



APA Colorado Annual Board Meeting

MINUTES

Friday January 11, 2013

Webb Building

**201 W. Colfax Avenue
Denver, CO 80202
Aspen Conference Room- 2.G.2**

The meeting was called to order by President, Susan Wood at 2:04 p.m.

Roll call:

Present:

Susan Wood, President
Abby Shannon, Professional Development Officer
Jessica Ibanez, VP External Affairs
Joni Marsh, Secretary/Treasurer
Lor Pelligrino, South Central Representative
Katie Guthrie, Western Planner Representative
Erica Heller, Metro Representative
Joe Frank, North Central Representative
Nate Owens, Student Representative
Jeremy Nemeth, Faculty Representative
Eric Heil, Legislative Committee Co-Chair
Kyle Dalton, Legislative Committee Co-Chair
Stan Clauson, Central Mountain Representative (call)
Jessica Osborne, Metro Representative

Staff: Shelia Booth, Chapter Administrator

Absent:

T.J. Dlubac, VP of Communications
Greg Moberg, Northwest Representative
Paul Rosenberg, Public Official Rep
Chris Hawkins, Southwest Representative

1. Opening Remarks by Susan Wood, President

Susan welcomed everyone to the meeting and introduced Lor Pelligrino, the new South Central Representative to the Board. Susan announced that Greg Moberg has taken a new position within Grand Junction and Jessica Osborne has left CDPHE to join GP Red. Susan commented that the Board and Chapter are doing a lot of different things and the committees are very active. She expressed gratitude that APA Colorado has had such an engaged Board but noted there are still some things available to work on. Susan informed the Board that in the next month or so, Pace University is coming to Denver to work with Western Resource Advocates, and Dr. COG, DOLA and others for a focus on water issues. She noted that APA was not initially contacted to participate in this group and she isn't sure if APA will have a place at the table, but she is continuing to try to get a position for us. She commented that it would have been nice to have APA Colorado thought of initially instead of as an after thought.

Kyle introduced Rocky Piro, the Denver Department of Community Planning and Development Manager. Mr. Piro took over the vacant position in mid December and

talked to the Board about his experience and ties to Colorado. Mr. Piro is on the APA Divisions Council and chairs the Intergovernmental Council within it.

2. **Approval/Correction of December 7, 2012 Minutes**

Abby requested a name correction on the first page under the DCI item for Libby Tart-Schoenfelder. Susan requested a correction to the spelling on Page 2 for Deryn Wagner.

Motion by Abby to approve the minutes with changes noted.

Second by Nate.

Discussion: None

Vote unanimous.

3. **Old Business: None**

Erica requested that if social visitors are invited to Board meetings, that they be placed at the end of the meeting instead of the beginning. Susan acknowledged the comment.

4. **Secretary/Treasurer's Report, Joni Marsh**

a. **Financial Reports for December 2012**

Joni summarized the report noting that at the end of 2012 there was a net income of around \$24,000. Erica noted that the savings probably came from the lack of staff and is probably just a one time decrease in expenses. Joni noted that we got more income off the conference but agreed that a big part of the savings was from the staff vacancies for two months.

Motion by Joe to approve the December financial report.

Second by Kyle.

Discussion: None

Vote unanimous.

b. **2013 Budget**

Joni summarized the draft budget before the Board. Joni and Shelia adjusted things after the December Board meeting. There were nine (9) items the Board talked about at length in December. The final draft based on the Board's input was presented. First, there was a correction to the Legislative Committee expense for CNM with the 3% increase. The amount was calculated for January to October then assumed another 3% increase for November and December. Research also showed an overpayment to CNM and that was recalculated into the 2012-2013 payment schedule. Joe asked about the line item for event income. Joni moved discussion to this item and noted that previously the organization has received about \$800 in registration fees and those fees has been lumped together. Joni then moved discussion to the Member Services expense line item for the website at \$6200. She stated the expense includes the design, programming, hosting and continued support for the new website. Susan said the Communications (Media) Committee is in the process of putting together a request for the APA Chapter President's grant which would reduce the website expense if awarded. The next item was the expenses for Committees and Representatives. Greg had previously suggested the line item be increased to allow additional funding for events. The line item was increased \$2000 and the monies were split out on the budget among the three groups – chapter events, committee events and regional events. Susan said the line item was reduced in previous years due to income issues but the reduction in funds also led to a reduction in events for our members. Joni noted that we would talk about the

policies for the expenditures of these funds later on the agenda. Finally, the accounting expenses were discussed. This line item will be \$1700 not \$1600.

Motion by Joe to approve the 2013 Budget.

Second by Kyle.

Discussion: None

Vote unanimous.

5. Chapter Administrator Report, Shelia Booth

a. Elections

Shelia summarized the Board positions up for election in 2013 and the timeline for formation of the Nomination Committee (March 1st), Board approval of the Committee's nominations (April/May) and the actual election in June. Erica suggested that the strategic plan be forwarded to those who have interest in the position.

b. Bylaws

Shelia presented her recommendation to have the Board approve formatting and grammatical corrections to the Bylaws.

Mr. Piro noted that as Division chair, corrections and changes to bylaws must be sent to national and maybe we should check with them. Shelia said she would confirm this with National.

Motion by Abby to have staff make housekeeping changes to the bylaws.

Second by Jessica O.

Discussion: None

Vote unanimous.

c. Financial Policies for Committees & Representatives

Shelia presented her recommendation to have the Board establish financial policies for expenditures of funds for committees and representatives. Susan indicated she like the idea and felt having consistency between representatives and committees would be good. Joni noted that the Legislative Committee is different. Susan said that there isn't a lot of money in the budget for committees and representatives so who ever is on the committee should discuss allocating a fair amount of that money to each group. If the committee or representative needs funding beyond that amount, then they could come back to the Board and make a formal request. Erica had two thoughts: 1) the Sustainability Committee put together a budget for 2013 year and that could be one way to handle the funding; the Board could approve the budget and the committee or representative would only have to come back if there is a change; and 2) There is a provision for an Executive Committee and they could be the one who reviews and approves these requests without waiting on a full Board meeting. Eric said he likes the budget idea and he's hesitant to set up policies. Abby said we could do both and require a budget and have policies. Lor questioned if the money was available on a first-come, first-serve basis. Susan said that and other questions lead to a need for a group to look at this issue. Shelia asked for volunteers to help review the policies. Joni, Jessica O., Abby, Kyle, and Lor volunteered and Erica offered Tareq or Anne from the Sustainability Committee.

Stan suggested seeking sponsorship for regional and committee events. The Board suggested this recommendation be folded into the policies discussion. Erica said the Sustainability Committee had thought about it but were concerned

about not taking away major sponsorship from the organization. She said the Board and the Sponsorship Committee should give them direction on how to do it without poaching the annual sponsors.

d. Other

Sustainability Committee update: This item was moved up for discussion from item 7b. Erica summarized how the Board directed the Sustainability Committee to put together a budget and they have drafted one for Board review. Erica pondered what the Board should do with the information now that we have it. She offered that the Board could consider it under the umbrella of the overall 2013 Budget. The Committee budget is around \$800 but the revenue income is expected to offset some of that. Joni noted that most of the committee income and expense for 2012 was from the Sustainability Committee. The Committee used event money last year but they also brought in money – similar to the Northwest Representative with the Western Slope Conference. Joni stated she didn't think everything needs to be a specific line item, regardless of how we track it and it can be done tightly or loosely. Erica noted that the Committee is creating a new system with the Board on how we line out funding and maybe the differences in this first year (2013) will give us guidance for the future. Maybe next year we merge the two budget processes together. Joni suggested we check in quarterly or every six (6) months. Erica countered that the Board reviews the financial reports every month and we can see it then. The Board agreed to leave the event expense item for 2013 as previously approved.

Erica had nothing more to add but wanted to know how she should respond to the Committee regarding the budget. Susan did not think a formal action should be taken, but suggested the Board look at this as an example for other committees. Erica asked if the Board could do a motion to give the Committee permission to proceed with the 2013 budget presented. Susan noted that unfortunately, the Committee budget just doesn't work within the framework of the overall organizational budget. Erica suggested the Committee be allowed to move forward with their first quarter events and approve that. The Board asked what that amount is and figured it would be about ¼ of their overall event budget or around \$200.

Motion by Lor to approve funding of an event in the first quarter not to exceed \$207.

Second by Joni.

Discussion: Abby expressed concerned that we're not responding formally to the committee or acknowledging their work on the budget. Erica said she will convey that we've acknowledged the budget and that authorizing the first \$200 is a good step.

Vote unanimous.

6. New Business

a. Student Scholarship Award Criteria

Shelia summarized the scholarship criteria that were drafted by Erica. Nate asked if we needed a due date but Shelia responded that this is established by the school. Nate suggested making the scholarship more visible to the students and that the new criteria might help boost activity in APA since it requires activity. Shelia suggested informing the new student representative of the opportunity in August/September. Erica wanted to make sure we are comfortable with how the

money is split: 1) Do we want to be more specific with a maximum number; and 2) Do we want more than 500 words? Stan said the draft was a great effort and if the essays cover the bullets that will be enough information. He also said he would favor a single scholarship. Susan noted 500 words would be acceptable. Shelia suggested allowing the funds to be split in case we have additional funds in the future. Abby agreed since we will be adding money from the Transportation Symposium. Joe asked if there was a discussion of financial need on the criteria sheet. Erica said she didn't add that because she didn't want the organization to have to verify financial need.

Motion by Stan to approve the criteria as proposed noting that the three key points are appropriate.

Second by Abby.

Discussion: Lor asked if the scholarship is just for UCD students. Nate and Susan confirmed that it is because UCD is the only accredited planning school. Stan suggested the Board consider some kind of "Honor Award" similar to that done by ASLA that does not carry a monetary stipend. The Board agrees we should think about that in the future. Stan said the award would look good on a student's resume and there could be multiple awards. Susan said we should think about that on a future agenda and maybe it could be part of the awards program.

Vote unanimous.

b. Session Selection Committee

Shelia detailed her request to the Board to form a Session Selection committee, composed of a wide variety of APA Colorado members from all the regions and planning specialties. The Committee would help select sessions for the conference, could help with selecting webcasts and any other conferences, symposiums, etc that the organization becomes involved with. Abby stated she liked the idea but wanted the committee to be the Professional Development Committee. In the past Board members, the PDO, the local host committee and the Chapter Administrator were involved. Kyle noted that he was on it previously and that the Chapter Administrators laid it all out and did the initial collection. The new committee could be used to help solicit speakers and sessions for more diversity. Abby noted that about half of the sessions submitted in 2013 got rejected. Kyle suggested that as the committee gets formed that they talk about potential conflicts of interest. Susan agreed with Abby's idea of the committee being the Professional Development Committee as well as having the members represent all areas of our membership. The Board concurred that Abby would be the chair, per the Bylaws and that Shelia would facilitate, doing the ground work. Both would work with Area Representatives to bring in members.

The Board chose to utilize the Professional Development Committee instead of forming a new one.

c. Website RFP and Grant

Tj was not at the meeting, so Jessica I. presented the item. She stated that TJ wanted to know if the Board had reviewed the RFP, and if so, are they agreeable to him sending it out the following week. Jessica I. summarized the RFP and the Chapter President's grant application. Everyone acknowledged the aggressive timeline - Submittal is February, Kickoff in March and Go Live July. Eric suggested add the words, "APA CO reserves the right to reject all proposals." to the RFP. Kyle stated that he had talked to TJ, expressing his frustration with the back side of the existing website, and that he is confident that this procedure is

prudent and will help our membership. Eric was skeptical that \$100 is enough for the support portion of the site. Jessica I said TJ has been working with various people with website expertise to come up with the proposed amounts. Eric thinks the biggest value is updating the information. Kyle said the content update will be similar to how it is now with individuals within the organization doing that. The outside company is the structural side. The Media Committee will review all the RFPs received and interview the vendors. Once the vendor is selected, the Committee will come back to the Board for approval. Abby asked how the RFP would be distributed and Jessica I. noted it will be advertised on Craigslist, emailed to the membership, posted on the APA Colorado website, etc.

Motion by Eric to approve the RFP and grant.

Second by Abby.

Discussion: none

Vote unanimous.

7. Committee Updates:

a. Legislative Committee, Kyle Dalton

Kyle summarized the packet material, stating the first weekly update will begin the following week. Kyle talked about The Alliance for Sustainable Colorado's 9th Annual Legislative Briefing. They have asked APA Colorado to be either a sponsor or working partners and he suggested APA be a partner since it would require volunteers but no monetary outlay. The Sustainability Committee has agreed to take the lead on the event partnership. He noted the organization will need to talk about our own lobby day later in the year. Susan asked if we need to do anything formal regarding the partnership with the Alliance. Kyle responded it's informal and it would be by email or phone call but Board action could be taken. Anne Miller thinks she has someone who will coordinate for us.

Motion by Kyle to approve becoming a working partner with the Alliance for Sustainable Colorado on the 9th Annual Legislative Briefing conditioned on at least one volunteer be found.

Second by Nate.

Discussion: Jessica I. asked if there was a formal relationship with them but Shelia and Susan said no. Kyle said the Sustainability Committee has worked with them in the past.

Vote Unanimous.

The next Legislative meeting is scheduled for Monday night at the Fast Tracks office.

b. Sustainability Committee, Erica Heller – moved up for discussion.

c. Sponsorship Committee, Erica Heller

Stan told the Board the Committee is meeting Monday to discuss sponsorship.

d. PIC Review Committee, Greg Moberg

No report

e. Communications (Media) Committee, TJ Dlubac

Shelia noted that the name of the committee will be changing to Media Committee in keeping with the Bylaws.

f. **Outreach Committee, Vacant (appointment) –**

Jessica I. informed the Board that solicitation for volunteers with DCI for the Bennet project went well. There were 14 volunteers for Bennet or other future events. Jessica I. stated she has formed a small group and between now and the next Board meeting she hopes to set a direction for the committee to include goals, objections. She would like to have those in place before soliciting members.

g. **Awards Committee, Anna Gagne**

No report

8. Board Member Updates:

Jessica O. told the Board she started her new job and emails should be sent to her new email address not CDPHE.

9. Other Business

Board meeting adjourned at 3:54 p.m.

APPROVED: February 1, 2013