



APA Colorado Board Meeting

MINUTES

Friday, May 24, 2019

**Annual Board Retreat
Chautauqua
900 Baseline Road | Boulder, CO 80302
Rocky Mountain Climbers Club | Community Building**

The meeting was called to order at 9:20 a.m.

Roll call:

Present:

Michelle Stephens, President
Nick Vander Kwaak, VP External Affairs
Allison Crump, Professional Development Officer
Anne Miller, Metro Representative
Scott Bressler, Metro Representative
Mark Williams, Southwest Area Representative
Maureen Paz de Araujo, South Central Representative
Melanie Sloan, North Central Representative-PH
Anita Seitz, Public Official Representative
Susan Wood, Legislative Committee Co-Chair
Brenden Paradies, EPP Co-Representative
Joe Green Student Representative
Brandon Cammarata, Western Planner Representative

Absent:

Leah Dawson, Secretary/Treasurer
Meghie Tabor, VP of Communications -PH
Anna Laybourn, Central Mountain Area Rep
Ethan Mobley, Northwest Area Representative
Andrew Rumbach, Faculty Representative
Emily Alvarez, EPP Co-Representative PH

Staff:

Shelia Booth, Chapter Administrator

Guests:

none

1. Opening Remarks – Michelle Stephens, President

Michelle thanked everyone for coming and summarized the agenda and events for the day.

Michelle asked Brenden if EPP was still moving forward with participation in Pride Fest. Brendan stated the cost is \$500-\$1000 and floats are more expensive. He suggested participation in 2020 to better coordinate and organize as EPP has already planned a tactical urbanism event with Walk Denver the same weekend. Allison noted, to have an impact we need more people to show up. The Board discussed the it further but most agreed that waiting until next year to fully organize was the best decision. Brenden also said the 5K might be fun to do as a group APA Colorado event. Michelle suggested adding Pride Fest as a 2020 Budget Bullet for the 5K, t-shirts, etc.

Michelle stated that CML has requested an article for their June newsletter with a youth and family theme. She said the Youth in Planning Committee would draft the article.

Michelle then inquired if the Board was interested in staying involved with the Symposium for Sustainable Infrastructure (SSI). She reminded the Board that it is a joint event with ASCE, APWA and CU Denver. If the Chapter remains involved, it would be the lead organization in 2020. Michelle said the event had approximately 100 attendees with 20 of those being speakers. She said it was an engaging format, but she questioned if the theme "the city we want" is the conversation that should be carried forward. She asked if the Chapter has the capacity to organize and Shelia noted that April is a busy month. Melanie noted that it was difficult to get information about the event and to find the registration link. Michelle stated that at one time, they considered holding it adjacent to the Transportation Symposium date to grab attendees from out of town. Nick stated that most of the Transportation Symposium attendees are locals and that multiple day events are hard for people to commit to. After further discussion, the Board agreed that the Chapter should continue participating. Nick said he might be interested in helping.

2. Consent Agenda:

- a. March 2019 Minutes**
- b. Minutes Email Vote 3-29-19 2019 Ballot**
- c. Minutes Email Vote 5-2-19**
- d. Jan - April 2019 Financial Report**

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

Motion by Melanie to approve the consent agenda.
Second by Allison
Discussion: None
Vote: Unanimous

3. 2018 Action Plan & Annual Report Review

Michelle introduced the next item. She did a quick review of the development/action plan and annual report. For the Development Plan, there are goals, strategies and action items. The goals and strategies are consistent with the Chapter Presidents Council (CPC) requirement for a 5-year Development. The action items are how those things are achieved. She began reviewing some of the action items and identifying the status of them. Below are recommendations for the Development changes.

- Remove (Completed)
 - Colorado Health Collaborative: Currently moving forward with the report and resource guide and the Chapter is now a part of the program. This task is complete.
 - Streamline Chapter bylaws: Bylaws drafted and ready for membership vote in August 2019. This task is complete.
 - Develop Great Places in Colorado – 2019 inaugural year. Task is complete.
- Keep/Add for 2019-2024:
 - Social media plan – underway, but not complete.
 - Update PIC courses – underway, but not complete
 - Promoting planning success: The Board discussed the planner profile and Shelia noted she needed more. She will resend the profile to the Board and create a different version for public officials. Continue to encourage.

- Develop volunteer portal. Originally, Libby said she would help. The Board will ask if she's still willing to take this on. The Board would like to track who is volunteering, how many hours; etc. because they believe it's the same people.
- Create Engagement Plan: Document on "how to get involved in APA Colorado" and was left to the membership committee.
- Update Membership brochure in 2020. Add new after A6 A and identify tasks
- Create Communications plan. Add new on DP 3.
- Support YIP toolkit and Youth summit. Carry over to 2020.
- Community Planner / Citizen Planner program – keep for 2020. Melanie asked if we recruit from graduates for DRCOG or do we recommend people go there. Initially, DROG has been in on the meetings. Brandon asked about PC training and Michelle said this is also a piece of this task.
- Legislative Committee restructure – keep for 2020.

Annual Report. Michelle shared with the Board some of her ideas to make the report better. She reminded them that the request for their updates and information will be coming in November. She noted that everyone's reports were a little different and asked if it should be a streamlined format. She would also like to do a better job acknowledging the sponsors. She asked if anyone wanted to take on drafting a template, but not one volunteered. She suggested hiring a professional to create a template for the annual report, development plan/action plan, newsletters, etc. She said she had inquired about the cost to update the Development Plan and got a bid for \$700 from a new planner/design graphic company. The consensus was to pay to have this done professionally for 2019 and have someone create templates for all the documents. Mark said he didn't believe the expenditure would be frivolous and Anne wants a format that can be easily manipulated. Michelle will draft an RFP to include request templates that can be manipulated without the purchase of expensive software or require extensive training. The Board also asked that templates be provided for the next 5 years – similar theme, but not the same. The Board also discussed a possible annual graphics refresh. They would also like to see components that can be imported into other elements such as brochures, flyers, etc. They felt that portability is very important. Nick asked if the money is identified in the current budget and Shelia said no, it would come out of the marketing line item.

Motion by Motion by Anita to draft an RFP and subsequent award for Chapter style guide

Second by Scott

Discussion: Nick recommended that there be a maximum amount of \$2000 in the RFP. Anita and Scott both accepted the amendment to the motion. The Board agreed that if the responses came in higher, they would be brought back to the Board for consideration. The Board also agreed that the "How to be Involved" handout would be prioritized.

Vote: Unanimous.

4. Trends + Challenges Round Table

Michelle opened the discussion period by asking the Board to identify challenges in the planning field and for the Chapter. Below is a summary of the items presented and discussed.

- Many specialized parts of planning. Some think APA isn't relevant because there aren't enough technical sessions. How do we offer those, or do we recommend joining technical groups or divisions?
- Current growth in membership. This can become a challenge to continue providing service. As the number of committees grow, this can be challenging as well.
- Quality of events. The Chapter needs to enhance the quality. There's a good mix of event types and partnerships with allied organizations is beneficial. Collaboration respects time.
- Focus on smaller communities. A big push to provide information for small towns and rural communities. The Chapter should continue to grow connections with smaller communities and build relationships between smaller communities and university. Start to incorporate into existing events. Instead of starting new thing, we do incremental, multi-pronged event. DCI focus on small downtowns,

build that partnership. Find a champion in the small communities. Are there a lot of small communities represented at CML? Anita said yes.

- The Chapter tends to be Denver centric because most of the membership is in that area. This is a challenge.
- Technology and communication trends. Communities want to get involved but they don't know how.
- As we raise our profile, we get more questions but don't have a quick resource list to provide those answers. The Board suggested creating a response list and poll members for their specialties. Part of perceiving value is seeing your value. Smaller communities need a "just in time" information response. Peer learning network.
- NIMBYism in the region. This tends to taint public perception in general. More activation on gender displacement, gentrification, etc. Highlights our need for education. Extend education beyond planners, and public officials to general public.
- ASLA campaign. The Chapter and APA should do something like explain planning and planners. There could be messaging campaigns to Rotary clubs, HOAs and others. The Chapter could produce a presentation for members to use.
- Limited Conference venues with growth of attendance. How do we keep our program interesting and keep drawing attendees? Should we also focus on more regional, rural options to move around the state. Utah does two one day conferences on different sides of the state.
- Sessions that look to the future. We need to step up and lead to prepare our planners to be future oriented and proactive.
- Bring planning into schools. Educate the youth.
- Freight in the Denver region and one-day delivery issues. More trucks on the road during rush hour. Regionalism aspect.
- Current events – SB239 CDOT stakeholder group of new transportation technologies and business models. Do we want a seat at the table and why weren't we one of the first groups they reached out to for assistance and guidance?

5. 2019-2024 Development Plan Review

Michelle began by drafting action items then moved to using the goals/trends to identify. The Board discussed seeking grants for project focused funding and the possibility of hiring someone to seek the funding. This person would compile a list of funding opportunities. The Board then discussed the need to create Charters for all committees and be specific on what the Charter is required to provide and the specific tasks for each committee. The Board then discussed the duties of area representatives and their charge to host events. It was suggested that area representative create their own committee to help plan activities and to provide input. After further discussion, Michelle offered to draft the document and bring back at the next meeting for Board discussion and consideration. The Board agreed to reconsider at the June 20th meeting.

6. Key Messages: 5 W's of APA Colorado

The next discussion was the 5 W's of the Chapter. Michelle stated the "who" is a 1500-member state Chapter of a 40,000-member national organization of a diverse field of planning professionals. The goal is to become Colorado's premier planning organization that supports planners in making strong communities.

The "what" is to raise the platform of planners and AICP. AICP distinguishes us. The goal should be to stop being "zoners" be recognized as policy makers. We advocate for good planning and we provide education to achieve it. We recognize and celebrate good planning and we promote collaboration. Planners are problem solvers. Planners proactively design vibrant communities for the future. The Chapter should create tools to help meet challenges and to be Proactive vs. Reactive.

- Action Item: Create Three (3) Pillars of talking points for the Chapter. These should be thinking and looking toward the big pictures of the day and should be highlighted on our website. Planners should model the pillars and be what we say about ourselves.

- Action Item: Add a question to the planner profile. How have you been a leader? How have you changed your community? Let's highlight disrupters. Demonstrating these pillars helps us bring the thoughts forward.
- Action Item: Have a poster board at the state conference: Planning is... then have sticky notes for people to answer. Let's get the internal community engagement going. Possibly have students video at the conference asking planners these questions and show it.

7. Communications Plan

Nick presented the draft communication plan to the Board and asked for comments. Michelle asked that the plan eventually be adopted and inquired about a social media manager. Nick said the OCC would finalize and bring back for adoption. The Board discussed the Social Media manager position and who it should be, pay, etc. There was discussion about graduate student interns. The Board liked the wholistic idea of a communications media manager position and inquired if there was money in the current budget for the position. Nick said the role of the Board is to do this but sometimes the brand is compromised. Can we maintain the brand? The Board felt that branding is important, and it was worthwhile to investigate and seek a broader scope to do the marketing. They would like to see fresh content every Tuesday and someone to help with press releases, legislative issues, etc. If we can't get there, having someone do Social media only is an option. The OCC will draft a job descriptions/RFP to go along with the plan. Brandon said Western Planner has an RFP and job description they could share. Shelia will reach out to APA Arizona's director to see if they have an interest in the position.

8. Conference Reimagine

Shelia introduced the interactive activity to the Board. Groups of 3 discussed events at the conference and offered suggestions for improvement.

9. AICP Changes

Allison reviewed the proposed 2021 changes to CM criteria. Michelle then summarized the comments from the Chapter survey, noting that overall the AICP Chapter members agreed with the changes. Michelle noted that the AICP Commission didn't want to share with membership, but the CPC pushed the issue. When it was first sent it there was a restriction on sharing. Michelle then polled the Board to see if they wanted to share the survey results with the AICP Commission. The Board agreed that it should be shared, and the full range of the comments submitted. Michelle stated the changes were happening regardless of input. The Commission had been asked to look at the metrics of how many AICP members don't meet their law/ethics requirement currently. The response to the Commission should note that overall the Chapter supports the changes, but we don't support the process. There needs to be an expansion of data sharing and public input for future changes and APA Colorado feels our input and our members input is valid and important. Allison will draft a response and get it out by June 7th deadline.

10. K-12 Curriculum

Michelle stated there is \$6000 in budget for the curriculum. She reviewed the draft RFP and asked if there was support to move forward with RFP. If so, she will bring the item back for a formal consideration in the next month. She asked for comments by the June 20th meeting. The document will be shared in google docs to allow the board to review and modify.

11. Legislative Committee

a. Water Legislation

Susan reviewed the history of previous water legislation attempts. In 2016 the language was open-ended with "may" not "shall". In 2017 it was linked to the state water plan with "may" after receiving lots of opposition from CML and CCI with the word "shall" and was ultimately unsuccessful. The Committee considered doing it again in 2019 but the session got busy. Susan this discussed the political seats and

climate. She said that she, Sol, CML and CCI and but decided that if it wasn't successful in 2019 it would ruin the opportunities for the next year.

The recommendation is to do a lot of outreach and get communities and elected officials on board first, then take it to the water and mineral committee. The goal would be for them to carry it or make it part of a larger bill. Susan said a core group of Legislative Committee are meeting June 6th to hammer out details. The outreach plan suggested by CML and CCI would consist of a letter to planning directors and potential elected officials to build a collaborative effort. This would give CML and CCI an opportunity to not have to take a position of opposition. The Committee will reach out to others such as DOLA, Western Resource Advocates, etc.

Susan said she was hoping for the Board's support to move forward with the legislation. The exact language for the bill would be brought back to the Board, and the action now would be the discovery and education efforts. Most of the work will happen between May and August. Anne said she thinks having the outreach and education is the right way to proceed, but the outreach should be done before the language is drafted.

Motion by Anita authorizing the Legislative Committee to move forward with efforts to determine scope, process, and bill language for proposed legislation for 2020 that would include Comprehensive Master Plan requirements to implement the State Water Plan.

Second by Allison

Discussion: Anita wanted to emphasize the importance of outreach and diversity of the interests. The Board talked more about collaboration with CML and others. There was also a request for clarification that the language would connect the state water plan with comprehensive plans.

Vote: Unanimous.

b. Partnership with CDR

Susan summarized the request. She said CDR wants to look at community and community planning and become more involved. They have offered a possible lower cost facilitation training event and the Chapter would have to negotiate cost parameters. Susan said she was seeking the Board's approval to continue the conversation. Michelle asked if the event/training would bring in a profit for the Chapter. The Board discussed the details and costs. Nick asked why they were offering the lower rates and Susan responded that they would like the exposure. The Board agreed that the cost to members would have to be relatively low and it would have to be a good deal for the Chapter. If the only task on the Chapter's part is to market the event, and CDR handles everything else, and the Chapter gets a percentage of the profits, then it would be worth pursuing. The Board then discussed if this would be a precedent setting decision for other organizations who also wanted exposure by offering reduced rates. They agreed it should be considered on a case-by-case basis.

Motion by Allison to approve entering into a partnership with CDR to offer a reduced-rate facilitation training to APA Color members with details on structure to be determined.

Second by Melanie

Discussion: None

Vote: unanimous

Collaborative Planning Symposium:

Susan then discussed a proposed collaborative planning symposium that was suggested by CDR. This would be an annual think tank event where people are invited to spend a day learning about a specific topic, then have a workshop to create ideas and suggestions. The event would have a targeted audience that were provided invitations. Michelle asked if instead of doing a new event, maybe this

would fall into the Symposium for Sustainable Infrastructure event, which has a similar program. Michelle talked about SSI's purpose to change the paradigm of the way we do planning design in order to change the way we plan communities. Michelle and Susan will talk further about this possible collaboration. There was additional discussion about moving the SSI event from April to January.

12. Power Point Roulette

Michelle introduced the concept and asked Scott to do the presentation. Afterwards, the Board discussed using it during the conference's closing session and different ways to find volunteers.

13. Awards

a. 2019 Chapter Awards

Shelia and Michelle summarized the awards nomination and review process, noting there were 24 submissions this year. Shelia stated the Awards Committee is recommending four Honor, one Leadership and eight Merit awards. Michelle did a quick review of the recommendations and asked the Board for comment or a motion.

Motion by Susan to approve the Awards Committee's recommendation for the 2019 Chapter Awards

Second by Scott

Discussion: none

Vote Unanimous.

b. Great Places in Colorado

Shelia summarized the nomination process to date, noting the closing date of July 15th. She said the Committee is looking for additional reviewers. The Board suggested recruiting reviewers from other states. Shelia will send an email out to the Chapter Admin group to see if she can get any volunteers.

c. Legislative Awards Breakfast

Michelle asked about the status of the proposed breakfast. Susan stated there wasn't anything planned yet but hopes that it can still happen. Susan said the event should happen during session, but this year they get busy and it didn't happen. She said that in the past, the Chapter awarded a Legislator of the Year and Susan offered doing that again this year for Jeanie Art. Michelle asked if committees would be interested in giving away their own awards and the Board thought that could be done. The Board then discussed when these awards should be presented and where. Susan suggested inviting the legislator to the conference and then hold another event within her region.

14. 2019 Bylaws – Officer Termination Change

Michelle presented the Board with the existing and proposed language change. The original version requires Board action to remove an officer for missing meetings with an appeal process. The revised version makes the termination automatic, but still has an appeal process. The intent is to take the Board and personality out of the decision and make it automatic. The Board discussed a need to clarify the language for a 2/3 vote of the quorum and there was discussion if there should be a definition of "unexcused absence" in the Chapter handbook. The consensus was that if you're missing too many meetings, you're too busy to volunteer and the position should be filled by someone who can serve.

The Board then discussed when the new bylaws would take effect if they are voted in by the membership in August. The Board felt they should be effective January 1st.

Motion by Allison to approve the change as presented.

Second by Anne

Discussion: none
Vote: Unanimous

15. Wrap-Up

The Board discussed the next scheduled meeting in June and agreed that it needs to be an in-person meeting instead of a video conference meeting. Shelia will setup a poll to determine a date. The initial date chosen was June 28th in downtown Denver from 8:00 – 10:00 a.m. Susan will host, and Anita will be back up if Susan can't.

Motion to adjourn by Scott at 3:19 p.m.
Second by Anita
Discussion: None
Vote: Unanimous

APPROVED 7-12-2019