



APA Colorado Board Meeting

MINUTES

Thursday, September 3, 2020

Video Conference

The meeting began at 9:00 p.m.

Roll call:

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

1. Opening Remarks – Michelle Stephens, President

Michelle welcomed everyone to the meeting.

2. Consent Agenda:

- a. Minutes August 7, 2020 Board – Shelia Booth, Chapter Administrator
- b. August Financial Report – Josh Olhava, Treasurer

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. Virtual Conference

i. Platform & Registration

Shelia said the virtual conference will be on the Whova platform, with zoom webinars and meetings at a cost of \$2,199 for Whova and \$149.99 a month for Zoom (month-to-month price). She said registration would also be through Whova which is a little more costly than RegFox but worth the price to cut down on administration time. She then said the registration rate for the conference will be \$125 for members; \$150 for non-members; and \$25 for students. She then discussed providing a handful of scholarships (reduced or free) and inquired if there should be speaker discounts (50%). She concluded that registration would go “live” on September 7th, but registration income would not be paid until November, after the event is over.

The Board then discussed the speaker discount. They inquired how many speakers there were, and Shelia said approximately 89 speakers. Anne mentioned that non-member speakers can come and speak without registering for the conference. Josh asked if there is a way to reduce non-registered speaker access to just their session. Shelia said she would investigate that. Sarah said she feels like it’s already discounted, and speakers are on board without the incentive. The Board discussed and the consensus was that there should not be a reduced speaker rate.

Michelle asked about the event budget and how many registrations were needed to break even and Shelia said approximately 68 registrations would pay for all conference expenses.

Shelia then said she anticipated a minimum of 36 CMs offered. The Board felt this was a bargain for the cost and since there aren’t travel costs, more members might be able to attend. The Board noted there would be many employers who can’t/aren’t paying for training. Sarah said this is an opportunity to repackage the conference to reach those who might want to do it afterwards and resale the session. Shelia noted there is not an option for individual session registration.

The Board suggested seeking an on-demand host after the conference for the sessions to allow further distribution and possible income. Michelle requested that Shelia create a “Speaker FAQ” and training sheet. The Board wanted to be included in the speaker training.

ii. Program & Speakers/Keynotes

Shelia stated that to date all four of the keynote slots are filled and all but one of the breakout sessions spots confirmed. Shelia and Susan discussed the four keynotes and their topics.

iii. Legislative & Healthy Communities Panels

The two committees are working to put together their panels that will be held Wednesday and Thursday mornings.

Legislative Committee: The first session will be a summary of the 2020 legislative session. They will discuss the water legislation that passed, significance to planners and the link to water plan. They would like to have 1.5 hour and start at 8:30 a.m. They will then focus on housing the second week and transportation the third week. They will end the with a roundtable discussion on the final week. Michelle asked they were inviting national speakers and Susan said yet.

Healthy Communities Committee: Bradyn said they are still working to finalize their sessions. They have speakers lined up to discuss community engagement, public health, and the built environment and more. They are focusing on having the sessions line up with the theme. They are still looking for speakers for week 3.

iv. Networking Assignments

Shelia said that the Board should have received their networking assignments by now. The goal is to have every board officer and committee host a networking event. The event can be in person or virtual. It can be held by the Board member or by someone you that is tasked with the opportunity. The goal is to have at least one networking event every day and at least one in every part of the state. Whova offers meeting rooms (max 30 attendees) so networking can be done on their platform or you can integrate Google Meets or Zoom.

Shelia said a few of the networking events that have been offered thus far include: YIP Youth series, Trivia night, Membership committee, and Mentor Program

Michelle asked if there was anything specific for public officials, and Shelia said she would reach out to DOLA.

b. DCI Speaker Series

Shelia said the speaker series continues to be popular with members and there were over 60 attendees at the last event. Starting in September, there will be a \$10 charge collected by DCI for APA Colorado. DCI will begin charging in September as well and they plan to add more speakers, extending into 2021.

c. Other

Shelia informed the Board that the Chapter was served papers for an Associated Press photograph copyright infringement. The paperwork has been forwarded to Eric Heil for review but based on research it seems legitimate. Shelia asked APA and other Chapters if they had received similar, and they said they had. Shelia will work with Eric and discuss options.

4. Old Business

a. Chapter Manual - Michelle Stephens, President

Michelle reminded the Board that the goal is to have the Chapter Manual completed by the end of the year so that the new Board members will have something when they come onboard.

i. Job Description Review

ii. Committee Charter Review

5. New Business - None

6. Board Member Updates - None

7. Committee Updates

- a. **Awards Committee:** Julia Puester talking about having 5 award winners present and create a session for the networking hour. She asked if CM credits could be offered, and Shelia said they could. Michelle asked if there was going to be an awards slideshow like that done for the in-person conference and Julia said she would talk with Daniel about that. Michelle said the goal should be to have the award winners take a picture with their crystal and push it out on social media. Michelle asked if there could be a yard sign announcing the award. More discussion ensued but the consensus was to not do that.
- b. **APAS/Students:** No report
- c. **Equity, Diversity & Inclusiveness Committee:** No report
- d. **Emerging Planning Professionals Committee:** No report
- e. **Great Places Colorado:** No report
- f. **Healthy Communities Committee:** No report
- g. **Legislative Committee:** No report
- h. **Membership Committee:** No report
- i. **Outreach & Communication Committee:** Sarah said they are working on the social media campaign for conference and National Community Planning Month. Each week there will be a theme and actions such as posting photos on social media. She asked for suggestions on themes but noted they are currently working on one proclamation focus; a I Heart Colorado photo; etc. Sarah then requested the Board consider offering the social media volunteer a thank you such as a free conference registration or sponsorship. The Board agreed to the sponsorship.
- j. **Professional Development Committee:** No report
- k. **Sustainability Committee:** No report
- l. **Youth in Planning Committee:** No report

8. Other Business

9. Adjourn

***Motion by Michelle to adjourn at 10:06 a.m.
Second by Sarah
Discussion: None
Vote: Unanimous***

Chat Box Comments

Conor Merrigan: 9:08 AM

I see Karl is on so Sustainability is covered. I'm going to get back to some pressing work...

Michelle Stephens: 9:08 AM

Thanks Conor!

Joan Lyons: 9:11 AM

This is great information for the Mentorship program! Thanks for sharing this feature.

Josh - It sounds like we can actually do the "invites" for 1-1 meetings for resume review match ups

Bradyn Nicholson: 9:14 AM

yes, conference speakers need a reduced price

Joan Lyons: 9:15 AM

I agree with Bradyn - Most conferences provide this type of feature to presenters or speakers.

Even if it's a 5 - 10% off so that it's minimal.

Bradyn Nicholson: 9:17 AM

I'm sorry but we did not tell speakers ahead of time that there would be a fee - we have people who are in different industries and they probably won't attend the rest of the conference.

Michelle Stephens: 9:18 AM

I'm hearing that we offer - if you only attend/present at your session there is no charge, but if you want to attend other events, we charge full price. Consensus?

Bradyn Nicholson: 9:18 AM

If we have discretion to allow some speakers to come in just for their session, we would appreciate that a lot. - yes, that would be great.

Joan Lyons: 9:19 AM

Sounds good to me!

Anne Miller: 9:19 AM

Yes, I agree.

Greg Moberg: 9:20 AM

I agree. We need to charge those that will be attending the Conference regardless of whether they are a presenter or not. I also think a discount is appropriate.

Bradyn Nicholson: 9:20 AM

Also, I'm sorry if you already mentioned this Shelia when you were presenting the platform, I got booted out of the call for a moment. does the platform allow for 1) break out rooms? 2) will people be required to register for the session they are interested in or just registration generally for the conference?

Brandon Cammarata: 9:20 AM

Make sure we push it on Western Planner. CM credit may be a need regionally

Anne Miller: 9:21 AM

Good suggestion, Brandon.

Joan Lyons: 9:21 AM

I think Sheila mentioned this, but is there group registration options?

Bradyn Nicholson: 9:21 AM

OH, I just meant for RSVP for the spot. I can explain if you unmute me??

I'm the 224 phone number

Joan Lyons: 9:23 AM

Look at all of these tech-oriented planners!

Bradyn Nicholson: 9:25 AM

thanks for the *6 info to unmute, whoever said that, thank you!

Joan Lyons: 9:26 AM

I have a Zoom for you Shelia - <https://www.youtube.com/watch?v=PtU6AszM1-k>

Anne Miller: 9:29 AM

For the conference committee: Shelia mentioned that there was an opportunity to do some pre-conference discussion. If you're looking for topics, I would like to propose having a discussion group on providing input on the Colorado Resiliency Framework update and partnership opportunities with APA CO.

Jeff Liljegren: 9:37 AM

Have we discussed awards yet?

Michelle Stephens: 9:37 AM

nope

Jeff Liljegren: 9:37 AM

Okay.

Anne Miller: 9:43 AM

Can you provide a link to the spreadsheet, Shelia?

Joan Lyons: 9:43 AM

<https://docs.google.com/spreadsheets/d/1NtfJg1rqwM0t0W2KSI8H4rsAijAmw7G6URoCHXxRW4l/edit#gid=176892095>

Here you go, Anne.

Anne Miller: 9:46 AM

Thanks!

Joan Lyons: 9:46 AM

No problem!

Bradyn Nicholson: 9:47 AM

Healthy Communities Committee has been focusing on getting speakers together and haven't even talked about putting a networking event together. do you need it by Monday too?

Joan Lyons: 9:49 AM

I'm not sure if we'll have time to chat about the Mentorship program changes, since it looks significantly different for than what we previously discussed in our previous meetings. If not, no biggie. We can just chat in the CPC meeting after this.

Bradyn Nicholson: 9:49 AM

OK - our bandwidth is probably maxed, thanks

Jeff Liljegren: 9:52 AM

Following the chat string here, The Great Places of Colorado has tentatively determined a winner and will be reaching out to the applicants this week or next to let them know the results.

Manish Shirgaokar: 9:59 AM

There's also this -

<https://www.gettyimages.com/photos/library?mediatype=photography&phrase=library&sort=mostpopular> -
you can sort by type of right

Jeff Liljegren: 10:00 AM

I am back

Greg Moberg: 10:01 AM

Thanks to everybody who has worked so hard in creating the Conference. I will reach out to all the members in the Northwest area to make sure they know what is going on. Have a great Labor Day weekend and stay safe.

Manish Shirgaokar: 10:02 AM

Great work on the conference all! I'm going to have to move on to my next meeting. Have a relaxed and safe Labor Day weekend.

Joan Lyons: 10:10 AM

Jeff - here is the link of the virtual tours. Unfortunately, they didn't post the DDP one

<https://www.youtube.com/watch?v=luPJnlUH1y4&feature=youtu.be>

This one is for CU/CSU

Jeff Liljegren: 10:13 AM

Hi, thank you everyone! have a great rest of the week and a wonderful labor day weekend!

Joan Lyons: 10:26 AM

You can always just make their title CU MURP Alumni and if they are also working somewhere already have that title as well. Maybe make the graduate session separate?

Joan Lyons: 10:28 AM

They might be able to brainstorm free networking programs

Ex Trivia

Great idea Sarah! I'm about to hop off. Great seeing you all as always, and have a wonderful long weekend :)

APPROVED 11-20-20