

Minutes-020113

APA Colorado Annual Board Meeting

MINUTES

Friday February 1, 2013

Boulder County Courthouse Annex Building
Land Use Department
2045 13th Street
Boulder, CO 80302
Caribou Conference Room

1:30 pm to 4:00 pm

The meeting was called to order by President, Susan Wood at 2:20:p.m.

Roll call:

Present: Absent: Susan Wood, President; Abby Shannon, Professional Development Officer; Jessica Ibanez, VP External Affairs; Joni Marsh, Secretary/Treasurer; T.J. Dlubac, VP of Communications; Paul Rosenberg, Public Official Representative; Jessica Osborne, Denver Metro Representative; Stan Clauson, Central Mountain Representative; Joe Frank, North Central Representative; Nate Owens, Student Representative; Greg Moberg, Northwest Representative; Erica Heller, Denver Metro Representative; Katie Guthrie, Western Planner Representative; Kyle Dalton, Legislative Committee Co-Chair; Eric Heil, Legislative Committee Co-Chair; Lor Pellegrino, South Central Representative

Staff: Shelia Booth, Chapter Administrator

Absent: Jeremy Nemeth, Faculty Representative; Chris Hawkins, Southwest Representative

Guests – Past Presidents: Dale Case; Graham Billingsley; Don Elliott

1. Opening Remarks by Susan Wood, President

Susan welcomed everyone and introduced the Past Presidents. She summarized the various partnerships and the Board positions up for election.

2. Elevating the profile of APA Colorado

Susan expressed to the Board and Past Presidents her concern with the lack of visibility APA Co seems to be getting. She noted a few recent events where APA CO wasn't asked to participate and should have been. Stan stated that it's a time issue getting APA CO members on various boards and task forces. Some suggested that an APA CO member may already be on a board representing their community/organization but also represent APA CO; however, some noted that a member representing APA CO would need Board approval to do so as well as approval of the community/organization they work for. Graham noted that APA CO's visibility has ebbed and flowed over the years, mentioning Amendment 24 and when APA CO had legislators ask for the organizations help. There was a time when Don and Graham were testifying a lot but that hasn't happened in a while. Through this involvement on legislation, other groups got to know APA CO and working relationships with groups outside planning were formed. Some of the lack of visibility can be blamed on the membership because they aren't telling people they are a member of APA. APA members tend to shy away from the fact that they belong to this organization. Graham stated that one reason for the push for AICP was to elevate the profession. It was suggested that members give the AICP Code of Ethics to their Planning Commissioners and explain its importance. Discussion then began on how APA CO can provide support and advertise itself to others. The group thought it was important to let membership and everyone else know that APA CO stands for something.

The group felt that for the organization itself, it comes down to marketing. The sentiment was that you have to keep bringing yourself to the attention of others but planners don't like to do that. Most felt planners feel like servants and that they represent others. Dale suggested using National's material such as the planners communication guide. Discussion returned to the option of having a member who is already serving on a board represent APA CO or have a member represent APA CO on boards outside of work. The group acknowledged that the vast majority of APA CO members work for local government but there has been an increase in members who work in other areas such as transit, state, private sector, etc. The group agreed that it's the fear of conflict that scares some members away from participation.

The group decided APA CO should consider ways to elevate its profile. TJ said the approach to this is key, and the organization is currently doing some things to get the ball rolling such as the website update, social media, etc. Jessica I. talked about the potential for the Outreach Committee to do more. It was suggested that instead of marketing APA CO, the organization finds ways for others to think of us in different ways and let them know we are here to help. If the focus is more on elevating "planning" then that will help elevate APA CO. TJ stated that the organization shouldn't get caught up in marketing when the ultimate goal is good planning practice. Jessica O. stated you don't necessarily have to sponsor and event, but partnering and participating in other events also elevates APA CO. It was noted that some perceived removal from planning issues is because the organization and members don't want to get involved in controversial issues. Planners tend to be territorial about things they get involved in.

The group agreed that partnering and collaborating are things APA CO should do more of and be better at. When APA CO partners with other organizations, they look to us to bring the CM credits to their events. Greg noted that the approach needs to have several prongs because the President and Representatives will represent APA at different levels. He discussed his experience with a water panel and how they didn't know they needed a planner on the panel. Planners have so many fingers in so many different things that they can help out even if it's not just planning material. Dale noted the Board needs a way to identify what those opportunities are and jump on them. The group agreed that creating a list of experts for speaking opportunities would be worthwhile. Speakers could be identified to address the top ten things APA CO has chosen to champion. Joni noted that this type of list would be beneficial to everyone. She talked about a recent interaction where someone requested a planner for a speaking engagement and she had to scramble to get one. It would have been nice to have a speaker's bureau to work from.

Susan noted that Jessica I. is setting up the framework to do some of these things and suggested meeting with high profile planning directors to create that local connection. She noted it would take effort from the Board members. Erica recommended having a Planning Directors luncheon or a conversation at the annual conference. Kyle noted there are some good ideas in the strategic plan and that the tasks are not just lumped onto the VP of Communications, VP of External Affairs or Legislative Committee but spread out among all the Board members. Everyone noted that over the past few years the organization has been focusing on partnerships and we have been communicating more with our members.

Jessica I. said she hears two different issues a) internal communication with our members and b) external communication outside the organization. She stated that at this time, the Outreach Committee consists of three people and they have been working to create a plan: 1) Build relationships with outside professionals; 2) Education and communication to the general public; and 3) Coordination of the volunteer efforts on behalf of the Chapter. Jessica I. also noted that she and TJ have been working on where the Media and Outreach Committees overlap.

Susan ended the discussion stating the Board has some good things to start with on this topic. Nate added that there are some even deeper questions to discuss like, "how do we want to be seen?" He suggested spending time to flush that out first will help in the organizations on-going efforts. Susan thanked everyone for all their efforts and thoughts on this topic and thanked the Board for being active.

3. Approval/Correction of January 11, 2013 Minutes

Motion by Erica to approve the minutes.

Second by Joni.

Discussion: None

Vote unanimous.

4. Old Business

Susan discussed the Transportation Symposium on April 5th. Shelia informed the Board that the Symposium's call for speakers' deadline was extended and that several other speaker requests have been posted on the website. Shelia also noted that the next newsletter topic is housing and that a request for articles has been posted for that as well. Nate said he has been talking to some students about a project they did on housing and it might make a good article.

5. Secretary/Treasurer's Report, Joni Marsh

a. Financial Reports for January 2013

Joni and Shelia apologized for not doing a coversheet for the budget report. Joni summarized the report stating there is an income of \$1900 and expenses of \$11,000. The first membership rebate from APA National of \$8700 will be deposited the following week. If anyone has questions about the finances, they should email Joni or Shelia. Joni noted that both have been taking care of taxes and W2s in the last month. Paul asked how much we have overall and Joni responded that the organization has approximately \$40,000 – 50,000 in the checking and \$60,000 in savings.

Motion by Stan to approve the January financial report.

Second by Jessica I.

Discussion: None

Vote unanimous.

6. Chapter Administrator Report, Shelia Booth

a. Bylaws – edits

Shelia summarized the changes to the bylaws and noted they were posted on the website.

b. Website

Shelia summarized the recent issues with the website and the timeframe for the website update.

c. Vail Conference

Shelia informed the Board that she was working with George Ruther of Vail to establish the Local Host Committee (LHC). Shelia will travel to Vail on February 26 and 27 to do a site visit and meet with the LHC.

d. Other

Shelia informed the Board that she and TJ have been working with CASTA on a partnership agreement and the agreement will be before the Board at the March meeting. CASTA has asked APA CO to oversee the speakers for the Thursday track of their spring conference and possibly their fall conference. TJ is the main contact with CASTA and will be working with them on the speakers.

Shelia noted that in previous years the Board had discussed moving the Board meetings around to various communities and incorporating that into the meeting. Staff would ask the local community to provide a tour of their facility, a meet and greet with staff and allow them to do a presentation on a local project. The Board agreed that this should be incorporated into the meeting schedule.

7. New Business

a. Financial Policies for Committees & Representatives, Shelia Booth

Shelia informed the Board that a draft was distributed to the committee to review. Changes were requested and a second draft was sent out for final review with the final version in the Board packet. Anne Miller, Sustainability Committee and Joni Marsh, Secretary/Treasurer both had similar comments after the draft was reviewed regarding Board approval if an expenditure was approved as part of the committee's/representative's budget. Shelia said they both agreed it made sense to have the Committee come to the Board for approval only if they went over the approved budget line item. Abby noted that she agreed with submitting a budget and a request for funds. Lor noted that she didn't object to either option and that as an area representative, the proposed limit of \$50 is more than enough for her to work with for events. Erica wondered how the Board would incorporate a committee's budget with the overall organization budget. She suggested tasking a committee with reviewing each committee's and representative's budgets. Joni replied that we have a budget committee each year and they would be tasked with doing that. Joni noted that it would have been helpful when drafting the 2013 budget to have committee and representative budgets in order to establish an amount for the events line item. She concluded that this year will be a good trial for next year.

Greg asked about the Western Slope conference and how that would work this year since he did not submit a budget and the Grand Junction Planning Department would probably not be fronting the money for the conference. He noted that in the past the City would pay up front and get reimbursed by APA Colorado. Joni noted that the Western Slope Conference typically brings in more money than it costs. She suggested that all budget requests present the whole picture for an event, including income and expenses.

Joe requested clarification about policy III A regarding the \$50 limitation. He suggested the limitation be "per event", making it consistent with other sections that refer to "per event". Jessica O. would like to increase the limit to \$100 stating it would save time in Board meetings and provide more flexibility for the committees and representatives.

Motion by Jessica O to approve the financial policies, increasing the per event limitation to \$100 and changing the III A language to "per event."

Second by Paul.

Discussion: Erica suggested adding a note on item 4C that the committee or representative inform the board about the type of fundraiser they are doing. Susan suggested that be done under Committee reports. Erica withdrew her proposed amendment to the motion.

Vote unanimous.

b. Western Resource Advocates(WRA): Water Planning "Roundtable," Susan Wood

Susan informed the Board that the group is located in Boulder and working on a water issue panel with Pace University. They have a grant to engage Pace to do some outreach on water planning that will be state wide. They'll put together groups from different areas that can effect change. The group will have a technical person, an executive level person and an elected office to talk about the subject of water. Don Elliot was informed about the event while working with Pace on another venture. Pace has gathered folks based input from DOLA, DRCOG, Denver water conservation board and RMLUI. Don suggested APA CO to Pace and they contacted Susan. WRA is interested in having APA CO participate and think we would be helpful because we have members across the state and we would know who to bring to the table. Susan asked the Board for its approval to participate in the event. WRA requested CM credits for the fall round table but Susan noted that the roundtable might conflict with our fall conference. Susan informed the Board that she would find out more about their focus and how they plan to use APA CO. She would then choose someone to represent APA CO on the steering committee. Susan mentioned a few people who might be a good fit and asked the Board to think of others. Jessica O. stated participation is a good idea. Nate said there was a mini conference at the law school that Pace helped with and it worked well. Susan reiterated that water is huge in the west.

Motion by Erica to approve participation in the event and to provide CM credits.

Second by TJ.

Discussion: None

Vote unanimous.

8. Committee Updates:

a. Legislative Committee, Kyle Dalton

Kyle summarized the packet material. He informed the Board that two Legislative Committee members are underway planning for the 2013 Planner's Day at the Capitol. Since many of last year's attendees declined to meet with their legislators out of fear of perceived conflict, this option is being reviewed again but the Committee thinks it's where the most impact can be made.

Kyle noted that APA CO is only supporting one bill at this time and TJ noted it is a CASTA bill. Susan reflected on Graham's earlier comment about how often we spoke for bills in the past, but there haven't been any big planning bills the last couple of years. Kyle noted that he's been on the Legislative Committee for seven years and recalled fighting eminent domain every year, but that hasn't been on the table for three years. Kyle also informed the Board that the Committee has rebuilt their list of expert witnesses who are willing to testify.

Kyle turned attention to the second agenda item. He informed the Board that over the past couple of months the Committee has been developing a legislative agenda as recommended in the Strategic Plan. The Committee looked at the survey and used a process developed by the National Legal Policy Division to develop it. Kyle noted that the legislative agenda is not intended to be all inclusive, but it helps the Committee prioritize their efforts. The draft

agenda was distributed to the Legislative list serve and there was a lengthy debate on it at the last meeting. Kyle stated that the document before the Board is the final draft as recommended by the Committee. He noted there are six issues on the agenda and they are in order of their rank. Kyle stated the Legislative Committee is asking the Board to adopt the proposed Legislative Agenda. He stated it would be used selectively with legislators, but the liaison can use as needed when it best suits the organization.

Paul had two minor recommendations for change. He suggested the transportation section should read "transportation" in general instead of "transportation finance" since it is a broader topic. His second suggestion was to remove the bullet points since everything else is a paragraph. Kyle informed the Board that the transportation issue was the one item that was debated the most at the last meeting. The Committee agreed that it involved more than just finance. Greg suggested adding "planning" and leaving in "finance." Paul was agreeable to Greg's proposal. Eric suggested taking out "finance" since all the others are broad categories. Susan said it's hard to remove "finance" because it's the financing that has been controversial over the years. Jessica O. said the current language doesn't preclude other transportation issues and that is clearly stated in the bullets. Eric said he thought it was an intriguing topic but for the purpose of having a one sheet handout, this is a great start and it will be good to see how useful the document is this year. Erica stated the agenda is a good start for the Board to use on other non-legislative policy issues. Erica and TJ both stated they had no opinion on keeping or removing the word "financing." Eric said removing it makes the item more general and helps the Committee decide what to focus on.

The Board agreed that the document would be for the Legislative Committee and not an overall Board stance. Susan stated that the basic ideas might transcend to other areas, and in essence is what APA CO supports so the Board should be comfortable with it and agree with it. Stan said it's a generalized platform that would evolve into more specific positions based on the bills intent. Joe stated he liked the sustainability paragraph and wondered about affordable housing. Kyle noted that it didn't rank high on the survey list. Joe suggested adding some language about affordable housing within the healthy communities section and wondered if local food production was discussed. Eric said the Committee was reluctant to get into specifics on the document because it was a more useful tool if kept general. Joe expressed that it was a bad idea not to have affordable housing in the document because if a bill comes up on the topic there isn't a clear direction. Abby stated they had a thorough discussion on this and the introduction to the issue has mixed use and mixed income within it which could address affordable housing. Kyle noted that if affordable housing came up as a bill, APA CO could still take a position on it.

Motion by Stan to approve the Legislative Agenda as presented.

Second by Jessica O.

Discussion: Eric asked if the motion included deleting the word "finance" and removing the bullets. Susan clarified that those two issues were not in the motion. Stan stated he preferred to hear from the Legislative Co-chairs on both before he amended his motion. Eric stated he had no opinion either way. Paul asked Stan to amend motion to include the two changes. Stan accepted the amendment.

Motion by Stan to amend his motion to include the removal of the word "finance" after transportation and to remove the bullets for consistency.

Second by Jessica O. to amend the motion.

Vote unanimous.

b. Sustainability Committee, Erica Heller

Erica announced the next meeting on February 20th from 8 to 9 a.m. at the new location in the EPA office, downtown Denver.

c. Sponsorship Committee, Erica Heller

Erica informed the Board that the Sponsorship Committee has been meeting by conference call to develop sponsorship benefits for the year. She noted she had hoped to get started earlier but the Committee is close to finalizing the product. She noted that other organizations look more professional and the Committee decided to create a brochure to look more professional. She stated that Shelia's idea was to make the brochure a template so we can change text in the coming years without incurring as much of an expense. The Committee has compiled a list of firms in Vail area and will have the Local Host Committee do outreach to those companies. She noted that local sponsorship was a core group for the last conference. She noted that some companies wanted to sponsor but also wanted to present as part of the sponsorship. Since we don't sell sessions, this year we will let companies know

when the call for sessions goes out. Susan showed the Board the draft brochure. The next for the Committee will be the topic of coordination between committee and representatives who wish to have a sponsor for an event.

d. PIC Review Committee, Greg Moberg

Greg reminded the Board that the \$5000 payment from PIC to APA CO was approved by the Board and it will help with the upgrade of the webpage. Susan said she had talked with Bill Healy, PIC President, about the status of PIC. He had some concerns if the \$5000 would actually help PIC. Susan then reminded the Board that discussion with a lawyer about the APA Board being the PIC Board has not yet taken place. Greg noted that PIC is a 501 (c) 6. Shelia informed the Board that she had reviewed all the PIC files to find the law firm who set up PIC originally and found two law firms that could be contacted. Greg suggested the Board discuss being the PIC Board on a future agenda, if it is found to be a viable option. Susan suggested looking at the Articles of Incorporation for both boards. Erica offered that Board member descriptions might be covered in the in the PIC Bylaws and Greg confirmed that they are and the Bylaws would probably have to be amended.

e. Media Committee, TJ Dlubac

TJ informed the Board that the website RFP has been posted and distributed and is due February 22nd. He stated that he had received a few inquiries and already received one proposal, both from out of state firms. Paul mentioned that some companies are questioning the way the RFP was done and formatted stating that some web developers only use one platform such as Drupal or Word Press. TJ replied that the RFP was written in the context of the company being the expert and they have to inform us what platform they think would best suit our needs. TJ stated he is still hopeful to get someone from Colorado. TJ also reminded the Board that the Communication Survey is closed and the results will be reviewed in light of the website contract. TJ also said he and Jessica I. will be working to address the overlaps with the Media and Outreach Committees. Finally, he informed the Board that the CPC Grant application was submitted for the website upgrade and a decision should be made in May.

f. Outreach Committee, Jessica Ibanez –

Jessica reminded the Board that she had talked about some of the working groups steps earlier in the meeting and that the group will meet the following Friday. Jessica I. informed the Board that she had volunteered with DCI in Parker alongside two other APA CO members. She noted the process was very intense, starting at 8:00 a.m. with four focus groups, followed by an orientation and a meeting with almost everyone in town. The evening was spent at a public meeting attended by approximately 40 people and ended after midnight when the panel completed its recommendations. The second day was spent writing the narrative for the plan and presenting the plan at a public meeting the next night. Jessica I. informed the Board that Estes Park and Bennett are next.

g. Awards Committee, Anna Gagne

No report

9. Board Member Updates:

Susan informed the Board that she received an email the prior day from the Chapter President's Council (CPC) regarding a photo auction at the National conference. The CPC wants one photograph from each Chapter and Division and established a due date of March 29th. Susan reminded the Board that for the last photo auction, APA CO sent a photograph of Denver Union Station. The photograph should represent Colorado and the Board needs to decide if it wants to participate. It was suggested that the contest information be sent out to the membership. Stan mentioned photographs from our APA award winners. Susan reiterated that the photographs are used in a silent auction and the more attractive it is, the more money it gets. Erica remembered that some of the previous photographs some showed planning well and some were just really pretty. Abby said in some cases the award was about getting people in touch with nature so the photograph could be a picture of nature. Shelia suggested using the ones that don't get chosen for the National auction for the fall conference. Board members also suggested the photos could be used for our website, sponsorship, silent auction, etc. Someone mentioned that this year is the 20th year of GoCO and they commissioned Fielder to do photographs. Susan said she would start by trying to get a Fielder photograph as a donation, but if not an internal photo contest would be held.

The next issue Susan discussed was the coordination of APA elections. The Governance Committee has been working to coordinate all Chapter elections with the national election. Chapters would still be allowed to have their own guidelines and requirements but it would change the election cycle for Colorado. National would send out the

ballot for us as a free service and it wouldn't affect the 2013 election. The Governance Committee is asking the Chapter to sign a resolution supporting the process and it must be sent back to them by March 8th.

Susan then discussed the DRCOG Citizens Advisory Committee for 2040. She noted that the organization has time to make an application for a position on the Committee. She inquired if anyone on the Board was interested in serving on behalf of APA CO. Jessica O said she would inquire about the time commitment and let the Board know. Jessica O suggested using an existing Committee member to voice APA CO thoughts.

LOR informed the Board that she is trying to coordinate a speaker's series. The first event is planned for March 4th from 6:30 – 8:30 at the Old Chicago in downtown Colorado Springs. The speaker for this event is the Coalition of the Upper South Platte. She informed the Board that she will draft a flyer to send to Shelia for posting on the website and distribution to members in the South Central area as well as some other areas the span the area of interest such as Douglas County. Admission to the event is free.

10. Other Business

Board meeting adjourned at 4:12 p.m.

APPROVED MARCH 29, 2013 BOARD MEETING