



APA Colorado Board Meeting

MINUTES

Friday, April 2, 2021

Video Conference

The meeting began at 10:03 a.m.

Roll call:

Present:	Absent:
Joni Marsh, President	Vacant, Public Official Representative
Michelle Stephens, Past President	Eric Sakotas, Allied Professional Representative Western Planner
Josh Olhava, Treasurer	Greg Moberg, Northwest Area Representative
Julia Puester, VP External Affairs	Hadley Peterson, Metro Representative
Mike Tylka, VP of Communications	Summer Frederick, North Central Representative
Erin Fosdick, Professional Development Officer	Joan Lyons, EPP Representative
Mark Williams, Southwest Area Representative	Ignacio Correa-Ortiz, EDI Committee
Mark Truckey, Central Mountain Area Rep	Conor Merrigan, Sustainability Committee
Britt Palmberg, Metro Area Representative	Wade Broad, YIP Committee Representative
Katelynn Wintz, South Central Representative	
Shaida Libhart, Legislative Affairs Representative	
Manish Shirgaokar, Faculty Representative	
Max Morgan, Student Representative	
Susan Wood, APA Region V Director	
Renaë Stavros, Great Places Committee	
Bradyn Nicholson, Healthy Communities Committee	
Scott Bressler, Legislative Committee	
Maureen Paz de Araujo, Membership Committee	
Renaë Stavros, Great Places Committee	
Staff:	Guests:
Shelia Booth, Chapter Administrator	TJ Dlubac and Carolos Hernandez

1. Opening Remarks – Joni Marsh, President

Joni welcomed everyone.

2. Consent Agenda:

- a. Minutes March 5, 2021 – Shelia Booth, Chapter Administrator
- b. March Financial Report – Josh Olhava, Treasurer

Joni introduced the consent agenda items and asked for comments. Hearing none, she asked for a motion.

Motion by Erin to approve the consent agenda

Second by Katelyn

Discussion: None

Vote: Unanimous

3. Chapter Administrator Report – Shelia Booth, Chapter Administrator

a. CPC 2021 Update

Shelia reviewed the survey attendance results noting that half those responding have unrestricted training and travel funds. The other half either don't have funds or have them but can't use them. Based on this the CPC '21 Committee agreed to move forward with planning the in-person conference and a later virtual conference.

Shelia then reviewed the Keystone Conference Center seating schematics with 6' spacing and a combo 6' & 3' spacing. In the largest conference room, the 6' spacing would accommodate 220 persons and the combo seating 330 persons. The Committee felt planning for a hybrid/combo approach to seating would allow better planning numbers, but to be safe the registration will cap around 300 initially or until the dial is changed official to blue. The Chapter will be abiding by the health code requirements that are in place at the time of the conference.

Shelia stated that the conference program will run from 1:00 p.m. on Wednesday to 12:00 p.m. on Friday. A few breakout sessions will be offered on Wednesday, the keynote and a full schedule on Thursday and a general session law/ethics on Friday morning followed by a few more breakout sessions. The opening reception will be held Thursday night and the awards done before the Keynote on Thursday.

Shelia then noted that the Call for Sessions ends Monday, April 5th and thus far we have received four submissions. The PDC will review all the sessions and identify those that will be offered at the in-person conference and those that will be offered at the virtual conference. Shelia said the Committee discussed mobile tours and agreed that they will not be offered or will be offered in a limited capacity. Shelia said she would work with the local planners and Keystone staff to identify outdoor activities to fill the void.

Shelia concluded that the Committee would begin looking for Keynote speakers this month for both the virtual and in-person conference and setting the registration price. She noted that only one keynote will be needed for each conference this year and registration may be less since there will be less food, beverage and activities are being offered.

Mike T said he had some conference comments in general and will pass them along.

b. 2021 Chapter Events Calendar

Shelia said that when she last viewed the document, no changes or additions had been made. Denver reps have started planning and they are working on a 10-15 mile bike rides in the next week or two.

c. June 18 Board Retreat

Shelia said the Board had chosen June 18th and she will continue to work with the venue on the contract. She noted the room rates would be around \$125 per night and asked for a headcount of those who planned to attend in person and those who would be staying overnight.

d. Other

4. Old Business

a. 2021 Budget Review – Josh Olhava, Treasurer and Shelia Booth, Chapter Administrator

Josh reminded the Board that they had asked for a quarterly budget review this year. He reviewed the budget versus actual reports for the quarter and year, noting that the Chapter is on track with the approved budget thus far. He emphasized that sponsorship calls and income will be critical over the next few months. Shelia noted that the payroll portion of QuickBooks will expire in May and require an upgrade. She said she was looking to see if it was more cost effective to hire it out or pay for the software upgrade. Michelle suggested a group discount if we hire a payroll company.

b. Small Town Task Force – Shelia Booth, Chapter Administrator

Shelia summarized the discussions from the last board meeting and the activity to date on the formation of the committee. She then reviewed the draft committee charter and timeline.

TJ talked about the change in direction to move forward with data collection this summer and then apply for APA's Small Town and Rural Community (STaR) Division grant in August. The idea is to pull in a student for an independent study or internship over the summer to oversee the data collection. The data would then be used for the grant application and inform the actual implementation next year.

Shelia concluded that they are seeking approval for the formation of the Committee so they can actively start recruiting members and seek assistance with the tasks.

Manish said he discussed the small town initiative with the UC Denver faculty committee, and they suggested a possible partnership with CCCD. There might be a funding stream to support this through them along with the STaR grant money. It might also be a way to fund the student efforts in the summer. The board asked if there were others models to help support the effort and Shelia said they plan to reach out to other groups to see what they are doing. TJ talked about trying to get subject matter experts involved in the later phases and that the overall goal is to have someone who is competent supplying the training materials. The committee will be selective in the recruitment of authors.

Michelle asked if there was an end date and should there be a renewal and review built in. TJ considered and agreed, stating his thought was that the end date would be Spring or September 2022. The group could then reevaluate next steps and ongoing maintenance. Joni asked if we should have check in at various

stages along the way and TJ agreed that there currently there are clear milestones such as data collection, grant application, and post grant implementation. Shelia noted there wasn't a specific budget request at this time, but one would most likely be coming for an intern or grant matching money.

***Motion by Josh to approve the formation of the Small Town Task Force
Second by Manish***

Discussion:

Vote: Unanimous

c. Chapter Manual - Michelle Stephens, Past President

Michelle said this was envisioned in 2019 and has been sitting for a bit. The manual is to support APAs Chapter Presidents Council's (CPC) requirement to have a succession plan. The goal is to finish it this year. She highlighted the need to establish institutional knowledge and the ability to hand off all positions with clear instructions and resources. She said the result will be a Google document with links to other documents, videos, etc. in the Chapter's shared drive. The documents and links are to be updated continually.

She reviewed the next steps and what she will be asking each Board member to review and edit. She noted the existing GDrive needs to be modified and setup as an organizational drive, not tied to a person. Shelia said she would review how the files are setup.

5. New Business

a. Chapter Sponsorship – Shelia Booth, Chapter Administrator

Shelia presented the 2021 sponsorship brochure, noting the changes from 2020. She said she has sent an initial mass email to all the private sector organizations listed in the Chapter membership. She has also sent individual emails to a few listed on the spreadsheet. She asked the Board to start actively calling and emailing those on the spreadsheet and to add any that might not be listed.

b. Development & Action Plan Status Update – Joni Marsh, President

Joni reviewed the 2021 Development Plan and Action Plan with the board. She highlighted completed, in progress and non-started items. She said she will be presenting this to discuss during the June retreat. She would like to get more updated information, graphic documents, and ideas on how we want to update the overall document. We will send out a packet for the retreat and give everyone time to think about. Erin asked that there be a way for those who can't attend the retreat to provide input. Joni said the document would be drafted at the June retreat then presented and reviewed with everyone at a follow up meeting.

6. Board Member Updates

a. Region V Director - Susan Wood

Susan said the virtual National Planning Conference is planned for May over three days. They are offering attendees the ability to pay \$25 to get additional access some APA Learn offerings. The hope is that the 2022 NPC will be in person in San Diego.

Susan then noted that APA has established their legislative priorities and APA Colorado's own priorities closely mimic them. APA has started "learning circles" and the next is scheduled for April 7th discussing getting started with EDI in your office. These circles are informal and free. She said that at the APA National level

there is a four pillar approach, and she listed the four pillars noting there have been workshops and tools established around each one.

7. Committee Updates

- a. **Equity, Diversity & Inclusiveness Committee:** Manish said the EDI survey is setup and is being pilot tested by the Committee. They anticipate by next Friday it will be ready for distribution to APA Colorado members. He inquired if there were ways to reach out to planning colleagues who aren't part of this organization, such as through DOLA and allied professional groups. Manish said the survey looks at planning as a practice and it doesn't necessarily need to be limited to "planners" and can include those who are doing planning work. The survey will be kept within Colorado for now, but they have had discussions at the national level, and they are excited about the survey and helped formulate the questions.
- b. **Healthy Communities Committee:** Brayden said the Committee is wrapping up final edits to the Housing and Health position statement. They are continuing to work with a graduate student at Colorado School of Public Health (Hannah) on the toolkit for sample land use regulations that support healthy communities. Hannah will be presenting at their next committee meeting (4/20/21) to gather input on project approach. Brayden said several committee members are working on session submissions for the conference and the Committee will be meeting with the Sustainability Committee soon to discuss opportunities to collaborate.
- c. **Nomination Committee –** Shelia said the Committee continues to work on recruitment for open board positions. She noted there is at least one candidate for every open position and for the three positions without an incumbent running, the Committee is actively searching for a 2nd candidate. She noted that James stepped down due to workload.
- d. **Professional Development Committee:** Erin said the PDC hosted the spring AICP Exam Prep Workshop on Saturday, March 27, 2021 and had 15 attendees. She thanked Committee members who assisted with the workshop and material preparation. She then said the PDC will meet again on April 6, 2021 for the initial conference session review meeting to discuss how to conduct the overall review and talk about the schedule. They anticipate review completion by April 21st with the committee discussion held shortly after. Erin said she has reviewed a few CM credit requests and associated sponsorships, in conjunction with the chapter administrator.
- e. **Great Places Committee:** Renae reviewed the timeline for the 2021 nomination period. She said the Committee added equity and inclusivity additions to the sections and review criteria and that these will be incorporated into the nomination packet and review criteria spreadsheet. The team is working to update the nomination packets and marketing images to meet the distribution date of April 9th. She said the Committee also discussed ideas for marketing this years' program and came up with the tagline "What's your great escape?" to focus the campaign. She said the next meeting is Wednesday, April 28th at noon.

8. Other Business

Joni introduced Carolos Hernandez. Carlos asked if the Board had an open forum and wanted to present on "Consulting Best Practices Guide."

Carlos introduced himself and thanked the board for their time. He stated that after 21 years being a consultant, he decided to create his own company last year and was frustrated by what he experienced.

He stated that most plans in Colorado are done by white males or companies owned by white males. The consulting industry represents \$5-\$7 million and is dominated by five firms and seven people who do them over and over. The RFPs on the Chapter's website don't require AICP planners, and many are awarded to landscape architects and engineers. Many don't even know what AICP is, why it's important and why it should be a requirement.

Joni thanked him for the presentation. She asked if he has contacted the procurement professionals in the state noting that some of the RFP/RFQ criteria are codified by councils. Carlos said he had but the scoring criteria seems to be the detriment and city staff seem to bias towards the firms that have been in place for a long time, which makes it hard for upstarts. Susan discussed her experiences at RTD and said she was intrigued by the topic and the AICP tie in. She emphasized the need for National to education on the value of AICP.

Carlos stated that this discussion is about a legacy issue. We should be giving our students hope that they can start their own firm, but we aren't seeing that. Why when you do a comprehensive plan RFP, there should be a statement that an AICP planner is required to be on staff. Britt said he's been in the private sector for a while and competes against the big guys too and its tough. Carols discussed the teaming aspect and said it's a huge opportunity on projects. Carlos said he'd like to explore a requirement for an AICP planner to write comprehensive plans. Carolos noted it will take time for municipalities to put in equity goals.

Erin said within the larger firms, there are projects led by women and AICP planners and that they do good work. She said in the exploration, staff does interview these firms and could ask what they are doing to diversify their staff. She noted that this doesn't address the breakout firm issue, but it does address diversity within our profession. Carlos said the bigger firms aren't being directed to hire a more diverse staff or certified planners because the RFPs don't require diversity or AICP. Carlos said Colorado communities are getting the same comprehensive plans because the same firms are doing them. Shaida said the conversation fits in with the board's discussion last year on the value of planning and the value of AICP. The discussion should continue, and Carlos is welcomed to come back and present an update.

9. Adjourn

Motion by Mike to adjourn at 11:50

Second by Shaida

Discussion: Joni said she wasn't planning on having a May meeting. This will give everyone time to prepare for June.

Vote: Unanimous

Chat Box Comments

Erin Fosdick 10:11 AM

Unfortunately, I'm out of town during our retreat - so sorry to miss this!

Michelle Stephens 10:20 AM

From the Bylaws - Committee and Task Force Formation: ARTICLE VIII.1 Committee and Task Force Formation. Committees and Task Forces shall adopt and be governed by a charter ratified by the Board. The charter shall not be in force until ratified by the Board. The charter shall include, at a minimum, the committee or task force mission, authority and responsibilities, composition, how and when meetings will occur, and how meeting minutes will be written and approved.
The President shall appoint a

Manish Shirgaokar 10:20 AM
Not a problem! Let's talk when you and Shelia are ready

Shaida Libhart 10:26 AM
Hi all, sorry for being late. I was having internet issues.

Manish Shirgaokar 10:43 AM
Michelle - Thanks for all your work on this manual!

Michelle Stephens 10:47 AM
<https://docs.google.com/document/d/172ZZUGtL6JEJNp-cG2HY4JADVyHTkQBpwcVNg1qyo7A/edit#heading=h.2mt660agzzn9>

Katelynn Wintz 10:47 AM
In the Women & Planning Division we have a google drive and it's a great (and comprehensive) way to collaboratively work across the different executive members

Renaë Stavros 10:47 AM
We also use ours for the Great Places committee

Katelynn Wintz 10:56 AM
Where can we find the division, sponsorship excel spreadsheet. I imagine I have an obligation to reach out to different companies but I'm not sure where to begin.

Manish Shirgaokar 10:58 AM
Katelynn, here's the link that Shelia sent out with the email for this Board meeting - <https://drive.google.com/file/d/1nKG5qPT3ArYnwqUqfuPwnYP3IXLX1nLr/view>

Katelynn Wintz 10:58 AM
Thank you, Manish

Erin Fosdick 11:15 AM
Can you resend the survey link?

Manish Shirgaokar 11:16 AM
Erin, the survey link will be coming your way by next week.

Manish Shirgaokar 11:18 AM
Susan, here are the names - Ivis Garcia Zmbrana (U Utah), April Jackson (Florida State U), and Anaid Yerena (U Washington)

Michelle Stephens 11:18 AM
Please search your network.
Who can you reach out to and encourage to run for leadership positions within APA?
<https://www.planning.org/elections/leadership/>
<https://www.apacolorado.org/article/open-board-positions-2021>

Manish Shirgaokar 11:20 AM
Will do!

Susan Wood 11:21 AM
Thanks, Manish.

You 11:22 AM
ULI's program ULI Colorado is launching a new program called Pathways to Inclusion, which will provide up to 25 people of color who apply with a full scholarship to ULI's Virtual Spring Meeting (May 10-12) and a FREE ULI associate membership for the year. The deadline to apply has been extended to Friday, April 9th, and the short online application is available here. We hope you'll apply and/or help us spread the word!

Manish Shirgaokar 11:38 AM
Thank you for sharing these insights, Carlos. This is an important conversation. Thank you for being the voice on this issue.

Katelynn Wintz 11:44 AM
That is a great point, Carlos. I come by way of New Jersey and it is a standard requirement that certified planners are required to sign off on all planning documents. What you're proposing will, at minimum, highlight the importance of AICP certification and foster an environment of promoting equity. It starts with hiring DBEs

Maureen Paz de Araujo 11:49 AM
I am sorry - I have to drop off

APPROVED
JUNE 18, 2021