



ACTION MINUTES

**APA California Board Meeting
Sheraton Hotel, San Diego
Saturday, October 6th, 2018**

ATTENDEES:

EXECUTIVE BOARD

President
President Elect
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

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
Marc Yeber, ASLA
Stephen Haase, AICP
Juan Borrelli, AICP

SECTION DIRECTORS

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

Rob Terry, AICP
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 Chapter Historian
Northern Membership Inclusion Coordinator
Distance Education Director

Steve Preston, FAICP
Larry Mintier, FAICP
Miroo Desai, AICP
Greg Konar, AICP

NON-VOTING MEMBERS

FAICP Co-Coordinator	Kurt Christiansen, FAICP
National Board Director, Region VI	Kristen Asp, AICP
National Policy and Legislation Representative	Nick Maricich, AICP
APA Student Representative, Region VI	Alex Yee
AICP Commissioner, Region VI	Marissa Aho, AICP
Planners Emeritus Network President	Bob Paternoster, FAICP

GUESTS

National President	Cynthia Bowen, FAICP
2018 Conference Co-Chair	Brooke Peterson
2018 Conference Co-Chair	Carey Fernandez
2018 Conference Co-Chair	Betsy McCullough

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 2nd, 2018 at 10:00 am.

II. APPROVAL OF CONSENT ITEMS

The Board moved, seconded and passed to approve the agenda. The item related to Budget Overages on the agenda was postponed until the January retreat and Board meeting so that all remaining overages can be approved at once after reviewing the final 2018 P&L. The Board also approved the Consent Items: Minutes and Membership Report. *Unanimous vote.*

III. ACTION ITEMS

Strategic Plan Update: 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 Chapter'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 after the June Board Meeting to review and prioritize their plans.

Julia Lave Johnston presented updates received since the June Board Meeting to the draft Strategic Plan. Julia also proposed changing the planning period for the Strategic Plan to cover 2019-2020, rather than 2018-19, to ensure the goals outlined in the Plan are current and reflect the objectives of the current Board. Julia will continue discussions with the various subcommittees and share a final draft of the Strategic Plan in November during the Executive Board conference call. Final approval of the Strategic Plan will be requested at the January Board Meeting.

The Board moved, seconded and passed to approve changing the Strategic Plan to cover 2019-20. The Strategic Plan will be presented at the January Board Meeting for final approval. *Unanimous vote.*

2019 Draft Budget Approval: Sung Kwon presented the APA California Draft 2019 Budget to the Board. The Executive Board has already reviewed and approved the draft. The final budget must be approved by the full voting Board. The draft budget is based on estimated yearly income and expenses extrapolated from the Year-to-Date Actual amounts in the July 2018 Mid-Year P&L. After approval by the full voting Board, the approved final 2019 budget is still subject to change based on the final 2018 actual expenditures and revenues. Any amendments/adjustments to the final 2019 budget can be made at the January 2019 retreat.

EXPLANATION OF DRAFT 2019 BUDGET: Changes for 2019 from the 2018 budget are highlighted with notes in the “Changes from 2018” column in the draft 2019 budget and on the bottom of the draft budget. These notes explain the reason for the changes, which were discussed at the Board meeting. Note that as estimated, this 2019 Draft Budget shows a positive \$27,128 Net Income for the year. Some of the notable changes from 2018 to 2019 include:

- Dues income is projected to increase substantially in 2019 due to growing membership and a revised Chapter dues structure. (LI 4115 and 4120)
- Webcast income is projected to increase due to increased charges. (LI 4410)
- Association management fees to Stefan/George are proposed to increase by 10%, the first increase in several years, due to increased workload. (LI 5105)
- \$5,000 is budgeted for a Chapter reception at the NPC in San Francisco. (LI 5215)
- \$2,000 is budgeted for the VP Professional Development to attend the NPC. (LI 5405)

- \$2,000 is budgeted for website redesign with the National web portal (*or updates through the Chapter's existing web company – see "Website Update" on page 7 of these minutes*). (LI 5545)
- \$10,000 is included for a comprehensive review and/or updates to the Chapter's finances and financial reports by accountant and bookkeeper. (LI 5620)

The Board moved, seconded and passed to approve the 2019 Budget. The final 2019 budget will be reviewed and any necessary changes/updates approved at the January 2019 Board Meeting. *Unanimous vote.*

Awards Selection Criteria ACTION: Sung Kwon noted that during the review of award nominations, a juror requested that nominees for the Chapter Transportation Planning Award be required to win first place at a local Section to be eligible for Chapter nomination. Currently there are a number of other awards that require a first place Section award to be eligible for the corresponding Chapter award, but the Transportation Planning Award is not currently among that list. The juror felt that there were too many nominations for this award category, the nominations varied in quality and there were multiple nominations from local Sections.

Sung asked the Board to approve a change to the Transportation Planning Award description to require those submitting for the award to have won a first place Section transportation planning award in the same year. See underlined Italics for added language below:

6) Transportation Planning Award

NOTE: Requires first place win at the Local Section level (no ties) for the same year.

This award honors efforts to increase transportation choices for all populations, reducing dependence on private automobiles and helping to ease congestion and reducing climate change impacts.

Examples: Transportation studies; complete streets plans or projects, plans for pedestrian, streets, highways, aviation, parking, maritime, transit or rail; development and expansion of transportation systems; development and expansion of trail systems.

Several Board members suggested that this issue should be reviewed in a more holistic fashion as there could be other categories that should be updated to reflect the same policy.

The Board suggested creating a subcommittee to look at this issue. The subcommittee members will be: Kristen Asp, Sung Kwon, Ashley Atkinson and Marc Yeber. The subcommittee will look at the various Section awards as well as the submittal process

that National APA uses. The subcommittee will suggest ways to provide more consistency and structure to the awards policies and provide a final recommendation to the Board at the January 2019 Board Meeting.

Legislative Platform ACTION: John Terell presented the proposed 2019-20 Legislative Platform, “Plan California”, to the Board for final review. The Platform is intended to be the guiding policy document for Chapter advocacy efforts in the next biennial California State legislative session. The document was prepared, reviewed and submitted by the Statewide Council of Legislative Representatives. The Council, convened earlier this year, includes a legislative representative from each Section (San Diego provided two), the National Policy Representative and the VP Policy & Legislation. The Council met four times via conference call to prepare and review the Platform.

The Platform carries over most of the policies from the prior 2017-18 Legislative Platform. Many of those policies were reworded for clarity and to add action verbs. Several other policies were deleted or combined with other policies to reflect current legislative trends or settled issues. Several policies were added to reflect current issues or legislative priorities, specifically related to housing, infrastructure, wildfire protection, social equity and a few minor issues.

The major change was the introduction of a new format. The nine issue areas have been condensed into six areas and have been listed in order of priority. No issue in the list is considered unimportant, but there was broad consensus on the top three – Housing, Infrastructure and CEQA. Within each issue area, the policies have been grouped under newly added planning principles to which they are intended to respond and inform specific advocacy efforts.

Finally, a brief passage has been added to the introduction to formalize how the Chapter’s and Sections’ advocacy efforts relate to each other, which is intended to reflect current practice.

John asked the Board to approve the Platform in concept and will bring back the final draft in January at the 2019 Board Meeting. John will be incorporating some changes from Sande George and is asking for feedback from the incoming VP of Policy and Legislation, Eric Phillips. John asked for Board members to send him any additional comments or contact him with questions.

The Board moved, seconded and passed to conditionally approve the 2018-19 Legislative Platform. Final approval will be requested at the January 2019 Board Meeting. *Unanimous vote.*

New VP of Diversity and Equity Position ACTION: At the February Board and Retreat a number of sub-committees were convened to update the Board’s Strategic Plan spearheaded by a set of guiding goals and objectives. Among others, this included

promoting values of inclusion and diversity as well as advancing efforts towards social and environmental justice.

Since then the Diversity Subcommittee and the Organizational Stability/Sustainability Subcommittee have worked to develop a recommendation that was presented to the Board to consider establishing a new position, “Vice President for Diversity and Equity”, which would be part of the Executive Board. As other VP positions, this would be a funded position on the Board. The subcommittee recommended the position initially be appointed to be able to seat a strong candidate who can start working on diversity issues as soon as possible. Following the initial one-year term, the position would be transferred to an elected position (2-year tenure) to be selected by the membership at large.

The impetus for this recommendation is to ensure that the Board’s structure aligns with its goals and objectives. The current Membership Inclusion Coordinators are appointed non-voting positions with no associated funding. Nearly sixty percent of California’s population is minority and a glance at any planning conference or workshop will reveal that planners do not reflect the communities they serve. Creation of this position will be a recognition by the Board that it is serious in its commitment to the stated guiding values and goals of promoting inclusion, diversity and social justice.

The proposal also included eliminating the appointed positions of Membership Inclusion Coordinator – North and South. As each Section has a diversity/membership inclusion type of position on their boards, the idea would be that this new VP position would provide leadership, mentorship and direction to the Section level “diversity” positions. In addition, the responsibility of organizing the annual Diversity Summit at the state conferences would be transferred to this position.

This new position requires a description to be added to the APA California Bylaws to outline the duties, as presented to the Board below. A few additional changes to the language were made at the Board meeting, in red. The changes will be posted on the APA California website for 30 days (as required by the Bylaws). After that time, the Board will vote for final approval during the next Executive Board Conference call.

5.11 DUTIES OF THE VICE PRESIDENT FOR DIVERSITY AND EQUITY

Duties of the Vice President for Diversity and Equity shall be:

- a. promote understanding of diverse and inclusive perspectives within the organization and the planning profession and APA California;
- b. promote the recruitment, support and retention of planners of color and others from culturally underrepresented groups in the planning profession and in APA California, and coordinate activities with the VP for Marketing and Membership;
- c. organize the annual Diversity Summit at the State Conference;

- d. provide leadership and mentorship to Section Diversity/Membership Inclusion officers and collaborate on developing new programming at Section levels;
- e. collaborate with other VPs including that for Policy and Legislation and for Public Information to increase visibility of Board’s core values of diversity, inclusion and social justice in policy positions and activities in APA’s communications and publications.
- f. promote programming and learning activities for **economically disadvantaged** and underrepresented students to learn about and enter the profession
- g. outreach to and develop relationships with other affinity groups that work with disadvantaged and underrepresented communities and encourage equitable policies and engagement;
- h. coordinate with the National APA Diversity Committee’s initiatives;

The Board moved, seconded and passed to conditionally approve adding a new “VP of Diversity and Equity” position to the Board, including the Bylaws amendment above. The amendments to the Bylaws will be posted online for the required 30 days, after which the Board will vote its final approval. *Unanimous vote.*

Website Update: Marc Yeber told the Board that the Chapter was scheduled to begin the process of migrating the APA California website to the Chapter/Division portal of the APA National website starting this past August. However, a number of migrating obstacles and a lack of digital capabilities have recently become evident, giving Marc and Francine Farrell (the Chapter’s webmaster) reason to reassess whether using National’s services is warranted. Below is a brief overview of some of the challenges that have been identified:

Functionality: It has been recently discovered that the capabilities currently employed by the APA California website are more sophisticated than that of the APA National site. This would mean the Chapter’s website capabilities would go backwards and would not allow the upgraded and new future capabilities and functions that the Chapter seeks for the next website iteration. Some existing examples of services not available through National’s website services include fully-integrated job ad submissions, a consultants’ directory and conference registration services, to name a few.

Integration: This year's registration process took a significant step backwards in terms of integration and automation due to the use of the National's Conference Registration portal. In addition, the 2015 Website Scoping document outlines other integration objectives such as an internal search engine, events calendars, news feed, ecommerce, etc. that would not be provided through National’s portal.

Migration: At the beginning of the process, APA California was told that National's website management team would take the lead in migrating content. However, due to the size and volume of the Chapter’s content, National is now indicating that may not be possible. In a few recent exchanges with National staff overseeing the launch and

implementation of the portal, it became obvious that National staff had not understood the full scope of services that the Chapter needed, National's portal could not provide those services at all in many cases, and other limitations would shift significant additional labor costs to the Chapter. It has also become apparent that National had not fully considered the Chapter's long-term objectives that were outlined in the Chapter website document shared with the Board previously.

While Marc was not planning to recommend any specific actions until the January 2019 Board Meeting, Board members raised concerns with the amount of time it has taken to take action to upgrade the website and did not want to move to National's services if it meant a step backward in the Chapter's website capabilities and functions. Board members instead recommended that the Chapter move forward without the help of National at this time to update and expand the Chapter website, given the importance of the website as a member service.

The Board suggested moving forward with either the current website contractor, Digital Gear, or looking for a new contractor to revamp the website. The Board also appointed a subcommittee to look at the existing Website Work Plan that was previously approved by the Board.

The subcommittee members will be: Marc Yeber, Greg Konar, Sharon Grewal and Hanson Hom. Additionally, Marc and Hanson will discuss specific needs for the conference website and to ensure there is a landing pad for the conference site, during any transitions.

[CSUN Archives Plan of Action](#): Steve Preston and Larry Mintier updated the Board on APA California's archives and presented the California State University, Northridge's (CSUN) plan of action for processing archival materials. With the adoption of this year's budget, the Chapter set aside \$10,000 to facilitate processing of the archives collection at CSUN. CSUN also decided to add an additional grant of \$5,000 in support of this project. Steve and Larry asked Board members to let them know if they have any specific questions or comments on the plan.

[2019 Board Meeting and Retreat](#): The next Board Meeting will be held on January 11th and 12th, 2019 in Sacramento. This will be both a Board Meeting and Retreat.