:00 am.

### II. APPROVAL OF CONSENT ITEMS

The Board moved, seconded and passed to approve the agenda, with an additional item added to be discussed in Executive Session before lunch. The Board also approved the Consent Items: Minutes, Membership Report and Board Member Updates. *Unanimous vote.*

### III. ACTION ITEMS

#### Distance Education Coordinator Bylaws Amendment:

Kimberly Brosseau recommended that a new appointed Board position for Distance Education Coordinator be created under the portfolio of the Vice President of Professional Development. This position will be responsible for coordinating and implementing the Conference Session Recording Program and the Chapter Webinar Program. A memo to the Board was submitted on December 15, 2017 which discussed the background and reasons for recommending this position. It is recommended that the following language be added to the APA California Bylaws:

- Amend the APA California Bylaws, under Section 4.5 Appointed Chapter Advisors, to add the following:  
n. Distance Education Coordinator
- Amend the APA California Bylaws, under Section 5.8 Duties of the Vice President for Professional Development, to add the following language:

g. coordinate activities of the AICP Workshop Coordinator, Statewide Programs Coordinator, and the FAICP Coordinator, and the Distance Education Coordinator;

- Amend the APA California Bylaws, under Section 5. Appointed Chapter Advisors, to add the following:  
5.29 Duties of the Distance Education Coordinator

The duties of the Distance Education Coordinator shall be to assist the Vice President for Professional Development to accomplish the following:

- coordinate and implement the Conference Session Recording Program and the Chapter Webinar Program;
- ensure that all recordings are made available for CM credits;
- provide support to the Sections for the production of “live-online” and “on-demand” educational offerings to be made available to the entire Chapter membership;
- maintain the Chapter’s online recording library.

**The Board moved, seconded and passed to approve the Bylaws amendments to reflect the new Distance Education Coordinator appointed Board position, as noted above. *Unanimous vote.***

**New Distance Education Coordinator Position Appointment:**

Kimberly Brosseau recommended the appointment of Greg Konar to fill the new Distance Education Coordinator appointed Board position. This will be a two-year term that will start effective today, in order to get the program up and running.

**The Board moved, seconded and passed to approve the appointment of Greg Konar as the new Distance Education Coordinator. *Unanimous vote.***

**Archives ACTION:** Steve Preston reminded the Board to send their annual material for the archives to him or Larry Mintier as soon as possible (if they hadn’t already done so). Those items were due January 31<sup>st</sup>.

**2018 Legislative Platform:** John Terell presented technical updates to the 2017-18 Legislative Platform to the Board. Nearly all the changes are intended to provide a clear and consistent format for the document and to make the document as succinct as possible without changing the nature of the individual points. John also noted that he plans to convene a working group to prepare a complete revamp of the document. John asked Board members to contact him if they are interested in being part of the working group.

The Board moved, seconded and passed to approve the technical updates to the 2017-2018 Legislative Platform. *Unanimous vote.*

Digital Media Co-Coordinators Bylaws Amendment: Marc Yeber noted that while the Board has had a Technology Coordinator as an appointed position on the Board for a number of years, the role has not been fully fulfilled during his role as VP Public Information.

Marc recommended the Chapter could be better served by redefining the responsibilities of the Technology Coordinator into two distinct areas: 1) website and digital application content development and management, and 2) social media coordination and content management. Marc recommended eliminating the Technology Coordinator position and creating the two Digital Media Co-Coordinator positions in its place. Given that the Bylaws will need to be amended to reflect this, Marc proposed the text (below) from the Chapter's current Bylaws:

5.16 DUTIES OF THE DIGITAL MEDIA COORDINATOR(S)

The duties of the Digital Media Coordinator (s) shall be to oversee the functionality and content of APA California's digital platforms including website, digital apps and various social media. Responsibilities include, but may not be limited to: work with the Vice President for Public Information and Chapter staff to monitor use and functionality, identify/develop and add content, and evaluate operations according to established goals; provide advice to the Board on new applications and other emerging digital technologies; identify new opportunities for the Board to further its digital communication efforts; assist in the development and update of a digital media work program as needed. The Digital Media Coordinator(s) shall report to the Vice President for Public Information.

The Board moved, seconded and passed to approve removing the Technology Coordinator appointed Board position and instead adding two Digital Media Co-Coordinator appointed Board positions. The Board also approved the changes in the Bylaws on these positions, as noted above. *Unanimous vote.*

Digital Media Co-Coordinators Appointments: Marc Yeber recommended the appointment of Gabriel Barreras and Melanie Emas as Digital Media Co-Coordinators.

The Board moved, seconded and passed to approve the appointment of Gabriel Barreras and Melanie Emas as Digital Media Co-Coordinators. *Unanimous vote.*

New CPAT Application:

Bob Paternoster presented two applications for the CPAT (Community Planning Assistance Team) program for approval. The two applications are for a project in the City of Hughson for a downtown economic development strategy and the other

application is for the City of Oxnard for assistance in preparing a strategy peer review.

**The Board moved, seconded and passed to approve the two CPAT applications, as noted above. *Unanimous vote.***

2020 Site Selection Approval: The Conference Site Selection Committee recommended the City of Riverside Convention Center as the site for the 2020 Chapter Conference that will be held September 12<sup>th</sup> - 15<sup>th</sup>.

**The Board moved, seconded and passed to approve the City of Riverside Convention Center as the site for the 2020 Chapter Conference. *Unanimous vote.***

Distribution of 2017 Conference Profit: The Conference Requirements Handbook (Article III. H) stipulates how conference profits are to be distributed to the Chapter, Host Section and the other seven sections. The first \$120,000 is to be distributed 40 percent or \$48,000 to the Chapter, 40 percent or \$48,000 to the Host Section, and 20 percent or \$24,000 divided equally among the other seven sections. Any amount above \$120,000 is split equally between the Chapter and Host Section.

Before distributing the profit per the above formula, \$36,000 needs to be deducted to reimburse the Chapter for seed funds that were deposited into the 2017 conference account to cover early expenses. Therefore, the net profit is **\$163,897.48**, and will be distributed as shown below. As previously noted, the Chapter's initial 40 percent share (\$48,000) has already been transferred and is shown as a pass-through expense in the Profit & Loss Statement.

Below are the approved distribution amounts to the Host Section, the Chapter and the other seven Sections.

DISTRIBUTION OF 2017 CONFERENCE PROFIT

APA California Chapter	\$48,000 (pass-through) + \$21,948.74 = <b>\$69,948.74</b>
Host Section: Sacramento Valley	\$48,000 + \$21,948.74 = <b>\$69,948.74</b>
Other Sections	\$24,000/7 = <b>\$3,428.57 to each section</b>

**The Board moved, seconded and passed to approve the 2017 conference profits, as noted above. *Unanimous vote.***

Request for Changes in the 2018 Budget: The Board approved the following

changes to the 2018 Budget in light of the actual 2017 final income and expenses, and to update specified line items. The items that have budget changes will be updated so the new budget amounts are reflected in the P&L.

**INCOME:**

1. LI 4115 National Dues Subventions actual income: -\$17,812.54 (lower than budgeted). The budget for 2017 for the subventions from National was \$318,000. Only \$300,187 was actually sent to the Chapter, resulting in this lower than expected total dues for 2017. The lower amount is partially a result of the flat rate member dues increase being implemented by National later in the year than anticipated. The Board decided to reduce the 2018 amount budgeted for LI 4115 to \$318,000 from the existing \$328,500. Expense LI 5705, Section Dues Rebate, will also need to be changed to \$54,060 to reflect that reduction.
2. LI 4300 Miscellaneous Income – The Board agreed that the Chapter should no longer use this or LI 5920 Miscellaneous Expense to the extent possible, instead placing all income and expenditures into the line items that are closest to the nature of the income and expenditures to better monitor these items.

**EXPENSES:**

1. LI 5155 Printing – The Board approved renaming this line item “Dues and Subscriptions” to handle the Webinar fees, etc.
2. LI 5620 Accounting/Tax Services and LI 5180 Atego Resources – The Board agreed to rename LI 5620 Bookkeeping/Accounting and Tax Services now that the Board has hired a professional bookkeeper, Laura Dee with Simply Bookkeeping, to handle the Chapter bookkeeping. The budgeted amount for LI 5620 will be increased by \$22,000 to reflect Laura’s fees for work on the final 2017 financials and tax information for the accountant, and the fees for ongoing monthly bookkeeping services, estimated to be around 25 hours per month. Note: There will also be a reduction in LI 5180 for Atego Resources to reflect the elimination of her previous bookkeeping services for the Chapter, but that amount hasn’t yet been determined.
3. LI 6205 VP Conference Expense – This item is currently used to pay for site visit and other conference expenses incurred by the VP Conferences. The Board agreed that site visits and other direct conference expenses that the VP Conferences incurs are a conference expense. To reflect that decision, the Board decided to move site visit and other VP Conference expenses directly related to the conferences to the conference line items. Hanson believes he will need about \$800 per year in the conference budget for those conference expenses. LI 6205 then will be used only for more Board-related items similar to the types of expenses incurred by the other VP’s, reducing this LI 6205 budgeted amount to \$250 consistent with the other VP expense line item annual budgets.

### **CONFERENCE ACCOUNT CHANGES:**

The Board approved adding a fourth “flexible” conference bank account to pay expenses for future conferences that cross over into one of the other three conference accounts before they are closed out. The Board also agreed to take \$10,000 each from conference account #1 and #2 to add \$20,000 to conference account #3 to pay future expenses. To fund the new account #4, \$20,000 from the conference profits paid to the Chapter out of the \$21,948 (from conference profits above \$120,000) will be transferred to that account.

**The Board moved, seconded and passed to approve the changes to the 2018 Budget, as noted above. *Unanimous vote.***

**Conference Handbook Revisions:** Hanson Hom presented recommended changes to the Conference Requirements Handbook dated October 2016 as outlined below.

The Conference Requirements Handbook is an essential document that details the conference requirements and provides guidelines to the VP Conferences, Conference Host Committee (CHC), Conference Contractors and Chapter Board Members for planning a successful Chapter conference. The Handbook directs the VP Conferences to review the document after each conference to update it as necessary to reflect the latest practices, and to suggest revisions and additions to respond to issues that may have arisen during the planning of the last conference. Major policy-level or substantive amendments require the approval of the Chapter Board, while non-substantive changes can be done by the VP Conferences with consultation of the Chapter President if advisable.

Hanson conducted a comprehensive review of the Handbook and is proposing edits throughout the document to improve its usefulness. The vast majority of revisions are non-substantive. Most of the changes achieve the following outcomes:

- Clarify certain sections without altering requirements or guidelines;
- Reduce redundancy in certain sections; and
- Revise the text where appropriate to provide a more concise and succinct discussion.

Other revisions reflect recent updates in conference planning procedures and guidelines, such as:

- Responsibilities of the new Conference Management Contractor per the executed contract;
- Role of the recently created Chapter-appointed Conference Program Coordinator in conference planning (2017 was the first year for this position);
- Pending use of APA National for registration services for the Chapter’s conference; and
- Conference profit policy as amended by the Board in September 2017.

The substantive amendments proposed for Board review and approval are as follows:

**Article I: Provide greater flexibility in considering a Sunday start date for the conference.**

*Comment:* While Saturday is still indicated as the preferred start date, recent conferences, including the upcoming 2018 and 2019 conferences, have found that a Sunday start date is more advantageous for valid reasons.

**Article II.A: Delegate the Chapter President to approve contractor contracts, with Board approval required where contract terms may have significant financial or operational implications on the Chapter.**

*Comment:* Currently, the Board is required to approve ALL contractor contracts. This revision will streamline the approval process for contractor contracts that do not raise major financial or operational issues.

**Article III.F Allow the VP Conferences to approve the Sponsorship Program developed by each CHC with after consultation with the Chapter President or Chapter Board as needed. (Changes made at the Board Meeting)**

*Comment:* Currently, the VP Conferences AND Board must approve the Sponsorship Program for each conference. Sponsorship programs are generally consistent with past conferences and do not vary significantly from year to year. Board approval does not seem necessary unless a significant departure from past practice is proposed. The Board also reviews the sponsorship goal as part of its approval of the conference budget.

**Article III.K Add the Conference Program Coordinator to the list of individuals receiving a discounted conference registration.**

*Comment:* The discount would be equivalent to the registration fee for CHC Subcommittee Chairs.

**Article VI.D Add the following provision regarding sharing attendee contact information with major sponsors:**

“The list of email and postal addresses of registered conference attendees are available upon request to major conference sponsors, generally those that purchase a package with an exhibit booth. All other conference sponsors do not have access to this list. Sponsors requesting the list shall not share it with any other individual or group and shall only distribute information that directly pertains to the conference, such as booth information or hosted receptions. Consistent with the policy for APA National conferences, the registration program shall include an



opt-out provision for attendees that do not want their email and postal addresses shared with sponsors.”

*Comment: Access to attendee contact information is an attractive benefit for some major conference sponsors. However, the sensitivity concerning privacy and potential misuse of contact information is understandable. This provision is consistent with a recently enacted policy by APA National to balance sponsorship objectives with privacy concerns.*

**The Board moved, seconded and passed to approve the changes to the Conference Manual, as noted above. *Unanimous vote.***

**2018 June Board Meeting:**

The next Full Board Meeting will be held on Friday, June 15<sup>th</sup>, 2018, via the APA Conference Line.

**ADJOURNMENT**

The Board Meeting was adjourned at 4:00 pm.