



APA Colorado Board Meeting

MINUTES

Thursday, December 6, 2018

**FasTracks Office (RTD)
1560 Broadway, 7th Floor
Denver, CO
Express Conference Room**

The meeting was called to order at 2:12 p.m.

Roll call:

Present:

- Michelle Stephens, President
- Leah Dawson, Secretary/Treasurer
- Nick Vander Kwaak, VP External Affairs
- Meghie Tabor, VP of Communications
- Allison Crump, Professional Development Officer
- Scott Bressler, Metro Representative
- Anne Miller, Metro Representative
- Andrew Rumbach, Faculty Representative
- Maureen Paz de Araujo, South Central Representative
- Susan Wood, Legislative Committee Co-Chair
- Brandon Cammarata, Western Planner Representative
- Joe Green Student Representative
- Brenden Paradies, EPP Co-Representative

Absent:

- Anna Laybourn, Central Mountain Area Rep
- Ethan Mobley, Northwest Area Representative
- Melanie Sloan, North Central Representative
- Mark Williams, Southwest Area Representative
- Emily Alvarez, EPP Co-Representative
- Anita Seitz, Public Official Representative

Staff:

Shelia Booth, Chapter Administrator

Guests:

1. Opening Remarks – Michelle Stephens, President

a. Resignation of Eric Heil, Legislative Committee Co-Chair

Michelle informed the Board that she had received a resignation letter from Eric Heil. Due to work commitments he stated that he didn't have the time necessary to fulfill his appointment as the Legislative Co-Chair. Susan said she had spoken to him and he would still help her finalize the contract with Sol. Michelle said she would follow up with him regarding PIC.

2. Consent Agenda:

- a. Minutes November 2018 Board - Leah Dawson, Secretary/Treasurer**
- b. October & November 2018 Financial Report - Leah Dawson, Secretary/Treasurer**

c. New Financial Institution – Shelia Booth, Chapter Administrator

Michelle introduced the consent agenda items and asked for comments. Hearing none, she asked for a motion. Susan stated that she believed that the Legislative Committee update was given by her and not Eric. Shelia said she recalled Eric being at the meeting and would double check attendance. Anne said the Sustainability Committee section of the minutes still reflected Libby as the liaison and needed to be updated to her.

Motion by Leah to approve the consent agenda with changes noted to the minutes.

Second by Allison

Discussion: None

Vote: Unanimous

3. Chapter Administrator Report – Shelia Booth, Chapter Administrator

a. Holiday Party Review

Shelia said there were over 50 attendees at the event and around 20 were representatives of APA Colorado. She noted this was better than last year's attendance and the final bill will be around \$500 for all the food and beverages. She then discussed the upcoming Southwest and South Central Area holiday parties and said she was still waiting on party information from the Central Mountain, North Central and Northwest area Representatives. She said she was working with TJ Dlubac to do a holiday party and thank you celebration for the Keystone conference committee somewhere in Summit County the week of the 17th.

b. Annual Report

Shelia reminded the board to submit their annual report narratives by December 17th.

c. Committee & Program Logos

Shelia said that the Great Places Program logo has been distributed for comments and she hopes to have the final one selected within the week so the designer can finalize everything before the end of year. The committee logos should be coming within the next two weeks.

4. Old Business

a. 2019 Newsletter Themes – Mehgie Tabar and Nick Vander Kwaak, Outreach & Communications Committee Co-Chairs

Mehgie reminded the Board of previous discussions regarding newsletter format and themes. She said the Outreach & Communication Committee (OC) had met and discussed the issue in depth. Most notably, the Committee felt that if staff and OC are putting a lot of time and effort into creating the newsletter but only a handful are reading it, it isn't justified or worth the effort. They noted that readership is low and Shelia stated that the click-through rate is low, but the online articles get more hits from members and other visitors to the Chapter website. Mehgie said the OC suggested more generalized themes to help get more articles and to reach more readers. Michelle suggested looking at the California digital newsletter for ideas. The OC discussed having an open call throughout the year using the generalized themes and keep the submissions for use year-round as needed. After more discussion, the Board consensus was that changing the newsletter format was a good option.

Nick said the OC could do a sampling of formats and see what the members preferred. He also wanted to track what people are reading and if they are clicking through to the full articles. Scott asked if there were issues finding authors, and Mehgie and Shelia confirmed that was true. Mehgie and Nick also said that some members are confused about the current format of Planning Matters because it feels more like a magazine than a

newsletter. Susan suggested possibly doing a survey to ask about the format, topics, etc. Michelle replied that those questions were covered in the 2017 membership survey. Mehgie said the OC had also discussed having a few printed copies of the newsletter available at the conference to help advertise it. It was also suggested having some articles highlighted on the scrolling banner on the website homepage.

Michelle then reminded the Board about previous discussions to showcase a planner with the weekly e-bulletins. She reminded Scott that he volunteered to draft a few standardized questions for the planner to answer. She said she would like to do each person on the Board, then have each Board member interview one other person. The goal would be to have all the interviews for the year ready to go early in the year. Scott said he would draft the questions and the Board agreed to complete them and find at least one other planner to complete them as well.

Mehgie and Nick brought the discussion back around to the newsletter format and said they would work with the OC to frame some ideas for the new format.

b. Legislative Liaison Annual Review – Susan Wood, Legislative Committee Chair

Susan said her intention was to update the Board on the status of the annual review and contract, and then gather additional information to complete the contract. She reviewed the legislative liaison history, noting that the Chapter had been using the current lobbyist and his father for 20 years. She said that until this year, the lobbyist's contract had been flat fee based. This year, the Board chose a fee-based approach and after reviewing activities and invoices, the Legislative Committee was recommending going back to a flat fee contract, but to include a scope of work. She said that in addition to changing back to the flat fee, the Legislative Committee will be recommending an increase to the payment. The Board discussed the compensation increase language from previous years. Susan noted that Eric had suggested a doubled increase since no increase was given in the last contract negotiation.

Susan then reviewed the current scope of work and asked the board to provide comment. The first change was to strike committee names from 1.3. Susan suggested deleting 1.7, which required monthly billing. Michelle reminded the Board that at the May retreat, they had decided to focus more on building relationships with the legislators. Anne asked how the cost was justified if there isn't an invoice or billing element. Michelle suggested taking out the monthly billing language and change it to include work accomplishments. Susan discussed the difference between accomplishments vs. deliverables and said she preferred deliverables since they are easier to provide and track during the legislative session. She said she would recommend the lobbyist continue to provide a monthly bulletin, summary and/or update of things planners should be aware of and/or concerned about. Anne reiterated that the Board should be sure we are getting the value and being fiscally responsible. The Board discussed how some of the work can be used for more than one client, but some things are specific to the Chapter. Susan said she believes he has worked hard over the last few years to raise the level of APA Colorado and build our relationships with allied groups such as CML and CCI. Everyone agreed to add some type of language requiring monthly updates.

Michelle then talked about Section 4 in the current Scope of Work. She stated that the Board knew the items might cost more money and that they weren't removed with the fee-based contract. She suggested leaving them in the scope and see if he felt they could be accommodated with the contract. She said she would like to have a legislative dinner and maybe tie it to an awards or celebration of the Great Places Colorado program so legislators can see what we do and what we do well. Susan mentioned that a breakfast might be better than a dinner, so the legislators are captured on their way into work. She said the Chapter used to have a legislative lunch, but many legislators would send staff

instead of coming themselves. She said there may have also been an issue on their end accepting food due to ethical restraints. The Board asked if the budget line item should be adjusted to accommodate a raise, and Leah responded that it might, depending on the final numbers. The Board discussed that the compensation should be 2-3.7% based on the CPI and Susan suggested 4%.

Susan reminded the Board that this was a discussion item and she will come back in January with the final version. Michelle said that at a previous Board meeting there had been discussion of sending out an RFP to see if we can get the same services for cheaper. She said the Legislative Committee was not in favor of that due to the history with the firm. She said that if the Board chose to do it, they would not have a contracted lobbyist for 2019. Nick said he didn't feel there would be much of a savings, and that we might not keep the connections and relationships that the current lobbyist has established. The Board consensus was not to do an RFP. Anne stated she wants to ensure there is accountability within the contract. Michelle asked if Anne would be willing to help with the new contract and scope, and she declined. Michelle said she could Susan help if needed.

Susan said she would work with Eric and Sol to get a final contract drafted ahead of the January meeting. The Board said they would like to have Sol come back and do an update similar to those he has done in previous years.

5. New Business

a. 2018 Conference Report– Shelia Booth, Chapter Administrator

Shelia stated that the final registration was 499, which was down from previous numbers due to requests from attendees for refunds. The net profit for the conference was \$38,081.25; however, there is still an outstanding invoice pending for Erin Jones travel.

Shelia noted that the income was down from 2017's \$48,407.88 in Telluride, with most of that attributed to AV Costs. Using the inhouse AV was about \$5-\$10,000 more than using Image AV. She noted the highest income was in Crested Butte in 2014 at just short of \$50,000 income.

Shelia then reviewed the highlights of the conference survey. The overall comment was that attendees didn't like being in Keystone during shoulder season when everything was closed, and they had very limited options for lunch or dinner within walking distance or a short bus ride. Shelia also noted she needed to be better at ensuring vegetarian/vegan options are available and that attendees are clear on how to acquire those meals.

b. Future Conference Venues (2021, 2022 & 2023) – Shelia Booth, Chapter Administrator

Shelia informed the Board that Kelley Beaudoin, Conference Direct, distributed RFPs for our 2021, 2022 and 2023 conferences. She discussed the list of all the conference venues that currently fit the conference space demands, noting that many are not within the organization's room rate limit. She informed the Board that unless the Chapter members are able and willing to pay more for lodging, the number of conference venues is reduced to roughly eight places.

Shelia then discussed the RFP responses from Vail resorts and said that Vail is once again running their promotion that can help the Chapter make more money on the conferences. The RFP targeted Keystone, Vail & Crested Butte, as well as Cheyenne Mountain Resort and two Downtown Denver hotels. Only Keystone & Vail have responded with available space and rates around \$149-\$169. All others had rates in the low \$200s. Cheyenne Mountain Resort declined the conference due to our room rate expectations. Their September/October rates are over \$250. Crested Butte initially declined due to space

requirements, but we are currently having them reexamine with the addition of the Elevation hotel like we booked previously. We asked about Gaylord rates and were given expectations around \$270.

Shelia asked the Board to authorize her to move forward with at least one, if not all three contracts to take advantage of the Vail promotion if possible. She noted that she would be booking Keystone in September, before shoulder season, based on the conference survey comments.

Motion by Maureen to authorize staff to move forward with the contracts.

Second by Scott

Discussion: None

Vote: Unanimous

c. 2019 Meeting Schedule – Michelle Stephens, Chapter President and Shelia Booth, Chapter Administrator

Michelle discussed the change in 2018 from monthly meetings to bi-monthly, reducing meetings from 12 to 8. The goal was to reduce meetings to encourage more in-person participation. She noted that one meeting was video conference (not in person) and that the current meeting was the best attended to date. She asked the Board if they would like to keep fewer meetings and Allison said she liked it. Michelle said the draft meeting schedule shows seven meetings in 2019. The board discussed the video conference meeting and if one should be included. Michelle suggested that a January date be established and that the meeting schedule be discussed again then. The board agreed to meet on Friday, January 11th in Denver, hosted by Wilson & Company at their downtown office. RTD and CU Denver locations are backup.

Shelia then mentioned the June/May retreat in Snowmass. Michelle asked the Board if they would prefer to go to Snowmass or some other place. The consensus was that the Board would prefer not to go to Snowmass and to meet somewhere else within a 90-minute drive of the metro area in June.

d. Executive Session: Chapter Administrator Compensation – Michelle Stephens President

The Board entered executive session. Shelia and xxx left the room.

The Board approved the compensation as recommended.

e. 2019 Budget – Leah Dawson, Secretary/Treasurer

Leah summarized the budget planning process and said she would review the bulleted points. She said the current budget shows a net loss of \$25,325 with two big expenditures. The first for an audit and the second for the Youth in Planning Committee. She said these would be discussed more in depth as she went through the budget. She said the line items for staff and the lobbyist would need to be adjusted for the compensation increases. She then reviewed the budget bullet points and then highlights.

- Chapter Only Membership dues: She said the budget committee was recommending that these be increased. The Board concurred and agreed to keep the line item as shown.
- Newsletter advertising rates: She said the budget committee is recommending that the newsletter advertisement rates be increased. The Board concurred and agreed to keep the line item as shown.
- Job Posting rate: She said the budget committee was recommending that the rate be increased to \$50. The Board concurred and agreed to keep the line item as shown.

- Sponsorship Income: This is tied to Strategic plan A-24 and the Budget Committee is recommending that the goal remain at \$40,000. Michelle encouraged the board to keep it as aspirational and Maureen agreed, noting that the Chapter made up ground at the end. The Board concurred and agreed to keep the line item as shown.
- Office supplies: Leah noted this one increased \$500 to purchase conference equipment. Anne asked if we could use it for something else like webinars, and the board thought it maybe could. The Board was concerned that the amount might not be enough and that the right equipment is purchased. Staff was directed to research further and have a better price option in January. The Board concurred and agreed to keep the line item as shown.
- Committee Expenses: Leah noted that all committees were added to have both income and expenses, and all were given the same amount with the exception of Youth in Planning. Michelle offered that the income could be increased to from \$250 to \$500. The Board agreed to keep it at \$500.
- Youth in Planning: The Budget Committee is showing an expense of \$6000, noting that this will also be a follow up commitment in 2020 for another \$5,000. YIP has a student working on a Capstone project to draft an RFP to create a curriculum for K-12. The goal will be the creation of a final RFP in May that will then be distributed and awarded by the fall. The actual financial request is unknown but per YIP the total \$10,000 is based on some initial research. The goal would be to split the cost over two fiscal years. The remainder of the budget would be for one-day or half-day youth planning summits. The money could be used for an honorarium for those who volunteer to help with the summit. Susan suggested tying the curriculum to diversity and encouraging a diverse planning profession. Michelle said the RFP doesn't cost anything and we aren't financially committed until we distribute the RFP and contract with someone. The Board discussed other groups that YIP might align with for the curriculum. The Board consensus was to move forward with the \$6000 line item.
- Admin's salary: Per the previous discussion, the budget should include a 4% pay raise.
- Tactical urbanism: The Budget Committee is recommending that the line be removed or a board member or committee agree to champion it. Michelle noted that EPP had tried in the past, but it wasn't successful. Brenden said he would talk to EPP to see if they would champion it. Leah said the line item is now \$500, down from previous years. The Board consensus was to leave the funds. Anne said any tactical urbanism efforts should be tied to local planned efforts. Michelle asked Anne if DOLA might have some connections to communities, and she said yes, there are some options.
- Scholarships for conferences: Leah noted that the line item hadn't been used; however, it was noted that the conference registrations to non APA Colorado events that had been raffled off or given away to members were provided as part of a partnership. Michelle noted the free registrations to our conference were not shown as an expense in the financial reports. These are absorbed in the conference income. The Board consensus was to remove this expense item.
- Legislative liaison: Leah said that per the previous discussion, the line item will be adjusted to anticipate a maximum increase of 4%. The board agreed.
- Financial Audit: Leah said that Michelle is requesting that an audit be done. The Board asked what Michelle hoped to gain from the audit and she said she wanted a financial review and also a financial plan. Shelia suggested that a financial review might be adequate and not cost as much. The board consensus was to have Staff research and provide a more accurate cost at the January meeting.
- Membership: Leah said the Budget Committee is recommending that the membership with Colorado Nonprofit Association be canceled. Shelia said there were other associations that would be a better fit. The Board agreed.

Leah thanked the Board and said that a revised budget and the requested information would be brought back in January.

Michelle then noted the time and suggested that the Board table all additional items to the next meeting January 11, 2019.

Motion by Susan to table all remaining items and to adjourn at 4:00

Second by Leah

Discussion: None

Vote: Unanimous

- f. 2019 Legislative Agenda & 2018 Legislative Survey – Susan Wood, Legislative Committee Chair**

6. Bylaws Changes

- a. Draft Review**

7. Committee Updates

- a. APAS – Joe Green, Student Representative**
- b. Citizen Advisory Committee – Michelle Stephens, Committee Liaison**
- c. Diversity Committee – Michelle Stephens, Committee Liaison**
- d. Emerging Planning Professionals – Brenden Paradies and Emily Alvarez, Committee Co-Chairs**
- e. Great Places Committee – Shelia Booth**
- f. Healthy Communities Committee – Shelia Booth**
- g. Legislative Committee – Susan Wood, Committee Chair**
- h. Membership Committee – Maureen Paz de Araujo, Committee Chair**
- i. Outreach & Communications Committee – Mehgie Tabor & Nick Vander Kwaak, Committee Co-Chairs**
- j. PIC Board - Eric Heil, President**
- k. Professional Development Committee – Allison Crump, Chair**
- l. Sustainability Committee – Anne Miller, Board Liaison**
- m. Youth in Planning– Michelle Stephens, Board Liaison**

8. Board Member Updates

- a. Central Mountain, Anna Laybourn:**
- b. Denver Metro Area, Scott Bressler & Anne Miller:**
- c. North Central, Melanie Sloan:**
- d. Northwest, Ethan Mobley:**
- e. South Central, Maureen Paz de Araujo:**
- f. South West, Mark Williams:**
- g. Planning Faculty, Andrew Rumbach:**
- h. Public Official, Anita Seitz:**
- i. Western Planner, Brandon Cammarata:**

9. Other Business: None

APPROVED JANUARY 11 2019