



APA Colorado Board Meeting

MINUTES

Friday, August 7, 2020

Video Conference

The meeting began at 1:03 p.m. Quorum established at 1:06 p.m.

Roll call:

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

1. Opening Remarks – Michelle Stephens, President

Michelle welcomed everyone. While the Board awaited enough for a quorum, Michelle jumped to Item 7 Board Updates.

Susan said she, Scott and Shaída have been meeting and they are looking to make the change in leadership for the Legislative Committee to have Scott and Shaída take over as co-chairs. Shaída sent out a survey to the committee members and the Committee will move forward with trainings/documents on how to understand legislation, changes, etc. The Committee will start working on tools to navigate the legislation. Joni said she is the CML policy section chair so this might be a good time to create a connection between the two committees.

Joan said EPP has been holding their book club on The Color of Law and their next meeting is August 18th at 4:30. She said she'd like to have some members of the Board attend.

2. Consent Agenda:

- a. **Minutes June 6, 2020 Board – Shelia Booth, Chapter Administrator**
- b. **Email Vote July 1, 2020 Stipend to Kelley Beaudoin- Shelia Booth, Chapter Administrator**

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

Motion by Michelle to approve the consent agenda

Second by Josh

Discussion: None

Vote: Unanimous

3. Chapter Administrator Report – Shelia Booth, Chapter Administrator

a. **Membership Update**

Shelia stated that the Chapter received the 3rd membership payment from APA in July and that the amount was like other 3rd quarter payments coming in at \$11,511.87. For comparison, the 3rd quarter in 2019 was \$8,555.70, 2018 was \$13,194.70 and 2017 was \$11,740.61. She concluded that if the final year payment is in keeping with previous years (estimated \$16,000), the Chapter should be close the budgeted amount of \$65,000.

b. **Website Migration**

Shelia said the migration from the existing website to the new one was coming along but is stalling as other work priorities have come up. She noted that a major issue is the inability to embed source code for PayPal payments, so she is looking for an alternative to using this payment method for sponsors, membership and events. She then noted that Joe Green has volunteered to help with the migration.

c. **DCI Speaker Series**

Shelia announced that the Chapter has contributed financially to partner with DCI on their Big Talks speaker series. She said the series is held on the 2nd and 4th Friday of each month from 4:00 – 5:00 p.m. and partnership cost \$1500. The partnership allows the Chapter to provide free or charged member access to the speakers and the Chapter can seek a sponsor to offset the cost. The series will be recorded, and those recordings can be posted online for later viewings. APA Colorado will also be sponsoring the CM credits for those that qualify. Shelia noted that DCI will not be charging until after August 31st due to some funding agreements. The Board discussed the sponsorship and potential charges for the series, noting the first few should be free, and the remainder should be a minimal amount or the same as DCI charges.

d. **PIC Updates**

Shelia said the PIC Board would be meeting after this APA Board meeting. She highlighted the course updates and timelines, noting that all courses except one are currently under review. She concluded that the overall goal is to have the courses updated by the end of the year.

4. Old Business

a. **Chapter Manual - Michelle Stephens, President**

Michelle reviewed the process taken thus far and explained the difference between the Chapter Manual and the succession guide. She said she felt the entire manual would not be completed by the time the new Board officers started in September/October unless everyone completed their job descriptions in August. She said she liked what had been done thus far but wondered if the proposed explain the job and make it easy for someone to jump in and take over.

Susan said she was confused by the request and wanted to understand what was being requested from the Board member and the Committee. Michelle responded that the committee charter explains the committee's charge and why it exists. A charter isn't needed for board positions because the board positions are described in the bylaws. The Chapter Manual is a handbook on how to do your job.

Michelle asked if the job descriptions that had been submitted for review are detailed enough. Maureen said she didn't get anything when she took over the job and she's planning to put something together for her replacement – where are the venues, how much they cost, who the contacts are with allied organizations are, etc. Michelle said this was the information she was looking for in the job descriptions from all the board members. She noted that a lot of the information in the Chapter Manual is complete (e.g. bylaws, policies, contact sheets, etc. and the Board needs to now focus on the specifics of their own positions.

Sarah agreed that new board members can spend a lot of time learning about their role in the first year, but that some of the duties can come down to an individual's specific interpretation of the job. Michelle said the description should be general enough to get it done and that additional conversations can be held to get it finalized with more specifics. Josh said he is working on his and said he focused on the minimum expectations and job deliverables.

Michelle directed Shelia to schedule a meeting for each board position with Shelia and Michelle to review their drafts and to ask the questions. The meeting should be a 30-minute exercise. Michelle said she would read and redline of the positions provided thus far and that there would be a clean version with final formatting for next month (September).

- i. Representative Job Description Review**
- ii. Committee Charter Review**
- iii. Legislative Committee Charter**

5. New Business

a. 2020 AICP Exam Scholarship – Allison Crump, Professional Development Officer

Allison stated that APA Colorado is awarded two AICP Exam scholarships each year and that typically, the Chapter seeks applicants in the Spring and Fall. She then stated that there are two applications and both applicants are deserving of the award. She asked for any questions and then asked for a motion to approve the award. Shelia said the funds come from APA, not the Chapter. Allison said the scholarship reduces the exam fee from \$425 to \$75 dollars.

Motion by Susan to award the AICP Exam Scholarship to Samantha Suter and Laurie Tabachnick.

Second Maureen

Discussion:

Vote: Unanimous

b. Year to Date Financials – Josh Olhava, Treasurer and Shelia Booth, Chapter Administrator

Josh introduced the financial report noting that it had been updated from that originally posted. He said he had some questions which resulted in Shelia noticing some errors in the report and correcting those. He compared the actuals to the original budget and the revised budget. He said the goal is to acquire income from the virtual conference and sponsorships to help the Chapter stay in the black this year.

Michelle said she anticipates the Chapter to hit some financial hardships the next two or three years. She noted that the Board is usually looking at next year's budget in the fall, but that maybe a budget committee should form earlier to monitor that in 2020. She said we are behind

on sponsorships for the year due to the conference and looking to modify how and when we get sponsorships.

Sarah asked if any veteran Board members had suggestions for getting sponsors, contacting them, how, etc. Michelle said she starts by contacting the previous year's sponsors with an introductory email, hitting on how amazing it is to have access to chapter members. She said that we've worked on making our sponsorship offerings better and are doing more to recognize those big sponsors. She said she asks them what they do, what they want out of a sponsorship, etc. and tries to make a connection with a member or community that would benefit from them. Michelle said she had a hard time as a public employee asking someone to sponsor due to conflict of interest but would focus her calls to other organizations that would not be a conflict. Maureen said that introductory emails are the best and easiest as they allow contacts to go "up the chain" if needed. She noted that the private sector wants to know who else is sponsoring so they can keep up with what others are doing. Michelle said that the Chapter can also offer custom packages.

Sarah asked if we a template email could be drafted for the board to send out initially. She said sponsorships are going to be especially important over the next few years and we should continue to expand the use of social media to build up that offering. Maureen suggested putting together a sponsorship team to concentrate on the effort instead of making all the Board members do it. Michelle said not to forget companies outside of the planning field that might still be relevant and who would want to have access to city planners.

c. June & July Financial Report – Josh Olhava, Treasurer

Josh reviewed the June & July financial report and asked if there were any questions or comments. He noted that the bank assets are lower because at this time last year we were receiving registration and sponsorship income. Shelia said the assets will increase as we move closer to the virtual conference and sponsorship calls. Josh asked if there were any questions, and hearing none, he asked for a motion to approve.

Motion by Allison to approve the June & July financial reports as submitted.

Second Joni

Discussion:

Vote: Unanimous

d. October Virtual Conference – Shelia Booth, Chapter Administrator

Shelia updated the Board on the plans for the month-long event and asked for comments on the proposed schedule. The Board then discussed how to incorporate the awards celebration and if they should be announced in August via social media. Michelle agreed that the awards should be announced in August to allow communities to get a "buzz" going and to do proclamations. She said they could do photos of themselves with the award crystal and those could be posted and/or shared in October. Susan asked if we could do an awards show and Michelle said we could do an on-demand awards show with their videos.

Shelia then asked the Board if they would prefer a "Chapter Sponsorship" versus a "Conference Sponsorship" model. After some discussion and clarification, the Board agreed to move to an annual Chapter Sponsorship model. Shelia noted that the packages will be relatively like those in the past, but the emphasis will be on the Chapter sponsorship more than the conference. The conference will be a benefit.

Shelia then asked about sponsorship offerings for this year. Should the 2020 sponsorship be for the virtual conference and begin the chapter sponsorship program in 2021 or do a combo in 2020. The Board agreed to do a 15-month Chapter Sponsorship in 2020 that carries over to 2021. The offer will be to pay for 12 months but get 18 months. The Board agreed that with unknowns, it would be better to work to secure the funding now that wait until January 2021.

The Board asked when registration for the virtual conference would open and Shelia said it would be in September after the platform is chosen and the cost determined.

e. PIC Board Appointment – Shelia Booth, Chapter Administrator

Shelia said that the PIC Board's member at large position was vacated when Nick VanderKwaak left the board. A new member needs to be appointed and she asked for volunteers. Michelle volunteered.

Motion by Josh to appoint Michelle to the PIC Board

Second Sarah

Discussion:

Vote: Unanimous

6. Executive Session:

a. Chapter Administrator Annual Review – Michelle Stephens, President

Michelle asked for a motion to enter executive session to perform staff's annual review at 2:21 p.m.

Motion by Michelle to enter executive session

Second Josh

Discussion:

Vote: Unanimous

Executive Session ended at 2:32 and staff returned.

7. Board Member Updates

Shelia asked if Google meets still worked for everyone and the majority said yes.

Manish said he had a call with dean of the College of Architecture and Planning. They have a line of funding to recruit minority students and they are interested in partnering with the Chapter. At the last EDI Committee meeting they discussed consolidation of efforts and the Dean is interested in having the conversation.

Manish then said he had a request from Austin Troy regarding online classes for non-student. Manish said the department has some electives that are mostly online, and those classes might be of interest to members. Michelle asked if the non-students would have to go through an enrollment process and Manish said that they do have to formally enroll as a non-degree student. The Board agreed that the opportunity should be distributed to membership.

Ignacio asked if there was a process for recruitment of the minority students and Manish said some of the college Board is working on how to approach this. The final goal is to have the students recruited into the program and offering the funding support. Andrew said EPP has discussed trying to engage with students in schools in low income minority areas. EDI and EPP discussed trying to create a curriculum which could be useful in outreach and recruitment. Michelle said they need to connect with the YIP Committee before reaching out because YIP has already begun outreach efforts. Michelle asked if the money from the university was open to everyone or if it was targeted to a specific level and/or age. Manish said he wasn't sure yet but will reach out to get more details. Michelle summarized that we could use EPP, YIP and EDI to coordinate this program.

8. Committee Updates

a. **Awards Committee:** Julia Puester nothing new to report.

b. **APAS/Students:** Max Morgan said they are welcoming the new students and MURP enrollment looks good. He said that seven students agreed to present their Capstone during the virtual conference. Shelia said she would reach out about student volunteer opportunities as soon as she has them set. Susan asked if students were virtual or in person and Max said there are both options. Joan asked if the in person ends before Thanksgiving like CU Boulder, and Max

said he wasn't sure about that. Manish said they are following the Boulder model as best they can. He said MURP is mostly synchronous, but a few courses require in person.

- c. **Equity, Diversity & Inclusiveness Committee:** Ignacia said the committee met the prior day and talked about the minority funding for UC Denver. They have been focusing on the membership survey and are planning to determine if planning is a classist, racist or segregist profession. The questions are on seven different environments and they want to ask for an incentive for the takers. The final draft will be ready by the middle of August and then presented at the next Board meeting. They are also looking to see if there is a pilot that can be created to start targeting the younger kids to expose them to what planning is. Not necessarily to recruit them into the profession but to also educate them. He then asked about the session proposal.

Manish said in previous efforts when they have surveyed there is a biased sample with response rates and the quality of the respondent pool. He said it is important to get a big response and Michelle asked if the survey could be sent out nationally. Manish said it would be great to do that and Susan noted there is a push at APA to address equity/diversity and this might tackle that. Michelle said we could put together the proposal for National and the CPC and see if they will promote it for us. Susan said the national EDI Division may be interested in assisting. Michelle asked if they were comfortable with the approach and Ignacio said yes, but not if APA tried to water it down.

- d. **Emerging Planning Professionals Committee:** Joan Lyons said they will continue to focus on the mentorship.
- e. **Healthy Communities Committee:** Bradyn said they are still working on the policy statement, finishing their reviews and recommendations. They also continue to work on land use recommendations that support healthy communities and are hoping to submit a Capstone application to tackle that. She concluded that they are continuing to work on speakers for the virtual conference.
- f. **Legislative Committee:** Shaida said they haven't had much summer activity and plan to reconvene in September. They will work on the legislative and wrap up after the election. The session next year will be interesting they plan to start using the website to update content.
- g. **Membership Committee:** Maureen Paz de Araujo nothing new to report.
- h. **Outreach & Communication Committee:** Sarah said they are working to narrow down the massive list of media contacts throughout the state and will be providing the list to the Area Representatives. The goal is to have it ready for the Chapter Award and Great Places announcements.
- i. **Professional Development Committee:** Allison Crump said they are working on an online AICP Exam prep session in September or October.
- j. **Sustainability Committee:** Conor Merrigan no report
- k. **Youth in Planning Committee:** Wade Broadhead no report.

9. Other Business

10. Adjourn

Motion by Sarah to adjourn at 3:02 p.m.

Second by Josh

Discussion: None

Vote: Unanimous

APPROVED
SEPTEMBER 3 2020