



American Planning Association
California Chapter

Creating Great Communities for All

**APA BOARD MAY 2021 BOARD MEETING
ACTION MINUTES**

Virtual Board Meeting Via Zoom

Friday, May 21 and Saturday, May 22, 2021

FRIDAY, MAY 21ST ATTENDEES:

EXECUTIVE BOARD

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

Ashley Atkinson, AICP
Derek Wong, AICP
Bob Lagomarsino, AICP
Marc Yeber, ASLA
Eric Phillips
Stephanie Roxas, AICP
Ellie Fiori, AICP
Julia Lave Johnston
Hing Wong, AICP
Stefan Chraghchian
Elizabeth Owen

SECTION DIRECTORS

Central
Central Coast
Inland Empire Section Director Elect
Los Angeles
Northern
Sacramento Valley
San Diego

Jennifer Clark, AICP
Rachel Raynor, AICP
Christine Saunders
Tony Mendoza
Florentina Craciun, AICP
Tracey Ferguson, AICP
Tara Lake

NON-VOTING MEMBERS

Chapter Historian – Northern California
Chapter Historian - Southern California
Distance Education Director
FAICP Coordinator
National Policy and Legislative Representative
Transportation Planning Division Representative
Young & Emerging Planners Coordinator
National Board Director - Region VI

Larry Mintier, FAICP
Steve Preston, FAICP
Greg Konar, AICP
Robert Olshansky, FAICP
Nicholas Maricich, AICP
Katie Witherspoon, AICP
Annapurna Singh
Kristen Asp, AICP

APA Student Representative – Council Region VI
Planner Emeritus Network President
California Planning Roundtable President

Nazmus Sadat
Hanson Hom, AICP
Bill Anderson, FAICP

STAFF

Cap City Consulting – Executive Director
Membership Program Manager

Sande Stefan
Benjamin Morrison

ACTION MINUTES

CALL TO ORDER

President Ashley Atkinson called the meeting to order on Friday, May 21, 2021 at 2:30 pm.

CONSENT CALENDAR

The Board briefly discussed the following **CONSENT ACTION ITEMS**:

1. **Approval of the Agenda**
2. **Approval of January 2021 Board Meeting Minutes**
3. **Approval of Financial Reports and Overages**

Executive Director Sande Stefan noted that the Board had budgeted \$88,000 per quarter for membership subventions. The good news is though the first quarter check was just about \$88,000, the second quarter check was \$107,051. And, overall, income is still ahead of expenses.

4. **Approval of Vice President for Administration as Beneficiary for American Funds Account**
5. **Approval of Membership Report**
6. **Approval of Magnetic 28 Scope of Services and Fee Changes**
7. **Approval of 2021 ATEGO Resources and GranDesigns Scope of Services Changes**

MOTION TO APPROVE: The Board moved, seconded, and passed to approve the consent items above. Unanimous vote.

PRESIDENT'S REPORT

President Ashley Atkinson discussed the following items:

- A Chapter and Section level demographics report is expected to be sent to the Chapter from National next month.
- Additional National policy guide delegates were named: VP for Conference Bob Lagomarsino, Past President Julia Lave Johnston, VP for Policy and Legislation Eric Phillips, and YEP Coordinator Annapurna Singh.
- Projects Ashley will continue to be working on include 2021 virtual Conference planning, the AMS/LMS system implementation, a Strategic Plan consultant to get the planning started and completed by January of 2022 and launching the Professional Development webinar series.

ACTION ITEMS

8. APPROVAL OF UPDATED FINANCIAL POLICIES

Vice President for Administration Derek Wong outlined the updates to the Financial Policies. The policies were updated to:

- Reflect the many changes and reductions in line items made in the Chapter budget adopted for 2021.
- Reduce the total number of line items in the Chart of Accounts.
- Reconcile the Conference Planning Handbook with the updated Financial Policies, including adding references to the Handbook to eliminate duplicative areas not directly related to Board financial policies.
- Remove Appendix A, the former full list of line items, to be replaced with a link to a new Excel Chart of Accounts. The Chart of Accounts document will have 4 tabs: Chapter Chart of Accounts (includes the Chapter, Section and Conference line items all together on one list), then a tab for just the Chapter line items, then one just for the Sections and one for the Conference line items. (The new Chart of Accounts document will be sent to the Board for approval when it has been completed.)
- Update and reformat each section to make the policies clearer, and to reduce some of the lengthy explanations.
- Shift the timeline for the budget draft and final approval to be later in the year. The process will now start in August rather than July. In August there is more info to predict future income and expenses. The Board then has until the final Board meeting of the year to adopt the final budget. This shift will allow the final budget to take into consideration the near final/actual current year P&L expenses and income.
- Require that the budget be aligned with funding Strategic Plan actions to meet the Board's objectives.
- Place all the financial policies that pertain to the Sections, at their request, to be included in the Section portion of the policies. (Note that because of this change there are now two areas where policies are stated as they pertain to both the Board in full and the Sections.)
- Include updates from Chapter Bookkeeper Laura Dee in the Section and Conference policies to match current processes and requirements in the Conference Planning Handbook.

MOTION TO APPROVE: The Board moved, seconded, and passed to approve the updated Financial Policies as outlined above and to hold a new fourth Board meeting in December to approve the final budget for the new year. **Unanimous vote.**

9. APPROVAL OF UPDATED WEBSITE, CALPLANNER, EVENT SUPPORT/MARKETING, CM AND LIST RENTAL POLICIES

Vice President for Public Information Ellie Fiore and Executive Director Sande Stefan discussed the changes made to the Website, *CalPlanner* and List Rental Policies. All the policies in this document needed updating to add event and CM requirements, to update National CM and List Rental Policies, and revise policies to be consistent with current requirements and guidelines. Input was requested from Board members with these items/issue areas within their portfolios, as well as appropriate staff. The policies had not been updated for many years.

The Board however asked that several sections of the policies be clarified:

- Change Item 2 related to consistency with the values of APA California and the Legislative Platform to allow for differing views.
- Amend Item 4 to clarify charging policies between nonprofits and others.
- Update other original language in the policies.

As a result of the many requested changes, the item was tabled until the policies can be further clarified as requested by the Board. The policies will be sent back out to the Board for final approval by e-vote.

10. APPROVAL OF BYLAWS AMENDMENTS BASED ON NATIONAL CRITERIA: BYLAWS REVIEW AND UPDATE TIMELINE AND STRATEGIC PLAN ADOPTION PROCESS

President Ashley Atkinson and Executive Director Sande Stefan introduced the recommended Chapter Bylaws amendments. National APA's adopted Performance Criteria require that each Chapter conduct specific best practices regarding bylaws updates and long-term planning that the California Chapter has not yet adopted as part of its Bylaws. Specifically, National asks that the Chapter Bylaws be reviewed by the Board at least once every five years and amended as needed. In addition, National recommends that each Chapter have a long-range Development Plan of approximately 5 years, and a shorter-term Work Program. These two planning documents can be included in one document, such as a Strategic Plan. In addition, while the current Chapter Bylaws require the President and Executive Director to update and implement the Strategic Plan, and the President is specifically tasked with chairing a Strategic Plan Committee, nowhere do the Bylaws require that the Board adopt a Strategic Plan. That adoption requirement should be added to the Bylaws based on the National criteria below and subject to Board discussion and recommendations. This item will include a companion item to approve up to \$25,000 to hire a consultant to assist in drafting the initial Development Plan per National's suggested scope. (This new budget expenditure is to be considered in a separate agenda item.) Chapter Historian Southern California Steve Preston cautioned that the Strategic Plan should include budget, time, and resource allocations, not just a wish list with no metrics or assignment of responsibility. Vice President for Professional Development Stephanie Roxas offered an intern from UC Irvine to get this started.

The Board suggested the following revised amendments to Article 13. Chapter Bylaws Amendments, as follows:

1. Amend the title to read: Article 13. Chapter Bylaws Amendments and Adoption of Strategic Plan.
2. Add at the beginning of the Bylaws amendment requirements: A. Chapter Bylaws Amendments.
3. Add at the end of the existing Bylaws amendment requirements: The Bylaws shall be reviewed no less than once every five years and updated as needed per National APA's best practices.
4. Add below the Bylaws amendment requirements:

A. Adoption of Strategic Plan

The Chapter Board shall also adopt a Strategic Plan by majority vote based on the criteria and timeline outlined in National APA's adopted Chapter Performance Criteria. The Strategic Plan shall consist of:

- 1) a 4-year Strategic ~~Development~~ Plan (updated every 4 years) and
- 2) a 2-year Work Program, as an appendix to the Strategic ~~Development~~ Plan (updated every 2 years).

The Strategic ~~Development~~ Plan shall articulate a long-term (4-5 year) vision for the Chapter's future programs and services. These will include actions and programs the Chapter wants to accomplish in future years. The Work Program shall identify specific quantifiable goals and actions for the coming year(s), based on the Mission Statement and Strategic ~~Development~~ Plan. The Chapter Work Program ~~shall not exceed a four-year span and~~ shall contain a list of goals and objectives, as well as ~~These will include~~ actions and programs that the Chapter knows it can accomplish with ~~within the~~ available resources. The actions and programs adopted in the Work Program shall be reflected in the Chapter Budget. The Board may use a Board Retreat as a best practice to enhance interpersonal Chapter Board member relationships, as well as provide an opportunity to focus on building the Strategic ~~Development~~ Plan, Work Program and Budget.

MOTION TO APPROVE: The Board moved, seconded, and passed to approve these changes to the Chapter Bylaws per National APA recommendations and the Board's suggested revisions:

1. Require the Bylaws to be reviewed by the Board at least every five years and amended as needed.
2. Require the Board to adopt a 4-year Strategic Plan and a 2-year Work Program. **Unanimous vote.**

11. APPROVAL OF STRATEGIC PLANNING BUDGET

President Ashley Atkinson discussed the background for a request for a Strategic Plan consultant. APA California's Strategic Plan has traditionally been updated every 2-3 years with varied format and content, although many themes and goals are consistent. In most years, the Strategic Plan and its component initiatives/milestones are updated in 1-2 days at the annual Board meeting and retreat held in January. In 2021, due to the virtual nature of the Board meeting and the uncertainty caused by the pandemic, an annual update has not been attempted. This pause in normal proceedings, combined with the new plan format and schedule adopted above, presents an opportunity to prepare a more intentional Strategic Plan with additional research, discussion, and resources. A well-designed strategic plan enables an organization to function from an intentional and proactive position. It provides guidance for decision-making and resource allocation, and a path toward achieving the organization's mission and vision.

The Executive Board discussed this opportunity at its March 19, 2021, meeting and recommended that to professionalize our Strategic Plan and address the complexity and size of our organization, we engage a consultant specializing in strategic planning for nonprofit organizations. This engagement would include a revised mission statement and a four-year Development Plan, for which a budget of not more than \$25,000 is anticipated to be sufficient. The two-year Work Program or a portion thereof may also be included in the scope, depending on proposals received. The plan is expected to take approximately six months to develop; a sample timeline and work program is available for reference from the [Washington Nonprofit Institute](#).

A Strategic Plan Committee will also be appointed to select the consultant. (See Item 15 below.) The Executive Board will also have a role in the selection.

MOTION TO APPROVE: The Board moved, seconded, and passed to approve a revision to the 2021 Budget to include up to \$25,000 for engaging a strategic planning consultant and approve the appointment of a Strategic Plan Committee for 2021. **Unanimous vote.**

12. APPROVAL OF ASSOCIATION MANAGEMENT/LEARNING MANAGEMENT SYSTEM VENDOR AND BUDGET

Past President Julia Lave Johnston and Ben Morrison, Chapter Membership Program Manager, outlined the process for selection of a new Association Management and Learning Management system and vendor. The Chapter formed a committee to investigate the use of an Association Management System (AMS) and Learning Management System (LMS) with the goal of meeting a number of the Board's Strategic Plan goals including building "our membership strategically by targeting groups that can increase our long-term sustainability and effectiveness as an organization, such as students, academics, young planners, and mid-career planners by providing meaningful membership services and engagement opportunities that give value to membership at all levels of our members' careers into retirement."

The committee, composed of President Ashley Atkinson, PEN President Hanson Hom, Past President Julia Lave Johnston, VP for Professional Development Stephanie Roxas, VP for Public Information Ellie Fiore, VP for Conferences Bob Lagomarsino, Distance Education Coordinator Greg Konar, and Membership Program Manager Ben Morrison met several times over the last two months to identify criteria and assess vendors. The committee identified the services/features that the Chapter and Sections would like from an AMS/LMS. The features were sorted into four major categories: "AMS", "LMS", "Website", and "Ease of Use". An AMS system would support these goals as well as assist APA and its Sections in outreach, marketing, and communications. The Chapter helped produce over 65 virtual events during the past year (not including the conference). A LMS would help the Chapter and Sections coordinate these events and help us better serve our members. A LMS would allow the Chapter to organize educational content, create 'learning paths', sell recordings, and, if relevant, manage CE credits and certifications.

Combining an AMS and a LMS would provide several benefits, notably “member” and “non-member” tiers for selling educational content, data on which members are engaging with content the most, streamlined event registration, and more. Besides these features, a good AMS would streamline accounting, handle member email communication, automate dues renewal, and allow the Chapter to easily reach out and re-engage ex-members, ex-student members, or other target populations with data segmenting.

The committee considered nine different vendors. Vendors that provided the committee-identified high priority features were invited to provide a demo to the committee. The committee determined that the vendor and system that met all the committee’s criteria with room to expand services was MemberClicks. MemberClicks is an industry leader and can provide all the features the committee identified as high priority. The service has an easy-to-use backend. The AMS includes email marketing, dues renewal, event registration, and member community features. It can also plug into an existing website. The proposal we received did not include a new website, however they could provide this service. Their LMS is very advanced, with unlimited digital property storage (videos, etc.), unlimited users, certificate automation, and learning paths or packages for multiple courses. It allows the Chapter and Sections to charge for events and easily revenue share, and all the services we pay for separately now are integrated. Ben stressed that additionally, MemberClicks has a strong 24-hour customer support service, including live chat.

With a substantial 50% discount provided to APA if the Chapter signs a contract by the end of May and bundles the AMS and LMS system, the cost will be \$16,115 for the system and set up this year, and \$15,120 per year ongoing. The committee was confident that the contract will be signed in time. This system will also replace a current system that currently costs \$600 a month. Ben will assist the Board with training and staff. Sections will also eventually be able to use the system, and newsletter and website platforms are also available. For specific information about this system, see links below.

For the full pricing proposal, [click here](#)

AMS Features: [Oasis Full Feature Set](#)

LMS Feature Set: [LMS Overview.pdf](#)

Onboarding Timeline: [Oasis Onboarding Timeline](#)

Onboarding - What is Included: [Oasis Setup & Onboarding](#)

If a document is blocked, use “benjamin@magnetic28.com” to view

Julia suggested that the Board commit to giving the system two years before making any decisions to look for another option. It will take about two years to judge how effective it is, especially since it will take the rest of the year to get it up and running and train everyone. Marc Yeber, Vice President for Membership and Marketing suggested that the committee ask MemberClicks if their system can be integrated with National’s, particularly National’s member database. Ellie Fiore, Vice President for Public Information, said she was interested in looking at their website options. It is not clear how and when the Sections will be able to integrate their systems with this new system. The committee first wants to get the Chapter system going then work with the Sections to see if they want to use it and give up vendors they currently use for similar services.

MOTION TO APPROVE: The Board moved, seconded, and passed to approve MemberClicks as the new vendor for an Association Management and Learning Management system, and approve a 2021 budget request for \$16,115 to purchase and set up the system. **Unanimous vote.**

13. APPROVAL OF FUNDING FOR INLAND EMPIRE SECTION DUE TO RIVERSIDE CONFERENCE DELAY

Christine Saunders, Inland Empire Section Director, told the Board that the Inland Empire Section appreciates the acknowledgement of the potential funding shortfall for their Section due to the cancellation of the 2020 Conference and deferral to 2024. The California Chapter has requested the Inland Empire Section to advise if a one-time funding allocation would be necessary. The Inland Empire Section would like to request a one-time funding allocation of \$20,000 to cover operating expenses of approximately \$1,600 per year for five years, and for \$12,000 for a comprehensive website update. The Section has been planning to expend funds on a website update to provide greater functionality and content for its members once 2020 conference proceeds had been received, which did not occur due to COVID closures.

The Board agreed that given all the work the Inland Empire Host Section has put into the conferences the last two years before the decision that both conferences had to be virtual conferences, this was a warranted request. Ashley clarified that the payment would be a grant without expectation of the Section having to pay it back.

MOTION TO APPROVE: The Board moved, seconded, and passed to approve a budget and grant to the Inland Empire Section in the amount of \$20,000 due to the delay of the Riverside Conference to 2024. **VOTE: 17 ayes and one abstention.**

FUNDING SOURCES FOR ITEMS 11, 12 AND 13:

Executive Director Sande Stefan then outlined the following funding sources that will be used to pay for the three new budget items: Use the existing \$260,000 Chapter checking account balance not needed for normal Chapter expenses (cash flow), and if necessary, the unrealized gains in the American Funds reserve account accrued over the last year, to pay for the three new 2021 expenses approved by the Board.

1. AMS/LMS Contract: Take \$16,210 out of LI 6335, Membership Programs, leaving about \$10,000 in that line item for other programs this year. No change in actual budget required.
2. Inland Empire Payment: Add in a new budget item in the amount of \$20,000 for this payment.
3. Strategic Plan Contractor: Add a new \$25,000 budget item. Depending on when this contract is signed, the Board can reassess whether reserves are needed to augment the checking account balance available.

14. APPROVAL OF REGISTRATION RATES AND BUDGET FOR 2021 CONFERENCE

Vice President for Conferences Bob Lagomarsino outlined the motions for Board approval of the 2021 virtual conference registration rates and budget. The APA California Conference Planning Handbook calls for the VP Conferences, in consultation with the Conference Manager, to develop a conference budget that accounts for all conference revenues and expenses. The Handbook further calls for the Chapter Board to review and approve the conference budget at a Board meeting or by email Board vote, including a profit estimate. Once approved, the conference budget will be used by the Chapter Bookkeeper to set up the conference financial reports and accounts. To enable better informed contingency planning, the Chapter's practice is to prepare conference budget scenarios based on different levels of registration. Table 1 below shows three columns corresponding with 1,000, 1,500, and 2,000 registrants. For purposes of budget approval, the VP of Conferences recommends that the Board assume 1,500 registrants, the center column, which is highlighted in red font. This would result in total gross income of \$342,000, most of which (\$267,000) would be derived from registration fees. The balance (\$75,000) would come from sponsorships, which are assumed to be lower than would be expected for an in-person event. Estimated expenses amount to \$141,347 and are based on the Chapter's experience with the 2020 conference. Most of these expenses are for contracted services. Based on these income and expense estimates, the net income is projected to be \$200,653, for a profit margin of 58.7 percent. Both the net income and profit margin would exceed the guidelines established in the Conference Planning Handbook and reflected in the Chapter Financial Policies and

Procedures (\$120,000 and 20 to 25 percent, respectively). As Table 1 shows, even the most conservative scenario (1,000 registrants) would yield almost \$115,000 in net income and a profit margin of over 45 percent.

The Conference Planning Handbook also calls for the Chapter Board to review and set the registration fees for the conference as part of the approval of the conference budget, based on the recommendation of the VP for Conferences. Table 2 shows the breakdown of proposed registration rates by registrant category, including early and late rates, with the late registration period commencing two weeks prior to the conference. The recommended rates for the 2021 conference are \$25 higher than for the 2020 conference, except for the student rates, which are the same. The late registration penalty is \$25 for all categories of registrant, except for students, who will not incur any additional cost. Note that the income estimates shown in Table 1 assume no late registrations.

As recommended, the proposed budget and registration rates will result in greater net revenue and a higher profit margin than those specified in the Chapter Conference Planning Handbook and reflected in the Chapter Financial Policies and Procedures. Thus, the recommended actions will have a positive fiscal impact.

- Table 1: Proposed 2021 Virtual Conference Budget
- Table 2: Proposed 2021 Virtual Conference Registration Rates

• **TABLE 1: PROPOSED 2021 VIRTUAL CONFERENCE BUDGET**

| INCOME ITEMS | | | | | |
|--|-----|---------------|------------------|------------------|------------------|
| Number of Registrants | | | 1,000 | 1,500 | 2,000 |
| Registration Income (All Full Registration, No Partial) | | | | | |
| APA Members, Planning Commissioners | 60% | \$200 | 120,000 | 180,000 | 240,000 |
| Non-Members | 11% | \$325 | 35,750 | 53,625 | 71,500 |
| Speakers | 4% | \$150 | 6,000 | 9,000 | 12,000 |
| Emerging Planners, Life/Retired Members | 10% | \$125 | 12,500 | 18,750 | 25,000 |
| Students | 15% | \$25 | 3,750 | 5,625 | 7,500 |
| Total Registration Income | | | 178,000 | 267,000 | 356,000 |
| Sponsorship Income (preliminary goal only) | | | 75,000 | 75,000 | 75,000 |
| TOTAL INCOME | | | \$253,000 | \$342,000 | \$431,000 |
| EXPENSE ITEMS | | | | | |
| Conference Management (5106) | | | | | |
| Conference Contract Services (Alongi) | | | 55,000 | 55,000 | 55,000 |
| Conference Contract Services (Morrison) | | | 7,500 | 7,500 | 7,500 |
| Total Conference Management | | | 62,500 | 62,500 | 62,500 |
| Operations/Miscellaneous Expenses | | | 5,000 | 5,000 | 5,000 |
| Speaker Fees and Expenses Allowance | | | 1,500 | 1,500 | 1,500 |
| Insurance | | | 1,000 | 1,000 | 1,000 |
| Credit Card Fees | | \$0.03 | 5,340 | 8,010 | 10,680 |
| Event Management | | | | | |
| Conference Registration (Farrell) | | | 8,500 | 8,500 | 8,500 |
| Professional License - Event Management (Cvent) | | | 2,213 | 2,213 | 2,213 |
| Per Registration Fee (Cvent) | | \$4.87 | 7,305 | 7,305 | 9,740 |
| External Authentication (Cvent) | | | 1,800 | 1,800 | 1,800 |
| Attendee Support (Cvent) | | \$3.00 | 4,500 | 4,500 | 6,000 |
| Concession for 2020 Cancellation (Cvent) | | | -900 | -900 | -900 |
| Total Event Management | | | 23,418 | 23,418 | 27,353 |
| Conference Program | | | | | |
| Program /AICP CM Support (Murphy) | | | 7,500 | 7,500 | 7,500 |
| Proposal Management Software (Veith) | | | 2,640 | 2,640 | 2,640 |
| Total Conference Program | | | 10,140 | 10,140 | 10,140 |
| Design Services (Blythe) | | | 7,000 | 7,000 | 7,000 |
| Accounting/Tax Services (Dee) | | | 7,000 | 7,000 | 7,000 |

| Video Conference Expenses (6450) | | | |
|--|------------------|------------------|------------------|
| Zoom | 810 | 810 | 810 |
| REMO | 850 | 850 | 850 |
| Other Expenses | 500 | 500 | 500 |
| Total Video Conference Expenses | 2,160 | 2,160 | 2,160 |
| Website & Mobile App (6480) | | | |
| Website | | | |
| Webhooks (Cvent) | 2,700 | 2,700 | 2,700 |
| Website Support (Farrell) | 2,500 | 2,500 | 2,500 |
| Subtotal Website | 5,200 | 5,200 | 5,200 |
| Mobile App | | | |
| Mobile App Hosting (Cvent/Crowd Compass) | 3,420 | 3,420 | 3,420 |
| Mobile App Support (Farrell/Murphy) | 5,000 | 5,000 | 5,000 |
| Subtotal Mobile App | 8,420 | 8,420 | 8,420 |
| Total Website & Mobile App | 13,620 | 13,620 | 13,620 |
| TOTAL EXPENSES | \$138,677 | \$141,347 | \$147,952 |
| NET INCOME | \$114,323 | \$200,653 | \$283,048 |
| PROFIT MARGIN | 45.2% | 58.7% | 65.7% |

● **TABLE 2: PROPOSED 2021 VIRTUAL CONFERENCE REGISTRATION RATES**

| | Early | Late ¹ | Early | Late ¹ |
|---|--|-------------------|-------|-------------------|
| Member/Chapter Only | \$175 | \$200 | \$200 | \$225 |
| Non-Member | \$300 | \$350 | \$325 | \$350 |
| Life/Retired Member | \$100 | \$100 | \$125 | \$150 |
| Young & Emerging Planner | \$100 | \$100 | \$125 | \$150 |
| Planning Commissioners/Public Board Member | \$175 | \$200 | \$200 | \$225 |
| Speaker (attending conference) ² | \$125 | \$125 | \$150 | \$175 |
| Student ³ | \$25 | \$25 | \$25 | \$25 |
| Conference Committee Members | \$100 | \$100 | \$100 | \$100 |
| Group Discount | 10 percent discount for 10 or more registrants from a single agency or firm (per Conference Planning Handbook) | | | |
| ¹ Within two weeks of conference (i.e., after August 30, 2021) | | | | |
| ² No charge for speakers attending only their session | | | | |
| ³ Registration fee waived for student volunteers | | | | |

Julia and several other Board members expressed concern about charging students \$25 after such a difficult year. Student Representative Elizabeth Owen, however, did say she thought the \$25 was still feasible for students and would encourage more students to volunteer to get free registration, but understood the concerns. Also recommended was to add the definition of Young and Emerging Planner to make it clear who would qualify under that rate. The current definition includes planners that are not more than 6 years out of school.

MOTION TO APPROVE: The Board moved, seconded, and passed to approve the proposed budget for the 2021 APA California Virtual Conference based on 1500 attendees as outlined in Table 1 above in red and approve registration rates for the 2021 APACA Virtual Conference as outlined in Table 2 above. **Vote: 14 ayes, three oppose and one abstention.**

15. APPOINTMENT OF STRATEGIC PLAN COMMITTEE

President Ashley Atkinson explained that the existing Bylaws describe the duty of the President to “chair the Strategic Plan Committee and ensure the Strategic Plan is updated as necessary.” To that end, with the Board’s consent, a volunteer Strategic Plan Committee will be appointed for 2021, with tasks as follows:

- Develop and issue an RFP for strategic planning consulting services
- Review proposals and interview vendors
- Recommend a vendor for Board approval
- Work with recommended vendor to develop an appropriate scope of work
- Recommend a contract for Board approval
- Work with contracted vendor and the Board to implement the planning process
- Provide updates at each Executive and Board meeting for the remainder of 2021
- Work toward a goal of Board approval of the Strategic Plan in January 2022

The goal will be to hire the consultant to assist in developing the Strategic Plan within the next six months, work through December to reorient the Board and work on short term goals and actions and approve the final Strategic Plan by January 2022.

MOTION TO APPROVE: The Board moved, seconded, and passed to approve setting up the Strategic Plan Committee with the following members:

Florentina Craciun, Northern Section Director

Ellie Fiore, Vice President for Public Information

Katie Witherspoon, Transportation Planning Division Representative

Julia Lave Johnston, Past President

Hanson Hom, PEN President

Bill Anderson, CPR President

Unanimous vote.

MOTION TO ADJOURN

Ashley adjourned the Board meeting at 5:15 pm.

SATURDAY, MAY 22ND ATTENDEES

EXECUTIVE BOARD

President
VP, Administration
VP, Conferences
VP, Diversity and Equity
VP, Marketing and Membership
VP, Policy and Legislation
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Central Coast
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Los Angeles
Northern

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Rachel Raynor, AICP
Christine Saunders
Tony Mendoza
Florentina Craciun, AICP

Sacramento Valley

Tracey Ferguson, AICP

NON-VOTING MEMBERS

Chapter Awards Coordinator – Northern California
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Chapter Historian - Southern California
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Chris Rhie
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Kristen Asp, AICP
Hanson Hom, AICP
Bill Anderson, FAICP

STAFF

Cap City Consulting – Executive Director
Stefan/George Associates – Lobbyist
Association & Conference Management Services

Sande Stefan
Lauren De Valencia
Francine Farrell

DISCUSSION ITEMS

16. GENERAL ANNOUNCEMENTS

Kristin Asp, National Board Director, Region VI suggested that Board members watch the Thursday, June 10 National Awards, which will be virtual.

17. eNEWS UPDATES AND PROTOCOLS

Vice President for Public Information Ellie Fiore provided an update of the eNews protocols.

- She is streamlining production and posting the highest priority items only since there have been so many items requested.
- Future eNews will be shorter with fewer full repeated items.
- The normal schedule will now be every other week, not weekly, with some one-offs for breaking news or urgent items. Elizabeth Owen, Student Representative, has also launched the Student eNews, which will be published 4-6 times per year.
- Dorina Blythe, Newsletter Production, is also redesigning the template.
- Ellie will also continue working with Sections to share content.

18. CONFERENCE PLANNING COMMITTEE UPDATE

Vice President for Conference Bob Lagomarsino gave an update from the Conference Planning Committee.

- The deadline has been extended for session submittals. The Committee is trying to figure out any gaps in proposals for sessions. There will be a total of 30 final sessions this year, so it won't be so busy as last year's schedule.
- Section Directors are encouraged to take the lead in asking their members to highlight what is going on in their Sections.
- The focus for the first two days will be on 45 minutes sessions, with Wednesday reserved for 90-minute law and ethics sessions.
- They will be following up with the successful big conversations. Please provide ideas to Julia.
- They are looking for a keynote who will make a big splash and attract sponsors. First choice is Pete Buttigieg.
- The target will be the middle of June for the start of registration and Conference-At-A-Glance.

19. LEGISLATIVE UPDATE & DISCUSSION

Vice President for Policy and Legislation Eric Phillips, APA Lobbyist Lauren De Valencia, and President Ashley Atkinson explained how the Chapter approaches bills, and takes positions.

- In some cases, APA agrees with the goals but not the mechanics of legislation.
- In these instances, we may take positions other than “support” and work with legislators to make successful implementation of bills more feasible. Eric noted that APA is supporting SB 9, which allows for a duplex or subdividing an existing lot up to four units in single family zones, and SB 12, the wildfire and hazard mitigation measure that was vetoed last year.
- APA has a support unless amended position on AB 1401, which would eliminate parking requirements within ½ mile of a transit station. They have been working with the sponsors, author, and housing advocates to amend the bill so that it will not eliminate the parking incentive in the Density Bonus law, which is one of the few options for cities and counties to get deed restricted affordable housing built. Unfortunately, some of the sponsors have taken to social media against APA’s position and in some cases deliberately misrepresenting our position.
- This year Eric and Lauren are looking at how to better communicate positions to different audiences – using eNews and social media to provide more focused updates more frequently, rather than one big list of bills in *CalPlanner*. Their relationship with legislators is working well – now they plan to focus on getting information to members and the public.
- This year the Review Team was formalized, members were asked several times in *CalPlanner* and eNEWS to join, and information on each member was gathered. Anyone can join.

The Board discussed at length that many members would like to see more dialogue, virtual roundtable discussions, and transparency on this process, particularly on the controversial measures, including how positions are determined, how the Review Team is chosen and how they work. This is especially true for younger planners. The Board also suggested that the Chapter flood social media early to stake our ground, so our position is clear from the beginning, making a stronger roll out when we think a bill is controversial even if negotiations are going well with the author. Given the number of bills APA takes positions on, and the need to start working with authors early in the session, the Board also discussed contracting with a full-time media or public relations consultant to monitor sites and allow for quick and widespread social media postings and responses. Section Directors also asked for information and direction of what their role is and can be in the legislative process for the Chapter.

20. WORK PROGRAM FOR THE REMAINDER OF 2021 AND BREAKOUT GROUP MEETINGS

President Ashley Atkinson asked the Board to first identify those goals for the first half of the year that were successfully completed, and items that members will be working on for the second half of the year. The Board then moved into breakout groups to discuss future, realistic and achievable actions in more detail. Members were asked to update their goals in the spreadsheet, in the second tab “Goals June-December,” on the shared drive here: <https://docs.google.com/spreadsheets/d/1giTbAD1901EjdXpu2jUsvOdRwx3FcGcRA5CoTad37Bo/edit#gid=1565607282>

Key items discussed:

- Getting the new AMS/LMS system up and running and the Board trained.
- Finalize the mentoring program, including a coaching program with training.
- Revise election procedures to make them less subjective, and mentor members to encourage new Board members.
- Analyze Chapter demographics from National and incorporate the findings into the strategic planning.
- Streamline the process for Board contributions to the Annual Report and get it completed by the Conference.
- Potentially hire someone to help with awards production.
- Moving the VP for Administration awards and annual report duties to other Board members.
- Finish scope of the Chapter sponsorship program.
- Complete the Strategic Plan.
- Update process and policies for awards given out by the President.

- Complete formalizing regular check in meetings with National policy rep and local Section legislative reps.
- Update legislative position process and Review Team information on the website and put the legislative annual report on the website.
- Conduct a member engagement survey on specific legislative topics to inform the legislative platform update in January.
- Consider writing letters to the editor and editorials on APA legislative positions, and work with publications that are fair and knowledgeable about planning.
- Conduct Section Director local open office hours.

Ashley will follow-up on these goals with Board members in the coming weeks.

MOTION TO ADJOURN

President Ashley Atkinson adjourned the Board meeting at 12:40 pm.