



**ACTION MINUTES**

**APA California Board Meeting**

**APA Conference Line**

**June 15, 2018**

**ATTENDEES:**

**EXECUTIVE BOARD**

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

Pete Parkinson, AICP  
Julia Lave Johnston  
Sung Kwon, AICP, MCRP, MBA  
Hanson Hom, AICP  
Mary Wright, AICP, LEED, AP ND  
John Terell, AICP  
Kimberly Brosseau, AICP  
Stephen Haase, AICP  
Juan Borrelli, AICP

**SECTION DIRECTORS**

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

Chris Williamson, AICP  
John Hildebrand  
Ashley Atkinson, AICP  
Sharon Grewal, AICP  
Nick Chen, AICP  
Bob Lagomarsino, AICP  
Rachel Hurst, AICP

**APPOINTED MEMBERS**

Southern Chapter Historian  
Northern Membership Inclusion Coordinator  
National Policy and Legislation Representative

Steve Preston, FAICP  
Miroo Desai, AICP  
Nick Maricich, AICP

**NON-VOTING MEMBERS**

Planners Emeritus Network President

Bob Paternoster, FAICP

**STAFF**

Stefan/George – Executive Director/Lobbyist  
Stefan/George – Administrative Director/Lobbyist

Sande George  
Lauren De Valencia

## ACTION ITEMS FROM BOARD MEETING

### I. CALL TO ORDER

President Pete Parkinson called the meeting to order on Friday, June 15<sup>th</sup>, 2018 at 9:00 am.

### II. APPROVAL OF CONSENT ITEMS

The Board moved, seconded and passed to approve the agenda, with a change in the order of action items on the agenda as organized below. The Board also approved the February 2018 Board Meeting and Retreat Minutes and Membership Report. *Unanimous vote.*

### III. ACTION ITEMS

#### CPAT Application Approval:

A new CPAT application for Burbank Housing in Santa Rosa was approved by the PEN Board and was approved by the APA California Voting Board in April, via email vote. Bob Paternoster asked that these minutes reflect this email approval.

#### Fees for Webinar and Session Recordings:

In June 2014, the Chapter Webinar Committee released recommendations for a Distance Education Program to be implemented in two component phases. Phase 1 consisted of a webinar component. Phase 2 consisted of a conference session recording component. Implementation of the two phases occurred in reverse order.

Phase 2 was launched as a pilot program at the 2014 Chapter Conference in Anaheim. The recording method, which has evolved over time, currently relies on the use of a laptop computer and USB cameras set-up in the session room at the conference. Yearly costs are estimated to be \$150 for up to nine session recordings. Up to three additional recordings may be made by the AV service selected for the conference--typically ballroom scale events such as the opening plenary, closing plenary, and diversity summit. Costs for the AV produced videos are part of the conference budget. Fees are charged for viewing the recordings with exceptions made for promotional purposes. Yearly revenues for the session recording component are: 2015 (\$1,510), 2016 (\$3,326), and 2017 (\$1,945). To date, \$1,775 has been collected in 2018.

Phase 1 was initiated in July 2017 with activation of the Chapter's GoToWebinar account. To date, the GoToWebinar account has been used to make available two Chapter-sponsored and three Section-sponsored webinars. Webinar recordings have also been made available. The current cost to the Chapter for the GoToWebinar account is \$1,908 per year. The webinars and recordings are currently being offered for free as a way to promote the service.

Kimberly Brosseau and Greg Konar noted that while the response to the Chapter webinars has been positive, free availability has a significant impact on the paid session recordings. Viewing records show that free offerings, whether webinars or session recordings, receive higher view rates than paid recordings. Additionally, when free webinars are available, paid registrations for “same subject” session recordings drop substantially. In essence, the free webinars compete with the paid session recordings resulting in leakage of potential revenue.

Charging for the webinars would eliminate the revenue leakage as well as offset the higher cost of the webinar program. With this change the Chapter Distance Education Program would be entirely self-supporting. As the program grows, net revenues could be used for other Chapter purposes.

#### RECOMMENDATION:

Greg and Kim asked the Board to allow the VP of Professional Development to retain discretion to reduce or waive fees for individual distance education offerings on a case-by-case basis. Examples include: AICP training webinars for students and marketing promotions to familiarize APA members with Chapter distance education products.

#### ALTERNATIVES:

The above recommendation is intended to maximize the revenue generated by the distance education program. The following alternatives were offered for discussion, respecting that many other alternatives are possible:

1. Continue offering the Chapter webinars for free and charge only for the session recordings.
2. Continue offering the Chapter webinars for free but charge for recorded webinars and session recordings.
3. Offer one (or more) webinar(s) each year for free, but charge for the remainder. Continue to charge for session recordings.
4. Offer all webinars and session recordings for free as a member benefit.

The Board discussed the different options presented by Greg and Kim. Board Members generally commented that they support charging for the webinars in the future, but requested further recommendations on the following:

- The appropriate amount to charge for both webinars and conference sessions.
- Whether certain webinars/conference sessions should be discounted, and others increased based on popularity of the sessions, the CM/Law Credits provided, timeliness of the topic, importance to members, etc. Specific recommendations were requested for ethics and legislative sessions.
- Under what circumstances free sessions might be appropriate.

- Whether there should be different rates for Section-sponsored vs Chapter-sponsored sessions, and if/when there would be a fee charged the Sections by the Chapter if the Chapter assisted in promoting or producing a Section Webinar.
- If live webcasting could be considered for some sessions at the conference (for a fee) for those members who are unable to travel to the conference.

The Board moved, seconded and passed to revise the current no-charge policy to instead charge for all Distance Education webinars and conference sessions but to allow the VP of Professional Development and the Distance Education Coordinator the flexibility to provide free sessions if they believe that is warranted. Pete Parkinson appointed a subcommittee to provide the recommendations to the Board as outlined above, as well as any other recommendations. Subcommittee members are Kim Brosseau, Greg Konar, Sung Kwon and Sharon Grewal. It was noted that Kim could ask others to participate in the subcommittee if needed. The Board asked the subcommittee to update the Executive Board on the next Board meeting conference call, even if there are no final recommendations determined by that time. *Unanimous vote.*

#### New Chapter Finance Reporting:

Sung Kwon presented a new financial proposal to the Board. Sung noted that the APA California Chapter has a number of financial policies that call for quarterly and monthly reports. However, the Board has recently changed staffing for bookkeeping and tax services and revamped the Chart of Accounts. In addition, the Chapter has transitioned to Quickbooks Online. Given all these changes, Sung asked the Board to approve the following recommendations to allow him and staff time to analyze any changes needed in the financial reports and Chart of Accounts now that the Chapter has had six months of experience with these changes:

- Temporarily adjust financial policies to only require the mid-year financial reports, end of year financial reports, and monthly Profit & Loss Compared to Budget reports for 2018. The regular monthly and quarterly reporting schedule would resume in 2019.
- Require revised financial reports for only the Chapter as well as for all accounts (combining Chapter, Conferences, and Sections) for both mid-year and end of year for 2018. Sung will work with Laura Dee on those revised financial reports.
- Require the Balance Sheet, Profit and Loss, and Statement of Cash Flows for both the mid-year and end-year financial reports (including Section reports).

Julia Lave Johnston asked if the Board has the capacity to run the new proposed reports. Sande George noted that, while the reports can be generated, there would be an additional cost for running these as they would need to be done by Laura Dee. There are also some restrictions on the types of reports that can be provided through Quickbooks online.

Sections also asked if Laura Dee would be responsible for preparing the new Section reports since Laura does the bookkeeping for the Sections as well. Sande clarified that the Section reports as requested in the recommendations above would be completed by Laura Dee.

**The Board moved, seconded and passed to approve the new recommendations on the Chapter financial reports, as noted above. *Unanimous vote.***

Commission and Boards Representative Position on Section Boards:

Stephen Haase asked the Board to approve a Chapter policy that all Sections provide in their Bylaws a required Board position titled “Commission and Boards Representative” as long as the Chapter also includes a similar position on the State Board. That request was sent to the Voting Board via email but was postponed allowing discussion at today’s Board Meeting.

Stephen noted that currently not all Sections include a C&B Representative on their Board, even though the Chapter Board does. Below is a table with the current status of C&B Representatives at the Section level:

Section	C&B Position	Status	Comment
Central	No	N/A	
Central Coast	No	N/A	Optional per Bylaws
Inland Empire	Yes	Yes	
Los Angeles	Yes	Yes	
Northern	Yes	Yes	Combined with AICP Director
Orange County	Yes	Yes	
Sacramento Valley	Yes	Yes	
San Diego	No	N/A	

Section Directors noted their concern with the proposal because they have had major challenges trying to keep all Section Board positions filled -- and the C&B position has been specifically difficult to fill. The proposal was also not flexible enough to allow Sections to combine the C&B Representative position with other positions on their Board, as several Sections do now.

When the vote was taken, Rachel Hurst voted against the motion.

**The Board moved, seconded and passed to approve a new APA California Bylaws amendment to require all Section Bylaws to include a Section Board position titled “Commission and Boards Representative”. Stephen Haase was asked to work with the Section Directors to refine the proposal, define the duties of the position and bring recommendations back to the Board for approval at the October Board Meeting. The vote passed, however was not unanimous. Rachel Hurst voted no to the motion.**

### Strategic Plan Progress:

The APA California Chapter Bylaws require the Chapter's Strategic Plan to be updated as necessary. While the content of the Strategic Plan is not specifically called out in the Bylaws, past Strategic Plans have described the Plan's vision, values, and objectives, and outlined the responsibilities of the elected and appointed Board officers and the Chapter affiliates in meeting these objectives in support of the Chapter's Mission Statement.

At the 2018 Board Retreat in February, the Board reviewed accomplishments since the last Strategic Plan update in 2013 and also set out new goals to update the 2018-2019 Plan. Committees were assigned to each of the goals to finalize the updates to the Strategic Plan and were asked to meet again to review and prioritize their plans.

Julia Lave Johnston briefly outlined the status of these committees. Julia asked the committees to continue meeting over the next month and be prepared to provide an update to the Executive Board on the next call in August. At that time, the Board will prioritize the plans and discuss if additional resources are needed to complete prioritized strategies.

Julia will send the Board a matrix that identifies where there is overlap between the committees' goals and objectives to assist the committees in completing this task.