



APA Colorado Board Meeting

MINUTES

Friday November 20, 2020

Video Conference

The meeting began at 10:04 A.M.

Roll call:

| Present: | Absent: |
|---|--|
| Michelle Stephens, President | Vacant, Public Official Representative |
| Josh Olhava, Treasurer | Joni Marsh, President Elect |
| Julia Puester, VP External Affairs | Sarah Davis, VP of Communications |
| Anne Miller, Metro Area Representative | Summer Frederick, North Central Representative |
| Hadley Peterson, Metro Representative | Manish Shirgaokar, Faculty Representative |
| Maureen Paz de Araujo, South Central Representative | Andrew Williams, EPP Representative |
| Mark Truckey, Central Mountain Area Rep | Susan Wood, APA Director Region V |
| Mark Williams, Southwest Area Representative | Ignacio Correa-Ortiz, EDI Committee Representative |
| Greg Moberg, Northwest Area Representative | Bradyn Nicholson, Healthy Communities Committee Representative |
| Allison Crump, Professional Development Officer | |
| Shaida Libhart, Legislative Affairs Representative | |
| Max Morgan, Student Representative | |
| Brandon Cammarata, Allied Professional Representative Western Planner | |
| Joan Lyons, EPP Committee Representative | |
| Jeff Liljegren, Great Places Committee Representative | |
| Scott Bressler, Legislative Committee Representative | |
| Conor Merrigan, Sustainability Committee Representative | |
| Wade Broad, YIP Committee Representative | |
| | |
| Staff: | Guests: |
| Shelia Booth, Chapter Administrator | Britt, Katelynn & Mike T. |

1. Opening Remarks – Michelle Stephens, President

Michelle welcomed everyone to the meeting.

a. Annual Report

Michelle reminded everyone that it's time for the annual report. She said this will be a simplified version, focusing more on highlights and financials. The Board discussed formats and questions. Anne said it would be nice to have some structure and a template would be helpful. Michelle concluded with the reminder that the report is due to national before the end of January.

b. Succession Manual – Handoff

Michelle said the Chapter handbook and succession manual isn't done yet but there has been good effort. She said she hopes to get it done soon and asked those who were leaving the board to put thoughts into it before they leave.

c. Christmas Party

Michelle said there should be a virtual holiday party if the board is up for it. There was discussion if the event should be a happy hour, cooking show, gift exchange, wine tasting, etc. The Board agreed to a Tuesday, Wednesday, or Thursday afternoon after 3:00 p.m.

2. Chapter Administrator Report – Shelia Booth, Chapter Administrator

a. September 3, 2020 Board Minutes

Shelia reviewed the September meeting minutes and asked for any comments or questions. Hearing none, she asked for a motion to approve. Shelia

Motion by Josh to approve the September 3, 2020 Board minutes

Second by Mark T.

Discussion: None

Vote: Unanimous

b. 2021 Board Meeting Dates/Topics Draft

Shelia introduced the draft 2021 meeting dates. She said she and Joni would be finalizing it over the next month and that she anticipates the first few months will be virtual meetings until it is safe and acceptable to meet in-person again.

3. Old Business

a. Chapter Manual - Michelle Stephens, President

Michelle said she had nothing else to add.

4. New Business

a. 2020 Political Outlook – Shaida Libhart, Legislative Affairs Representative

Shaida said the Committee is finalizing the legislative survey, looking to add equity questions this year and hope to have it out by the end of the month. Hadley said they EDI Committee has been working on a survey and should be looked at in junction with the Legislative Committee one if they are including equity questions. Shelia noted that the Board hasn't seen the EDI survey yet and Michelle recalled that it was going to be forwarded to APA National. Michelle concluded the discussion by requested that the two committees coordinate and requested that the EDI Committee bring their survey back to the Board.

Shaida then said the Committee was working on Sol's performance review. Michelle reviewed the legislative liaison's role and work with the board.

b. 2020 Colorado Planning Conference Report

Shelia summarized the conference report for the board discussing total attendance, registration income, conference expenses, and survey results.

- i. Registration Income**
- ii. Sponsorship Income**
- iii. Conference Platform**
- iv. Lessons Learned Discussion**

Max said he wanted to acknowledge the hard work put in by Staff and the Board. Michelle noted the success both in attendance and finances. The Board discussed ideas for future virtual sessions such as a one-day ski town focused or speaker series. Shelia noted that conference income did not include sponsorship like previous years.

c. 2021 Budget Outlook

- i. 2020 YTD Report Budget v Actual**
- ii. 2021 Colorado Planning Conference**
- iii. 2021 Events, Webinars, Conferences**
- iv. Identify Topics Tracks for Each**
- v. Identify A Lead Board/Committee for Each**
- vi. Identify Timeframes (weekly, monthly, quarterly)**

Shelia and Josh reviewed the reports for the Board.

Michelle summarized the budget planning process. Shelia said the goal is to have the draft ready for December and adopt it as provisional and finalize it in January. She told to Board to submit their financial requests if they had any.

The Board then discussed 2021 plans. Michelle encouraged the Board to host more local events throughout the state. She said she is tasking the committees and representatives to host events in their areas and put those plans into place for the budget discussion. Shelia mentioned the proposed PC training and her goal to do that in 2021. Michelle said she wanted to bring in an equity expert to do a board and/or member training.

The Board discussed the possibly of having consultants sponsor one-hour webinars targeted to public officials, city managers, city clerks, etc. Josh said he would like to see outreach to this group be more than just webinars, but to also include skill sets for planning.

d. Sponsorship

- i. Ramp up Campaign in January**
- ii. Identify new Organizations**

Shelia requested that everyone review the sponsor list and add any that are missing. She suggested any companies that respond to RFPs. She will update the sponsorship brochure by January.

e. Identify new Revenue Sources

Shelia said the Chapter needs to start looking for new revenue sources in anticipation of lost memberships due to lingering effects of the COVID pandemic. Josh suggested that committees and representatives have events to bring in funding or off-set their expenses in some way. Shelia said she is hoping to have the PC training series next year and see some income from that. Michelle suggested a new scholarship or assistance fund for unemployed planners to keep their membership and/or AICP. It could be funded by a Go Fund me page, APA Foundation, Colorado Gives Day, or simple member donations.

f. Membership Retention

Since membership is anticipated to decline, Shelia asked the Board to discuss ways to retain membership. Shelia said she planned to reach out to APA members who did not renew to offer a Chapter Only Membership until they can get back to APA. Michelle suggested having an option on all Registration forms for people to donate.

5. Board Member Updates

a. President Elect: Joni Marsh

None.

b. North Central Area Representative: Summer Frederick

None.

c. South Central Area Representative: Maureen Paz de Araujo

Maureen said she co-hosted an online presentation with WTS and she wasn't sure about any holiday plans.

d. Northwest Area Representative: Greg Moberg

Greg stated in the Chat Box: The award presentation to the Palisade Plunge group (6 different agencies both public and nonprofit) went very well and they were all very pleased. A great opportunity for everyone to get together and appreciate all the work and acknowledge a fantastic project. I think it's great when we can recognize good planning on the Western Slope. Not that I want everyone to know that there is another half of the state beyond the ski areas.

e. Southwest Area Representative: Mark Williams

Mark W. said that they did a hangout during the conference to discuss possible Great Place nominations in southwest Colorado. It turned into a discussion on how small towns are being impacted and how the Chapter should monitor them and help as needed.

f. Central Mountain Area Representative: Mark Truckey

Mark T. said they are seeing a lot of people making the move to their area since telecommuting is more accessible to everyone. The real estate market is going crazy because people can work remotely and get out of the chaos of the big city. He said they have been discussing what to do with outdoor eating spaces since indoor options are now closed. They are faced with weather challenges and putting extra focus on tents, yurts, and other creative ideas.

g. Denver Metro Area Representative: Anne Miller & Hadley Peterson

Hadley said Britt and she plan to connect and put a plan together for 2021. A virtual happy hour has been planned for December 3rd.

h. Faculty Representative: Manish Shirgaokar

No report.

i. Allied Organization | WP Representative: Brandon Cammarata

Brandon said he was working with the EDI Committee on the tribal/indigenous planning outreach. They have been able to tap into APA for their assistance. They are at the beginning stages of researching the topic and have created a list to start from. He'd like to work to create a platform/point of information on the website. They will need to get a list of contacts and an understanding of their roles to be informed and respectful when reaching out.

6. Committee Updates

- a. **Awards Committee:** Julia said the award videos went over well and they hope to do them again in 2021. She thanked Michelle for doing so much to introduce them. The videos were posted on the website, YouTube, and all the Chapter's social media channels. The award crystals were mailed to all the winners.
- b. **APAS/Students:** Max said students are in finals mode, the university is crafting a plan for next year which will be mostly online, and the student's Capstones are being doled out. Max said he felt student attendance at the conference was low at 33 especially for a month-long free event. He said he values the mentorship program to allow the one-on-one time with professional planners and hopes to see it continue.

Michelle mentioned the AICP candidate program and suggested advertising it ahead of the conference to encourage student participation. Shelia suggested a standing agenda item for the first APAS meeting in August to introduce APA and AICP.

- c. **Equity, Diversity & Inclusiveness Committee:** Hadley said the Committee will bring the survey to the Board and they will discuss if they still want to take it to APA National. She then said that Ignacio will be stepping down as Chair in December and she will take over while they look for a co-chair. She said they will put together a status report for the end of the year and establish their plans for 2021.

Michelle said that when Joni takes over the office, she will reaffirm committee chairs.

- i. Tribal & Indigenous Planning Update: see Allied Organization report above.
- d. **Emerging Planning Professionals Committee:** Joan thanked the Board members who participated in the mentor program during the conference. She said there were about 35 who participated. She said people are not as engaged with virtual mentorship and they prefer an in-person program. Based on this, it might not be the best time to roll out the full mentorship program. Michelle asked if they did a resume review, and she said they did. She said that most of the mentees did take something positive away from the review. Josh said that even if you only get 3-5 participants it would be better than nothing, but we should factor in the level of work for those running the program. Josh said there were

students outside of Colorado who participated and that the students were the most professional he's interacted with over the past few years.

- e. **Great Places Colorado:** No report
- f. **Healthy Communities Committee:** No report.
- g. **Legislative Committee:** Michelle began the discussion of statewide licensure. She said members brought it up during the conference. Shaida said she talked to Sol about the process and he said he had worked with other groups on a similar process. He said it's a big effort that needs a lot of coalition building. The biggest downfall is when there isn't internal agreement or from allied groups with a vested interest such as CCI or CML. She said the first step is to see if the Chapter has enough internal support from membership, then build on that will discussions with allied groups. The next issue is state funding. Due to impacts of COVID and budget shortfalls, anything would have to be conscious of how it impacts the state budget (e.g. staff position) The discussion should include how it interacts with other ongoing membership issues such as AICP. Michelle said the discussion will continue and if we move forward it would be over the next three to 10 years.
- h. **Membership Committee:** No report.
- i. **Outreach & Communication Committee:** No report.
- j. **Professional Development Committee:** No report.
- k. **Planning Institute of Colorado:** Maureen said PIC is in the process of updating all the courses.

Maureen also discussed the 2022 FAICP nomination window. Shelia said could be one from the last round that was denied. Josh asked why people don't do it and Maureen said it's a lengthy and hard application. Michelle said minority groups are also underrepresented in Colorado.

- l. **Sustainability Committee:** No report.
- m. **Youth in Planning Committee:** Michelle

7. Other Business

8. Adjourn

Motion by Josh to adjourn at 11:33 a.m.
Second by Michelle
Discussion: None
Vote: Unanimous

APPROVED DECEMBER 11 2020