



# APA Colorado Annual Board Meeting

## MINUTES

**Friday March 29, 2013**

Wellington Webb Municipal Building  
201 W. Colfax Avenue  
Conference Room 1.D.1.

The meeting was called to order by President, Susan Wood at 2:11 p.m.

**Roll call:**

**Present:**

- Susan Wood, President**
- Abby Shannon, Professional Development Officer**
- Jessica Ibanez, VP External Affairs**
- Lor Pelligrino, South Central Representative**
- T.J. Dlubac, VP of Communications**
- Paul Rosenberg, Public Official Rep**
- Stan Clauson, Central Mountain Representative**
- Joe Frank, North Central Representative**
- Nate Owens, Student Representative**
- Greg Moberg, Northwest Representative**
- Jeremy Nemeth, Faculty Representative**
- Kyle Dalton, Legislative Committee Co-Chair**

**Absent:**

- Joni Marsh, Secretary/Treasurer**
- Chris Hawkins, Southwest Representative
- Jessica Osborne, Metro Representative
- Eric Heil, Legislative Committee Co-Chair
- Erica Heller, Metro Representative
- Katie Guthrie, Western Planner Representative

Guests:

**Staff:** Shelia Booth, Chapter Administrator

**1. Opening Remarks by Susan Wood, President**

Introductions and congratulations to Abby on her wedding and baby. Susan noted that Kyle has decided to resign from the Legislative Committee. She stated that APA CO is hoping to keep him involved and appreciate everything he has done. He has run the Committee well with a good core of people who are engaged. He will stay until the end of the session and will train his replacement, but APA CO will definitely miss him.

Susan then stated that the Transportation Symposium with WTS, ITS, ITE, ACEC and ASCE is coming up on April 5<sup>th</sup>. She stated that APA CO has participated in this event for a few years and that the organization receives a share of the proceeds that goes to the scholarship program. Finally, she noted that registration for the event closes on Monday, April 1st.

Susan mentioned that New Partners for Smart Growth have approach Andy Hill about having their national conference in Denver February 2014 and Andy suggested APA CO

partner with them. Susan stated she thought it would be a great partnership opportunity at a national event and she will begin discussions with them. She noted that Denver has not been selected yet but is on the short list.

Susan informed the Board that she attended the UCD career fair. She said the career fair was well attended and a great event.

Susan then discussed the Western Resource Advocates event on water resources with Pace University. Planning for the event is still ongoing and she stated that APA CO is being included in the process. Susan said she would keep the Board informed.

Discussion then moved to the DRCOG Metro Vision Process which Susan stated is continuing. She informed the Board that APA CO wasn't selected to participate, but there are some people on the Committee who are members of APA. Susan attended the last two meetings but noted she does not have a voice at the table. The group will be sending out a survey.

Finally, Susan informed the Board that she completed Shelia's evaluation and will discuss it with them in more detail with the later agenda item.

## **2. Approval/Correction of Minutes**

### **a. February 1, 2013 Minutes**

*Motion by Stan to approve the minutes.*

*Second by Abby.*

*Discussion: Lor noted that she was present at the February meeting and that should be changed.*

*Vote unanimous.*

### **b. March 1, 2013 Minutes**

Kyle noted that the spelling of Don Moore should be corrected and Susan noted that the acronym for DRCOG needs to be corrected.

*Motion by TJ to approve the minutes.*

*Second by Paul.*

*Discussion: None*

*Vote unanimous. Stan and Abby abstaining.*

## **3. Old Business**

### **a. Nominating Committee Recommendations, Greg Moberg**

Greg summarized the candidate recommendations from the Nominating Committee. He stated that the Committee was proud to have at least two candidates for each position. He noted that there was a flurry of activity at the end to get a candidate for the North West Region. Susan congratulated the Committee for finding all the candidates and noted that in the past there have been times where the ballot only reflected one candidate for positions.

*Motion by TJ to approve the minutes.*

*Second by Abby.*

*Discussion: Stan questioned the Central Mountain representative Tamara Allen, in Garfield County. His concern was in regard to the ratification of the map amendment that would move her from Central Mountain to North West. Susan questioned if the Board was ready to take the map change forward this year and noted that if they weren't, it would not be an issue for this year. Greg summarized the last Board meeting regarding the map changes and felt the*

*map change was at least one year out. Greg discussed why the changes to the map had been proposed before regarding training and driving times. He reiterated his concern that Garfield County splits the North West Region. TJ noted that maybe we have the map changes go into effect for the next election cycle if needed. Stan just wanted to make sure we don't elect someone and then have them step down due to a map change.  
Vote unanimous.*

**b. Western Slope Conference, Greg Moberg**

Greg informed the Board that he has wanted to bring this to their attention for the last four years. Greg stated that the City of Grand Junction has been putting on the workshop and last year (2012) the City didn't request reimbursement so APA CO got all the revenue. He noted that some cities don't have the ability to do that, so he wanted to show this event as an example. He informed the Board that a couple of people from the Planning Department have jumped on Board to work on the event for this year and have scheduled it for June. He noted that he's not sure if the North West Region candidates will have the financial backing of their cities, but Grand Junction might still want to help out with the event. He discussed the budget for the Western Slope Conference and hoped it could be used for the end of the year budget process. He summarized that the budget shows some income, but noted that in the future APA CO might only make a percentage back. The budget assumes that APA CO will pay for the event and still make an income. Susan stated that this conference is a valuable event and TJ noted that the budget is a great snapshot of the costs and a good template for everyone to work with.

*Motion by TJ to approve the budget.*

*Second by Joe.*

*Discussion: Stand requested croissants instead of donuts.*

*Vote unanimous.*

**c. Photo Contest, Susan Wood**

Susan noted that the competition was rushed and we probably didn't get the best submittals. She distributed the submitted photographs to the Board to review. She discussed the process and when the photo is due to National. The Denver Metro winner is from the bicycle race. Susan noted that the ones from North Central were also of bicyclist which speaks to the activity of our citizens. Stan noted that he had one person submit several pictures and he narrowed it down to four. He asked the Board to select one from those four to put with the Metro and North Central pictures for the final vote. Paul noted he liked the one of the Roaring Fork area. TJ asked if the picture included a conservation area. Susan noted that the theme for National is "Plan Big." Stan suggested throwing all four in for the final vote. Susan stated she would still like to do a photo auction in Vail and APA CO can still highlight the winners from this effort at that event. Abby said she was conflicted with the Roaring Fork photograph because there are manicured lawns next to the river. TJ countered that it does reflect our state and they are preserving riparian areas. He also wanted to try to capture Colorado and he liked the bicycle one showing a downtown area interacting with a regional event. Susan said since these will be sold for money, the aesthetics will be the

selling point. Kyle liked the juxtaposition – the old west of Golden with the bicycles riding under it. Susan said she thought about the “Plan Big” and all the planning to get the ride. TJ wanted to throw out one for poor quality. Greg liked the downtown Aspen and the dinosaur stating they have more to do with planning instead of the bicycle races that aren’t really community planning. Nate countered that there was some planning that went into the bike races as far as use of public spaces. TJ wanted to ensure the photos were not copyright protected. Aspen Mall was the winner by Stephanie Steeple. Stan will contact her to get a high resolution. The remainder of the photographs will be used in the fall conference.

Nate asked if this is something we should plan on doing annually, and Susan confirmed that this did happen last year with National and had even less notice. She thinks they will continue to do it again next year and it should be something we continue to do at our state conference. TJ suggested we ask for it in Fall/Winter and Susan said maybe we pick our winner at the conference and that winner is sent to National.

d. **Chapter Administrator 6-Month Review, Susan Wood**

Shelia left the room and the Board discussed the evaluation. The Board approved the recommendation for a 5% raise.

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

a. **Financial Reports for March and 1<sup>st</sup> Quarter 2013**

Shelia noted that she erred and printed only the quarter report and not all the sheets from the workbook. Joni said the financial report for this quarter wasn’t very exciting and that she or Shelia could forward the check and deposit information if the Board would like to review it. Joni summarized there is and income of \$1500 and expenses of around \$5000. She noted the organization is in the red at this point but it’s not unusual and that the next quarterly disbursement from National should arrive shortly. Susan said she felt there was enough information to approve the report.

TJ asked why the expenses and income are so out of whack and Joni responded that we get our money from national quarterly and we don’t see a lot of income until after the conference in the fall. She also noted that most of our expenses are for the lobbyist, payroll and travel. Stan wondered if we have an annual budget as to when income and expenses actually occur. Joni noted that this budget has been entered as an overall annual budget and is tracked on a monthly basis. Stan noted that looking at the first quarter actual vs. the first quarter budget doesn’t work on an annual budget. He suggested dividing the organization’s budget into monthly expenses and incomes instead of an overall annual budget. Paul requested also comparing this year’s budget with last year’s. Joni said we can do quarterly and year to date comparisons. Susan clarified that Stan was requesting the budget be set up on a monthly standard so we can see how we are tracking. Susan said it’s something to consider when we do our next budget cycle. Greg noted that we could set it up as a monthly budget fairly easily and Joni noted

it can be done but it's a matter of time. Paul stated he would like to have a comparison to last year at the next meeting.

***Motion by Paul to approve the financial report.***

***Second by T.J.***

***Discussion: Shelia noted that the loan to the Sustainability Committee has been paid.***

***Vote 11-1. Stan voting in opposition.***

## **5. Chapter Administrator Report, Shelia Booth**

### **a. Vail Conference:**

#### **i. Planning (theme, workshop)**

Shelia informed the Board that the Local Host Committee (LHC) is continuing to work on a theme for the conference. They have generated a list of ideas and will work through them. The mobile workshop committee has a list and is working through the logistics.

#### **ii. Call for Sessions**

Shelia stated that the Call for Sessions has been distributed with a deadline of April 15<sup>th</sup> at noon. She noted that the deadline could be extended if needed. She also noted that Abby has formed the Professional Development Committee to review the sessions.

#### **iii. Sponsorship**

Shelia provided the Board with current totals for conference sponsorships. The Board discussed putting names of the sponsor's who have committed to the event on the Save the Date flyer and Preliminary Program. The Board questioned why we have so much commitment at this time, and Shelia responded that we asked earlier and got commitment from our loyal sponsors. Joe stated that advertising sponsors who have already committed is a great idea and he did not think it should go back to Sponsorship Committee.

### **b. Other**

Shelia informed the Board that the reception at the National Conference had been booked. She also informed them that she had tried to rework the event to co-host with the Utah Chapter but the cost for additional space did not allow it. She said she and the Utah Chapter representative agreed to start earlier next year, in the fall of 2013, so a joint event could be done. The New Mexico Chapter will be attending and expect about 15 members.

## **6. New Business**

### **a. 2013 DCI Partnership Agreement, Jessica Ibanez and Shelia Booth**

Shelia and Jessica summarized the new agreement and discussions that were held with DCI. Paul noted that we offer more complimentary registrations than they do and it should be equal. TJ asked who uses the free registrations and Shelia responded that it's up to the Board. Shelia said she would contact DCI regarding the complimentary registrations and ask discuss increasing theirs or decreasing ours. Greg asked if we had a table at their conference last year and noted they already had speakers chosen for the Planning tract on Thursday. Greg said DCI will be doing their sessions different and he would be at their conference.



***Motion by Paul to sign the agreement changing the complementary registration numbers to be equal on both sides.***

***Second by Greg.***

***Discussion: None***

***Vote unanimous.***

**b. Human Life Student Planning Project, Jessica Ibanez**

Jessica introduced the item and summarized the conversation with the Human Life Project (HLP). She noted they are a for-profit organization looking to do a design project in the school and want APA CO to sponsor them. They expressed a need for support to get the program started and want our organization as a sponsor to add credibility to the project. They prefer financial support and we've countered with man power and volunteers. Jessica and Shelia noted they were not comfortable with a financial contribution but they might be agreeable to providing the scholarship directly to a winner.

TJ asked what the Human Life Project is and Jessica I. responded that they promote family friendly planning principles. Susan stated she wasn't comfortable with financial support and was hesitant to offer APA CO's name/logo if the organization doesn't have any control over the project but she thought offering volunteers would be acceptable. Paul noted that neither of the HLP employees are planners and Susan noted that Scott is active in the Sustainability Committee and a member of APA. Joe suggested HLP contact the Littleton Planning Department for support and Lor noted that a similar program was being advertised on the APA National website. Greg liked the idea of working with high school students on this project, but wasn't sure about financial support. Nate said he supported volunteers support and that APAS is always looking for experience to put on their resume. Jessica noted that if they were looking for specific planning expertise, APA CO could advertise for a specific expertise. Jeremy sated that there are many organizations that come to him to ask for support and he felt there are much more needy organizations out there. Paul noted we are also not a wealthy organization. The Board suggested an informal role of support and to monitor the situation to see if there is a possibility for the organization's participation in the future.

***Motion by TJ that no financial support or any advertising/logo support be contributed but to allow an informal relationship to provide advice on finding professional assistance.***

***Second by Nate.***

***Discussion: None***

***Vote unanimous.***

**c. Free Speaker Registration, Greg Moberg**

Greg noted that last month we talked about registration for speakers. His recommendation is to have one free day of registration.

***Motion by Paul to approve free registration for speakers at the conference.***

***Second by Kyle.***

***Discussion: Kyle asked how many speakers we are talking about. Shelia noted that 65 people spoke at our last conference but didn't register. Susan***

*noted that APA CO's policy has been that if you are a planner and you speak you pay. She stated that in the past there has been an assumption that if people attend they are going to stay for the conference. Susan noted that she is acceptable to an incentive, but she does not think giving a free registration is the best idea. Susan countered the proposal with a reduced rate. Greg noted that the "call for sessions" flyer says you have to register. Paul noted that 2/3 of the speakers didn't register but APA CO still got their expertise for free. It was also noted that the 30 who did pay were probably going to pay anyway. The Board noted that APA CO isn't going to attract too many people by offering a one day registration. Jeremy stated that in his experience as a speaker at conferences, you are required to pay as a speaker. The only exception he noted was keynote speakers. He stated he had never heard of a reduced rate for a speaker. Susan stated her concern is speakers would opt for one free day instead of the entire conference and again countered with a reduced rate. Greg said he wasn't worried about planners, he was only worried about the allied professionals. Shelia noted that if you offer the benefit to non-planners its unfair to not offer the same to planners. Jessica I. asked if the Board could just implement the "policy" of not enforcing the registration "policy. Abby noted that in practice, we do. Vote 3-8. Motion failed.*

Nate asked if we should poll the membership and Susan said the concern isn't so much about having our members pay but the allied professionals. Greg said he was more concerned that we might be missing out on some speakers. Abby suggested we follow up with non-registered speakers to ask if they would have stuck around for the conference if it was free. Shelia noted that the wording on the flyer tends to come off as a threat. Stan noted that most of our allied professionals are in private practice and speaking is a promotional opportunity. Shelia suggested taking the requirement for registration off the flyer and looking at the registration numbers to see how it would affect the budget if the organization offered a 50% rate reduction for speakers.

***Motion by TJ to allow the Professional Development Committee the flexibility to use common sense to offer incentives for speakers at this year's conference.***

***Second by Greg.***

***Discussion: Shelia asked if the recommendations from the Committee should be brought back to the Board and Abby stated she was comfortable with that. Susan said she wasn't comfortable with the open ended issue.***

***Vote: 10-2. Kyle and Susan voting in opposition.***

**d. PDO Update, Abby Shannon**

Abby summarized the report and noted some corrections to the summary. The LHC has a few representatives on the Committee and those members will leave after the sessions have been selected. The remainder of the Professional Development Committee (PDC) will stay on board as long as they want to and will be tasked with webcasts selection, other training needs, and AICP prep. She noted there were some APA CO members who volunteered but were not chosen and she will contact them to thank them and let them know she will keep them on the reserve list.

Abby informed the Board that she scheduled the AICP prep in Boulder April 20<sup>th</sup>. She asked Shelia to post the prep course on the website.

Abby then informed the Board that the Emerging Planning Professions (EPP) had their kick off event the previous week and that the event went well. She said EPP is looking for the Sustainability Committee's charter and they would like to write their own along with a strategic plan.

## 7. Committee Updates:

### a. **Legislative Committee, Kyle Dalton**

Kyle informed the Board that Planner's Day at the Capitol was canceled due to a change in the Capital's schedule and the event was rescheduled for April 22<sup>nd</sup>. He said he would work with Shelia to coordinate and re-advertise the event.

Kyle then informed the Board that the Committee voted to oppose another bill - HB 1268 - which he stated was this year's version of a similar bill last year regarding government offering alternative fuels available to the public. The similar bill was killed last year. He noted there were a few more bills yet to drop on adequate water supply, TIF and giving local government more control of siting oil and gas. He said the next meeting was scheduled for Monday 8<sup>th</sup>.

### b. **Sustainability Committee, Erica Heller**

Susan informed the Board that Anne Miller, Sustainability Co-Chair, has been involved in organizing a facilitated discussion at the National Conference. The discussion is specific to how planners are involved in sustainability and how to mobilize planners in each state. Susan said she got something from the Sustainable Communities Division and stated they will be participating in this discussion as well.

### c. **Sponsorship Committee, Erica Heller**

No additional information.

### d. **PIC Review Committee, Greg Moberg**

Greg told the Board that Eric indicated he has all the information needed to review the APA CO and PIC organizational documents. Greg stated he hoped to have something next month for the Board.

### e. **Media Committee, TJ Dlubac**

TJ reminded the Board that the Media and Outreach Committees would be combined, stating that he and Jessica I. have been moving forward to make sure there is a plan for getting the new committee started.

TJ then discussed the RFP for the new website. He said the RFP review committee reviewed all the proposals and interviewed two agencies. He noted the review committee felt the two interviews were ok but none on the committee felt right with either company. He said the committee felt neither addressed APA CO's needs, so the review committee decided to go back out and search for companies. TJ informed the Board that there were a couple of APA Chapter websites that the committee liked and the Chapter's would be contacted to get the name of the company who designed their websites. He noted that the PA, GA or NJ Chapters were the ones the committee looked at and they were all Word Press based. He summarized that his goal is to have a recommendation to the Board at the next meeting in May. Shelia talked about moving the website to Host Works and eliminating the PIC website.

### f. **Outreach Committee, Jessica Ibanez**



Nothing additional

g. **Professional Development Committee, Abby Shannon**

Nothing additional.

**8. Board Member Updates:**

Nate said the career fair went well and thanked Jessica I. and Susan for attending. He stated APAS plans to do more events soon.

**9. Other Business**

Shelia reminded the Board of the next meeting in Vail and encouraged anyone who was interested in staying overnight to book rooms soon.

Meeting ended at 4:50 p.m.

DRAFT