



## ACTION MINUTES

# APA California Board Meeting and Retreat The Sawyer Hotel, Sacramento January 11<sup>th</sup>/12<sup>th</sup>, 2019

### ATTENDEES:

#### EXECUTIVE BOARD

President	Julia Lave Johnston
Past President	Pete Parkinson, AICP
VP, Administration	Derek Wong, AICP
VP, Conferences	Hanson Hom, AICP
VP, Diversity and Equity	Miroo Desai, AICP
VP, Marketing and Membership	Mary Wright, AICP, LEED, AP ND
VP, Policy and Legislation	Eric Phillips
VP, Professional Development	Sharon Grewal, AICP
VP, Public Information	Marc Yeber, ASLA
Commission and Board Representative	Jay Higgins, AICP

#### SECTION DIRECTORS

Central (Section Representative)	Nicole Hoke
Central Coast	Chris Williamson, AICP
Central Coast Section Director Elect	Rachel Raynor
Inland Empire	John Hildebrand
Los Angeles	Ashley Atkinson, AICP
Northern	James Castañeda, AICP
Orange County	Nick Chen, AICP
Sacramento Valley	Bob Lagomarsino, AICP
San Diego (Past Section Director)	Rachel Hurst, AICP

#### APPOINTED MEMBERS

Northern Chapter Historian	Larry Mintier, FAICP
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#### NON-VOTING MEMBERS

National Board Director, Region VI	Kristen Asp, AICP
California Planning Roundtable President	William Anderson, FAICP

## GUESTS

Tess Harris  
Deena Alongi

2019 Conference Co-Chair  
Conference Coordinator

## 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 Julia Lave Johnston called the meeting to order on Saturday, January 12, 2019 at 11:30 am.

### II. APPROVAL OF CONSENT ITEMS

The Board moved, seconded and passed to approve the agenda. The Board also approved the Consent Items: Minutes, Membership Report and PEN Report. *Unanimous vote.*

### III. ACTION ITEMS

Awards Selection Criteria ACTION: At the last Board Meeting in October of 2018, a committee was appointed to review the awards selection criteria at both the Section and Chapter level. That committee was to be led by Sung Kwon, who was the VP of Administration at that time. Other members appointed to the committee were: Kristen Asp, Ashley Atkinson and Marc Yeber. The committee was asked to look at the various Section and Chapter awards as well as the submittal process that National APA uses, including when it is appropriate to require those submitting awards to win at the Section level in order to be considered for corresponding Chapter or National awards. The committee was also asked to 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.

Sung Kwon resigned from his position before the committee was convened. Derek Wong was recently appointed to the VP of Administration position and will now chair the committee. The Board also added John Hildebrand to the committee.

To avoid confusion given that many of the Section awards programs are already underway, the Board agreed there would be no changes to the 2019 Chapter awards criteria. Derek will convene the awards criteria committee and provide recommendations that will be applicable beginning in 2020.

Strategic Plan: 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.

Julia Lave Johnston asked the Board to approve the 2019-2020 Strategic Plan as presented to the Board at the Board meeting, recognizing that updates will be made to the document based on the work done at the Board Retreat. Julia let the Board know that as she makes these changes, she will ensure responsibilities are shared fairly among Board members. The changes to the Strategic Plan based on retreat recommendations will be presented at the next Executive Board conference call.

**The Board moved, seconded and passed to approve the most updated version of the 2019-20 Strategic Plan, with updates approved by the Board during the retreat to be added by Julia for final discussion and approval during the February Executive Board call. *Unanimous vote.***

2018 Annual Report ACTION: Derek Wong asked Board members to send all 2018 Annual Report information to him by the end of January. The goal will be to incorporate those items into the Report and send it out to the membership in February.

Affiliated Organizations Liaison ACTION: Regional governments in California hire large numbers of planners to perform planning work in a variety of transportation and air quality arenas and are a key component of a larger statewide effort to attain a balanced built environment. Their work follows typical planning processes involving analysis and public outreach. They have also been on the forefront of addressing climate change and integrating land use and transportation planning. They have been supportive of APA California in the past and many of them maintain membership and AICP status.

Julia Lave Johnston told the Board of Ben's experience crossing over into regional planning from a career in land use planning and how he has seen the challenges that regional planners face trying to find services geared to regional planning from a professional organization. It is often the case that regional planners attending APA conferences and events have a difficult time finding material that is relevant to their work and feel that APA California is, in some ways, out of touch with their issues.

Julia noted that as APA California continues to improve its delivery of services, the timing is right to find ways to serve this group of planners. Julia proposed the following question for discussion:

1. How can APA California build a stronger relationship with COG and regional transportation planners? Is there a model that can be used for other affiliated organizations? Some options suggested:

- Designate a Board Liaison from these groups.
- Create a working group with members who are affiliated with both groups.
- Develop stronger services to benefit regional organizations including more conference sessions focused on regional planning topics, AICP exam questions relevant to their work, and a focus on legislative efforts that affect them.
- Establish stronger connections with similarly aligned groups like: The California Association of Councils of Government, Self Help Counties Coalition, National Association of Regional Councils, Association of Metropolitan Planning Organizations and various state commissions and agencies in order to establish better coordination of services and outreach.

The Board agreed that this was a good concept but suggested the appointment of a committee to discuss it in more depth and make a recommendation to the Board. The Board also recommended that Ben Kimball, a past Central Section Director who is interested in this topic, be included in the committee and that the committee tasks be expanded to recommend how the Chapter can better serve and cooperate with other affiliated organizations identified during the retreat for Strategic Plan action. The Board also suggested that Ben be invited to be included in the APA California Legislative Review Team and housing committee.

Approval of Financial Policies: Sande George noted that the Board in 2018 approved the final updates of the Chapter and Section financial processes recommended by APA's accountant and bookkeeper. That process is now complete. Those updates required corresponding updates to the Financial Policies and Chart of Account line items. Those updates to the Financial Policies and Chart of Accounts have now also been completed. Sande asked the Board for review and approval of the Financial Policies. There are only a few remaining line item descriptions left to be added that will be completed shortly, but those descriptions will not change the actual Financial Policies, or the final line items now included in the Chart of Accounts that the Board was asked to approve.

**The Board moved, seconded and passed to approve the updated Financial Policies, Chart of Accounts and updated line items, pending the addition of descriptions for line items recently added. Unanimous vote.**

Approval of 2019 Budget: Sande George presented the revised 2019 Budget for the Chapter. The revisions change the amounts of budgeted line items so that they are consistent with the actual 2018 end-of-year revenue and expense amounts. The Executive Board has already reviewed and approved the 2019 budget. The initial 2019 budget was 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 budgets are still subject to change based on the final Year-to-Date Actual amounts

determined after the end of 2018 and any other changes approved by the Board. Amendments/adjustments to the final 2019 budget can be made by the Board at the January and February 2019 Board meeting.

Board Members asked if there was a reserves policy for the Chapter. Sande noted that there isn't an official reserves policy other than to have at least 6 months of operating budget in reserves to use if needed. That policy has not been updated in some time. The Board asked that Sande and Derek Wong ask the Chapter's accountant for a reserves policy recommendation and find out what the Section reserves policies are. The Board will review the accountant's recommendation and the Sections' reserves policies and update the Chapter reserves policy during the budget update discussion on the February Board call.

The Board also decided to remove the \$10,000 set aside for an audit of the Chapter's finances in Line Item 5620. Sande noted that the \$10,000 was added at the request of the past VP of Administration, but the money could be reallocated if the Board no longer wished to conduct an audit. She also reminded the Board that the Chapter has spent a significant amount of time and money cleaning up the Chapter's financials, including hiring a new accountant and bookkeeper who keep close tabs on the Chapter's revenues and expenditures and make recommendations to the Board if they see anything that needs updating or changed. The Board agreed that an audit wasn't necessary at this time. The Executive Board will discuss where to allocate this money at the next Executive Board conference call.

The Board will also discuss the final 2018 conference profits at the next Executive Board conference call as that number has not been finalized yet, including what the Board would like to do with the Chapter's share of the conference profits. Those profits are expected to be substantially beyond the \$120,000 required to be made by each conference each year.

The Board also agreed to keep a \$36,550 Chapter loan to the 2018 conference account in that account, forgiving the loan. This will increase the base amount of seed money available to future conference committees when needed for early conference expenses, which are increasing each year.

**The Board moved, seconded and passed to approve the updated 2019 Budget. The Board also approved the removal of the \$10,000 in LI 5620 previously allocated for a financial audit and agreed to forgive the \$36,550 loan to the 2018 conference account, permanently adding that amount as potential seed money for future conferences. Further changes to the 2019 budget including the allocation of the \$10,000 previously earmarked for the audit and how to use the 2018 excess conference profits will be discussed at the next Executive Board conference call. *Unanimous vote.***

Conference Website Funding: Hanson Hom asked the Board to allocate \$5,000 from the 2019 budget for the following purposes:

1. Enter into a contract with Vieth Consulting for an amount not to exceed \$4,150 to perform the following services:
  - o Redesign the existing conference website (\$3,300); and
  - o Set up an online registration program for the APA California conference (\$850).
2. Provide \$850 in contingency as needed for the above work.

Hanson said the \$3,300 for website redesign will need to be paid for initially by the Chapter, to be paid back over the next eight years by the next 8 conferences so that the 2019 conference will not have to pay for the entire amount. The \$850 registration set up fee will be charged to the 2019 conference.

The Chapter's existing conference website was created in 2014 by Vieth Consulting. While it was functional five years ago, much advancement in technical capabilities and design layout have occurred in this relatively short time period. The current website lacks functionality and the content can be better organized for ease of navigation. Hanson said the site could be more user friendly and visually appealing for branding and marketing the conferences.

While the redesign of the Chapter's website is still pending, it was agreed at the Board meeting in October 2018 that the redesign of the conference website could move forward on its own to be ready for the 2019 conference. Hanson recommended that the Board allocate up to \$3,300 for redesign of the conference website, which could be reduced if the needs are not as robust as available with the package suggested by the contractor.

The Board moved, seconded and passed to fund up to \$3,300 for Vieth Consulting to redesign and update the conference website, for Hanson to work with Laura Dee to charge the next 8 conference committees an equal amount to pay back the Chapter for the amount up to \$3,300 that is used for this purpose, and to charge the 2019 conference for the \$850 registration set up fee.

[Collaboration with Planetizen:](#) At the October 2018 Conference Board meeting, Chris Steins, CEO of Planetizen, solicited input from the Board on potential collaboration opportunities with APA California. Following the conference, Chris submitted a list of collaboration efforts that might be of interest to APA California. The Distance Education Committee met on December 13, 2018, to discuss collaboration opportunities and again on December 20, 2018, to continue discussions, with Chris Steins joining in on the conference call.

At the first meeting the Committee agreed that more information was needed on four key areas before the Board could agree to work with Planetizen on any collaboration project: 1) timeframe for production, 2) revenue sharing, 3) ownership of distribution rights, and 4) branding.

At the following meeting, Chris explained how Planetizen produces and markets its courses and how a collaboration project with APA California could be structured. Courses are developed on a 1-3-month schedule. A typical course takes 60-days to create. Distribution rights would be shared per agreement. APA California would be providing the course concept and content. Planetizen would be producing the video product. There would be no dollar costs to APA California to produce a course but there would be volunteer time costs for developing the course concept and content.

Chris offered two different models with regard to distribution and revenues:

- In the first model, APA California would market the course to its own membership and receive the revenue directly. Planetizen would market the course to its broader audience and retain all revenues received.
- In the second model, APA California members could access the course through Planetizen. Planetizen would keep track of APA California viewers and send a check to APA California for this portion of the revenue. Revenue from sources other than APA California members would go to Planetizen. Chris indicated that Planetizen has thousands of subscribers.

The Chapter's current distance education program focuses on expanding the availability of content created through existing Chapter and Section activities. These include webinars, conference session videos, and interactive live streaming.

The creation of new courses specifically for online distribution involves significant costs and time obligations. A collaboration with Planetizen provides a way to balance production costs and time obligations while opening up an opportunity for additional revenue. The Distance Education Committee found the collaboration concept presented by Planetizen reasonable and worth pursuing on a step-by-step basis. All agreed that the production of a Planning Commissioner certificate program would be a good place to start. Additionally, Planetizen is willing to create a short "what is planning" video that can be posted on the APA California website at no charge to the Chapter.

The Board agreed to initiate collaboration with Planetizen but asked for a comparison between Planetizen and National's APA Learn. APA Learn could provide the Chapter with benefits similar to what Planetizen offers, or the Chapter might use APA Learn for some sessions and Planetizen for others. However National doesn't produce the videos and would have different sharing criteria. The Board also asked that any revenue sharing agreement be equitable and that the Chapter would receive a share of the revenues for both APA California members and non-members viewing the sessions. Julia noted that this revenue could help fund the contract programs staff that was identified as a strategic plan goal for 2019.

The Board moved, seconded and passed to initiative collaboration with Planetizen while ensuring there was equitable revenue sharing for the Chapter. The Board also asked for more information about the differences between Planetizen and APA Learn. *Unanimous vote.*

Removal of Social Media Coordinator Board Position: Marc Yeber asked the Board to allow him to vacate the person currently appointed as the Social Media Coordinator. This position is under his portfolio of VP of Public Information. Marc noted the position never materialized the way it was envisioned and should be removed.

The Board moved, seconded and passed to remove the appointed Social Media Coordinator from the APA California Board. *Unanimous vote.*

CalPlanner Action: Marc Yeber is looking at ways to either revamp or change the current CalPlanner. There is a lot of interest in ensuring that APA California members are receiving important information. However, Marc noted there is a challenge in getting good content on time and different formats/timing should be explored. The Board asked that Marc form a working group and report back with recommendations in the next few months.

2019 Conference Budget Approval: Tess Harris presented the 2019 Conference Budget to the Board for approval. The 2019 Conference Host Committee (CHC) has been meeting monthly as a full committee, and each subcommittee has also been meeting monthly separate from the CHC meetings.

The Board moved, seconded and passed to approve the 2019 Conference Budget. *Unanimous vote.*

2020 Conference Co-Chairs Appointment: The 2020 conference will be held on September 12-15 at the City of Riverside Convention Center. Along with Hanson Hom and John Hildebrand, the Site Selection Committee consisted of Chris Gray and Aaron Pfannenstiel. Both Chris and Aaron have agreed to continue their involvement in planning the 2020 conference as Conference Host Committee Co-Chairs. Hanson asked that the Board approve both Chris' and Aaron's appointment.

The Board moved, seconded and passed to approve Chris Gray and Aaron Pfannenstiel as the 2020 Conference Co-Chairs. *Unanimous vote.*

Executive Board Meetings and June Board Meeting: Julia Lave Johnston will be determining the schedule for the monthly Executive Board Meetings, done via conference call, as well as scheduling the June Board Meeting. Typically, this meeting is also done via conference call, however it may be moved to an in-person meeting moving forward. More information will be emailed once the schedule, format and dates are determined.

#### IV. ADJOURNMENT

The Board Meeting was adjourned at 3:00 pm.



