



APA Colorado Board Meeting

MINUTES

Friday June 9, 2017

City of Louisville
City Hall
749 Main Street
Louisville, CO 80027
Spruce Room

The meeting was called to order at 2:06 p.m.

Roll call:

Present:

- Michelle Stephens, President
 - Nick Vander Kwaak, VP External Affairs
 - Hillary Seminick, VP of Communications
 - Libby Tart Schoenfelder, Metro Representative
 - Scott Bressler, Metro Representative
 - Seth Lorson, North Central Representative
 - Maureen Paz de Araujo, South Central Representative
 - Mark Williams, Southwest Area Representative
 - Paul Rosenberg, Public Official Representative
 - Carey McAndrews, Faculty Representative
 - Susan Wood, Legislative Committee Co-Chair
 - Eric Heil, Legislative Committee Co-Chair
 - Kate Lucas, Student Representative
 - Anthony Avery, EPP Co-Representative
- Staff:** Shelia Booth, Chapter Administrator

Absent:

- Tamra Allen, Northwest Area Representative
- Stan Clauson, Past President
- Julio Iturreria, Western Planner Representative
- Anna Gagne Laybourn, Central Mountain Area Rep
- Allison Crump, Professional Development Officer
- Leah Dawson, Secretary/Treasurer
- Jonathan Cappelli, EPP Co-Representative

Guests:

- Robert Zuccaro, City of Louisville

1. Opening Remarks – Michelle Stephens, President

Michelle thanked everyone for making and said she hoped to have the meeting completed quickly so everyone could go enjoy their summer.

2. Secretary Treasurer’s Report – Leah Dawson, Secretary/Treasurer

a. May 2017 Minutes

Shelia introduced the May 2017 minutes. She asked for questions or comments, and hearing none asked for a motion to approve.

Motion by Scott to approve the May 2017 minutes.

Second by Mark

Discussion: None

Vote: Unanimous

b. May 2017 Financial Report

Shelia summarized the May financial report stating that Chapter assets as of April 30, 2017, total \$147,532.26 with a checking account balance of \$59,185.57 and savings balance of \$88,346.69. She stated that May had a net loss of \$14,957.00 with \$1,924.43 in monthly income and \$14,507.09 in expenses. Expenses for May included the National Reception and reimbursement for NPC travel to staff, President and PDO.

Shelia summarized that compared to 2016, the Chapter is \$14,768.34 behind in revenue with the largest portion of this in the sponsorship line item. She said the expenses to date for 2017 & 2016 are comparatively similar with 2017 sitting at \$509.44 over 2016 expenditures. Once sponsorship income starts coming in, the numbers should begin to balance out somewhat; however, we also approved an aggressive budget and have been spending more this year. She asked for comments and hearing none, asked for a motion to approve.

Paul questioned how we had more money even though we're spending more and Shelia attributed it to the timing of expenses.

Motion by Paul to approve the May 2017 financial report.

Second by Scott

Discussion: None

Vote: Unanimous

3. Chapter Administrator Report – Shelia Booth, Chapter Administrator

a. 2017 Conference Planning

Shelia said that online registration has been completed and should go live by June 19th. She said Alan Mallick has agreed to do the keynote speech on Thursday morning and Elizabeth Garner will be speaking on Wednesday at lunch. She then discussed her trip to Telluride. She met with a few members of the Local Host committee and toured the pavilion. The Wednesday opening reception will be Fun & Games. Half of the pavilion will be food, drink and seating. The other half will have games such as corn hole, possibly dodge ball, etc.

She then discussed conference sponsorship and thanked those who had already offered to make calls. She asked others to look through the "target list" and email her those they would be willing to call by June 30th.

Michelle discussed the buss to Telluride including the cost and number of passengers required to break even. She said the bus will leave Tuesday morning and return Saturday morning. Libby asked if there would be multiple stops and Michelle said yes, along I-25 between Fort Collins and Denver, depending on the final passenger residence locations. Paul asked about the cost and if it would be covered with the registration. Shelia replied that it will be covered once registration hits 30. Nick asked if there had been discussion to leave on Wednesday instead of Tuesday and Michelle said yes, but Tuesday was chosen due to the early start of the conference on Wednesday morning. Eric said he would share the information with Avon. Shelia concluded that the final route and pickup locations will be based on who registers to ride the bus.

Robert Zuccaro, City of Louisville arrived and did a short presentation about Louisville and what is happening in and around the downtown area. Michelle thanked him for the use of the conference room.

4. Old Business - None

5. New Business

a. Upgrade Constant Contact – Shelia Booth, Chapter Administrator

Shelia reminded the Board that during the last meeting, the Board discussed the use of the APA National and APA Colorado list serves to email members. She said that there was concern expressed about bounced emails, updated lists and requests to be removed from listservs from members. The Board had asked her to research the additional cost to add logins to the Chapter's Constant Contact account. She said to add 9 additional users would be an additional \$23.75 more a month, or \$285 more a year. She then suggested that if the Board wanted to move forward with the expense, it should be added to the budget discussion for 2018. She also suggested that the Outreach & Communication Committee (OCC) first work on a communication plan to designate the 10 users (9 new ones) and establish rules for communication. She said there should be a standardized format to keep the APA Colorado brand.

Nick said the OCC would meet the next week and will discuss the proposal. He agreed that adding more control for members to subscribe/unsubscribe, and taking away the hassle from Staff would be helpful. Michelle asked if everyone would have access to the metrics and Shelia said yes. Michelle asked if the Board wanted to vote or wait on a recommendation. Shelia suggested waiting for the OCC to offer their recommendation since there isn't a pressing need to get it done soon.

Motion by Libby to table one month until the OC has met to discuss it.

Second by Paul

Discussion: None

Vote:

6. Committee Updates:

a. APAS Student Committee – Kate Lucas, Student Representative

Kate said most of APAS is still in Greece but those in town will be meeting to prepare for the APAS Board retreat on July 29th. Shelia said she would be contacting Kate to discuss student volunteers.

b. Emerging Planning Professional – Anthony Avery & Jonathan Cappelli, Committee Co-Chairs

Anthony said the Pecha Kucha event will be postponed due to lack of speakers. They will be contacting speakers and rescheduling. He said he would be pulling together the events team to get something this scheduled for June. He then said that he and Allison are working on establishing a mentor program and hope to roll it out in 2018. Kate said the students were talking about one as well.

c. FAICP Committee

Shelia said the FAICP group had not met. She asked Susan and Maureen if their FAICP Advisors had reached out to them yet, and they replied that they had not. Shelia said she would follow up with the committee and Maureen and Susan will contact their Advisors to make the initial introductions.

d. Legislative Committee – Eric Heil & Susan Wood, Committee Co-Chairs

Susan said they are hoping to plan a wrap-up with the Committee and Sol. She said it was a lack-luster session because not a lot of things got passed. She said that Sol followed transportation initiatives and there are still things up in the air regarding that issue. She said they will need to decide what to do with the water legislation next year. Eric suggested having Sol attend the next Board meeting and discuss the issue. He said it's not unusual to

have legislation run 3-5 years before it passes. Paul said he had learned that the transportation initiative is dead and they will not be moving forward with it. He said the reasons were the cost to put the item on the ballot and because the legislature passed 1.9 billion in transportation funds. With that having passed, trying to get a vote might be difficult to explain. They want to go back to the drawing board to see what happens next year.

e. **Outreach & Communications Committee –Nick Vander Kwaak and Hillary Seminick, Committee Co-Chairs**

Nick asked if Shelia updated the board on the website at the last meeting. She said she did and he had nothing further to report.

f. **PIC Review Committee, Eric Heil**

Eric said Shelia forwarded VanEd login information to the PIC Board so they can be reviewing the material. They plan to update one or two courses first, then start on others after a template is established on what to do and what is expected.

g. **Planners4Health – Libby Tart**

Libby said the group will be talking about the revised budget in the next week. The students continue to work, are depositing updated documents in a drop box and the initial findings have been uploaded. She said that now the task force will need to start reviewing the information. Susan said she hasn't heard anything and Libby said she will check in with Rocky to schedule a one-hour strategic discussion on the budget.

h. **Professional Development Committee – Allison Crump, Committee Chair**

No report.

i. **Sustainability Committee – Libby Tart Schoenfelder, Board Liaison**

Libby mentioned the joint happy hour with the Sustainability Committee and Metro Area Representatives.

j. **Youth in Planning – Michelle Stephens, Board Liaison**

No report.

7. 2016-2018 Work Program Priorities & Responsibilities – Michelle Stephens, President

Michelle summarized the process to date, then stated she wanted to prioritize the top 3. She asked if everyone had read the document and most Board members stated they had either read it or glanced at it. She read each item and asked everyone to note their top 3. She polled the members then listed the top items.

1. A-26 Conduct a member survey regarding member expectations of the board, issues and ideas to be addressed by APA CO, benefits of APA CO membership, etc.
2. A-11 Develop and implement a (strategic) communications plan.
3. A-7 Develop volunteer portal on webpage that lists all volunteer opportunities and committees, task forces etc.
4. A-12 Identify additional organizations to partner with and sign reciprocal agreements.
5. TIED:
 - a. A-6 Develop an "Engagement Plan" that acts as a "how-to" guide on how to get involved with CO APA including lists of activities, committees, etc.
 - b. A-16 Host joint events with our post-secondary partners and student organizations.
 - c. A-3 Promote "Plan Finder" and solicit additional member input.
6. TIED:
 - a. A-10 Track number of volunteers and activities
 - b. A-14 Adopt annual APA CO Policy Agenda prior to the legislative session.
 - c. A-20 Develop comprehensive membership strategy.

After reviewing the results, Michelle said she wanted to think about them and come back with a revised document and plan. Paul stated that he felt if the legislative agenda isn't in our top three, then the organization shouldn't be spending so much on it. Eric said he wants to talk about the legislative liaison at a future meeting. He then said he felt the top three items should be something the Board focuses on to improve and that not making the top three isn't an indication that an action item isn't important. Susan agreed with Eric noting that there are things that the Chapter and Board do regardless of a poll or action item list. She said she felt the Chapter tools (website, email, etc.) are important but we are already focusing on them so they weren't in her priority.

The Board then began discussing the legislative liaison and legislative updates. Stan said it would be good to have the legislative consultant come to a Board meeting and answer questions. He would like to know how the legislative liaison evaluates his own work with the Legislative Committee. He would then like to discuss the value of what the Chapter gets for the amount paid. He noted that the legislative liaison is one of the biggest expenditures and the Board should look at it carefully. Eric said a meeting with the liaison might be longer than usual and he suggested the July meeting. The Board discussed in general terms their concerns over the past year and if the Chapter really needed a legislative expenditure of the current amount. The Board wondered what the liaison does, is it important to the Chapter, and is the Chapter getting value for the expenditure. Michelle asked Eric & Susan to organize a meeting with Sol in August and suggested the meeting start earlier than usual.

The Board then discussed the location and timing of the July meeting. Suggestions were offered to possibly to move the July location from Glenwood Springs to Denver, then have the August meeting in Glenwood Springs. Susan said she would prefer to talk to Sol sooner and would ask him to come in July to a place that will work for everyone. Michelle asked for a head count of those that could make the July 14th meeting. The Board agreed to change the location to downtown Denver at either AECOM or RTD offices. Shelia said she would follow up on the location changes.

Michelle then wanted to discuss changes to the meeting agenda and schedule. She offered adding a consent agenda for minutes, financials and other items. She then offered to change meeting occurrence to every six weeks instead of every month. Stan said he felt monthly meetings are beneficial and should remain the standard with adjustments as needed. Nick asked why Michelle had suggested the change and Michelle said it was largely because discussions seem to be highly repetitive with similar conversations and updates. She offered that alternatively to meeting in person every month, there could be some web meetings and emails. She noted that over the last year, there have been smaller agendas and less attendance. She also said reducing in person meetings would reduce the travel expenditure for Staff. Susan said she felt that in person meeting every month keep people engaged. Paul said Michelle had an interesting point and suggested alternating each month between in person and web meetings. Libby said suggested a few meeting breaks but set higher expectations for when there are in person meetings. The Board agreed that summer meetings seem to be the most challenging. Michelle said the Board should consider the options and that it would be discussed in the again in the future. Nick said he liked the idea of every other month and said web meetings can be shorter and in person meetings used for in depth items. Eric said he preferred that option with higher expectations of meeting in person and longer meetings. He felt meetings are more productive when they are face-to-face. Paul said that Staff should report at every meeting.

8. Board Member Updates:

Susan said she sent in her application for Region V AICP Commission. Scott mentioned the Metro Area Happy Hour and the Denver Federal Center tour. Kate said the APA Scholarships have been distributed.

9. Other Business

None

Meeting ended at 3:26 p.m.

Motion by Scott to adjourn.

Second by Libby

Discussion: None

Vote: Unanimous

APPROVED AUGUST 11, 2017

Email Vote 7-10-17

Emailed 7-10-17 by Shelia Booth, Chapter Administrator

The Association of Collegiate Schools of Planning (ACSP) will be holding its annual conference in Denver, October 12-15th with our very own UC Denver being the local host. APA National is sponsoring the conference and Monica Groh has reached out regarding ways APA Colorado could help promote the event, engage with attendees and possibly sponsor the conference.

After reviewing the ACSP sponsorship opportunities and discussing the options, we would like to seek Board approval for the Chapter to sponsor the Saturday morning coffee break at \$1,500. The sponsorship includes: logo and name recognition on the event schedule with a link to the Chapter's website and logo/name recognition on conference signage.

May we get a motion, 2nd and vote to move forward with this sponsorship expenditure?

Shelia Booth, Chapter Administrator

Vote:

Seth Lorson: I move to sponsor the ACSP conference at the recommended amount.

Leah Dawson: I second the motion, and vote to approve.

- Yes Votes (11): Seth Lorson, Leah Dawson, Mark Williams, Susan Wood, Libby Tart-Schoenfelder, Scott Bressler, Michell Stephens, Paul Rosenberg, Nick Vander Kwaak, Stan Clauson, and Maureen Paz de Araujo
- No Votes: None
- Non-Votes: Hillary Seminick, Tamra Allen, Allison Crump, Anna Gagne Laybourn, and Carey McAndrews

Email Vote 8-1-17

Emailed 8-1-17 by Shelia Booth, Chapter Administrator:

On Monday August 7th, the 2017 ballots will be delivered to all APA and APA Colorado member's inboxes. To help spread the word and to encourage voting, I will be sending out an email this week informing members to look for the email ballot and to read the candidate statements for APA National, AICP and APA Colorado candidates.

This year, we have two Colorado members running for national office.

Graham Billingsley, President Elect

Susan A Wood, AICP Commissioner Region V

As a component of APA, we are allowed to endorse a candidate. We have endorsed candidates in the past and I would like to suggest we endorse one or both of the Colorado candidates this year. In order to do so, the Board would need to vote on this.

Shelia Booth, AICP – Chapter Administrator

Vote:

Seth Lorson: I move that the Colorado Chapter of APA endorse both Graham Billingsley for President Elect and Susan A Wood, AICP Commissioner Region V.

Scott Bressler: I second the motion

- Yes Votes: Seth Lorson, Scott Bressler, Leah Dawson, Maureen Paz de Araujo, Hillary Seminick, Nick Vander Kwaak, Eric Heil, Libby Tart-Schoenfelder, Tamra Allen, Michelle Stephens, Allison Crump and Paul Rosenberg
- No Votes: None
- Abstain: Susan Wood
- Non Votes: Stan Clauson, Anna Gagne Laybourn, Mark Williams, and Carey McAndrews