



# APA Colorado Annual Board Meeting

## MINUTES

**Friday June 6, 2013**

**Arapahoe County Public Works & Development**

**Facility Tour:**

**The meeting was called to order by President, Susan Wood at 1:00 p.m.**

**Those attending:** Susan Wood, Jessica Ibanez, T.J. Dlubac, Joni Marsh, Paul Rosenberg, Stan Clauson, Nate Owens, James Cramer and Shelia Booth

**1. Welcome and tour by Jan Yeckes, Division Manager, Arapahoe County Planning Division.**

Jan Yeckes provided a tour of the planning facilities and discussed the Public Works and Development organization.

Meeting adjourned at 2:00 p.m.

**Board Meeting:**

**The meeting was called to order by President, Susan Wood at 2:05 p.m.**

**Roll call:**

**Present:**

- Susan Wood, President
- Joni Marsh, Secretary/Treasurer
- Jessica Ibanez, VP External Affairs
- T.J. Dlubac, VP of Communications
- Paul Rosenberg, Public Official Rep
- Stan Clauson, Central Mountain Representative both
- Joe Frank, North Central Representative
- Nate Owens, Student Representative
- Chris Hawkins, Southwest Representative
- Erica Heller, Metro Representative
- Jessica Osborne, Metro Representative

**Absent:**

- Jeremy Nemeth, Faculty Representative
- Abby Shannon, Professional Development Officer
- Greg Moberg, Northwest Representative
- Eric Heil, Legislative Committee Co-Chair
- Katie Guthrie, Western Planner Representative
- Lor Pelligrino, South Central Representative

**Guests:**

- James Cramer
- Jan Yeckes
- Julio Iturreria

**Staff:** Shelia Booth, Chapter Administrator

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

**a. Welcome and Introduction of meeting host Arapahoe County Planning Division**

Susan introduced Jan Yeckes who then welcomed the Board to the facility. She offered to assist the Board in any way in the future if needed.

b. **Election Results**

Susan summarized the election results. She stated her intent was to contact everyone personally, but there are two people who have still not been contacted and she hopes to announce the winners by Monday June 10th. She noted the Board is losing Joe Frank, Stan Clauson and Greg Moberg, but also offered congratulations to Stan who was elected President Elect. She also offered congratulations to Jessica I., Erica and Joni who held their positions. She concluded that at the July meeting the Board will welcome Tamara Allen, Rebecca Levy and Seth Lorson.

Susan then asked Nate to introduce James Cramer, the newly elected Student Representative. James thanked the Board for having him and Susan said she hoped Nate would stay involved in APA. TJ said Nate is an active member in the Communications Committee.

c. **Western Resource Advocates Update**

Susan said the event would begin on September 27<sup>th</sup> and they have targeted several jurisdictions to participate. The Pace group will be in Denver the second week of June to meet with the targeted jurisdictions.

d. **Division of Real Estate Subdivision Task Force**

Susan summarized the previous discussion at the May Board meeting. She relayed that she met with Gary Kujawski and connected him with Greg Moberg. They are working together to get Greg on the Board.

e. **Daniel Burnham Big Ideas Forum, Portland OR**

Susan reminded the Board that she attended the forum and said approximately 140 people attended the event which was set up as round table discussions on several topics. The groups talked about the different issues, how they should be addressed and will come out with a report. Bill Anderson, APA President and Congressman Earl Blumenauer were there. She passed around the hand out for the Board to review.

f. **New Partners for Smart Growth Conference**

Susan informed the Board that the national conference for New Partners for Smart Growth will be in Denver, February 13 - 14, 2014. There are a number of interesting people on the local host committee and APA Colorado is assisting with the steering committee, specifically Susan is a participant on the session submittals and selection committee with Susan Daggett of RMLUI. One idea is to have the sessions at the New Partners' conference be part one of a two part series with RMLUI. Susan added that APA Colorado is fortunate to be involved in this as this helps elevate the profile of APA.

2. **Emerging Professional Planners Update, Deryn Wagner**

Deryn Wagner introduced herself. She is a community planner and landscape architect with the National Park System and member of APA. She summarized the past EPP activities. She noted that EPP is not seeking Board approval at this time, but if the Board feels they need to approve EPP activities at any time, to please let her know. She noted this due to the absence of Abby; she will update the Board directly as needed. She reminded the Board that EPP held a "kick off" event in March and since then they have had a business meeting to outline the mission, vision, goals and objectives for the group. EPP is now on the website and would welcome feedback. They are currently trying to establish a framework for communication and roles/responsibilities for leaders. In July EPP will have a happy hour and elect their first set of officers. They received input from Monica Groh and

she helped ensure the setup was similar to those around the country, offering lessons learned. Deryn inquired if EPP establishes a communications and professional development officers would the board prefer those members contact the related APA Board members directly or should their be one EPP liaison to the. Susan reiterated that EPP is a subset of APA Colorado and she suggested the EPP Communication board member work through the Media committee. Deryn then talked about how EPP is trying to tie into the conference by scheduling a happy hour, round table, and business meeting. Shelia is working with two boulder graduates to organize this.

Jessica I. asked what Deryn hopes to accomplish in the next 6 month or year. Deryn said they have specific objectives and at the next meeting they will prioritize those and set up an action plan. EPP will be hosting social meetings to offer networking – the softer side of professional development. They will also have a book club related to planning topics/publications, guest speakers and will coordinate with the PDO for training opportunities and AICP study groups. They hope to establish a mentorship and liaison role with students who transition out of school into professional jobs. Deryn then discussed the Vice Chair of Innovation. She stated this position is a little out of the box but EPP wants to keep that “out of the box” thinking and share exciting local or state developments that have pushed the envelope. Susan thanked Deryn and stated EPP is doing a great job. Deryn stated they’ve had about 12 attendees at each of the meeting and she thanked the Board for its support. The next meeting is scheduled for June 19<sup>th</sup> from 5:30 – 7:30.

### **3. Approval/Correction of May 3, 2013 Minutes**

Shelia said Jessica O. asked to have her changed from absent to attending.

***Motion by Paul to approve the minutes with stated change***

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

***Discussion: None***

***Vote unanimous.***

### **4. Old Business**

#### **a. 2013 Budget Amendment - Website Redesign, TJ Dlubac**

TJ summarized the discussions last month regarding potential budget changes. He asked if the Board would be acceptable to talk about both items 4a and 4b together. The Board concurred.

The first item is to amend the website expense budget line item from \$6200 to \$7300. That line item originally included \$5000 for website and \$1200 for maintenance, support and hosting at an estimated \$100 a month. The \$1100 increase is for the website design for a new design budget of \$6100. TJ noted the recommendation on the commentary misstates the final line item budget number as \$7500 and it should be \$7300. The proposed increase will add two new functionalities that weren’t contemplated in the original scope. Base Camp will be added at \$210 to allow blogging, email, file share. The second is Hoot Suite which is a hub to blast updates to all social media networks. The second agenda item is the contract with Host Works. The contract was modified to add in “not to exceed” language and modified the payment schedule. Hosting services were removed and will be done separately. Shelia stated the current hosting fee is \$10 a month and has been paid in full for one year. The remainder of website line item is for maintenance, support and development. The Board is retaining the money and will set it up clearly in the hosting contract. Susan noted that APA National uses Base Camp. Jessica I questioned what elements might cost

more than anticipated and Shelia responded that it might be the “members only” area depending on how that area is set up. TJ noted the job posting area might pose issues as well depending on the setup.

Susan then summarized that the two requests are to: 4a) amend the budget and 4b) approve the contract.

***Motion by Erica to approve the increase to the website line item by \$1100.  
Second by Joni.***

***Discussion: Nate asked if the motion should include a condition regarding any issues found in the contract by Eric Heil during his review. The Board stated that should wait until the next item.***

***Vote unanimous.***

**b. Award of Website Redesign, TJ Dlubac**

Susan asked for a motion.

***Motion by Erica to approve the contract and authorize for signature.  
Second by Jessica I.***

***Discussion: Nate asked again about the condition for review. The Board agreed that if anything was found Staff should bring it back for reconsideration.***

***Vote unanimous.***

TJ said the redesign process will start the week of June 10<sup>th</sup> and take about 45 to 60 days. Jessica I asked who would be involved and TJ said the main contact would be Shelia and him. He stated the Board would be involved as needed and would be updated monthly. Host Works will be invited to a future meeting to present the design. Erica requested the Board not be overrun the design move forward sooner rather than more cautiously. Susan agreed that the Board need not be involved in every detail. She also suggested having a computer at the conference registration desk to do demonstrations showing off the new website.

**c. 2<sup>nd</sup> Qtr Strategic Plan Review, Susan Wood**

Susan began the discussion by stating this was the periodic review to see how the Board was following the adopted Strategic Plan. Susan hit the high points regarding communication and membership. She stated the last newsletter was fantastic, especially the career questions. She then stated the Board hasn't hit all the marks for Planning Commissioner but can work toward it in the future. She noted that over the last couple of years our allied partnerships have gone up and the VP of Communications and VP of External Affairs have done a great job with that. Susan said we have worked hard on member services but we've never really formed a Membership Committee. Susan said Stan, as President Elect, will be preparing a new strategic plan for the 2014 - 2016. She noted that the Board and Committees have done various specific surveys but we still haven't done one all encompassing Membership Survey. The next item discussed was training for lay planners and planning commissioners. She noted that we work with DOLA to do this training but APA Colorado hasn't held any others besides that at the conference. Paul noted that training is done locally. TJ said we

should provide the resources (i.e. train the trainers). The Board agreed there is a need to create a presentation and printed material about APA Colorado. Susan noted that RTD did a 20 minute video for PBS at a cost of approximately \$3000. She said maybe APA Colorado could work with AIA, ASLA or others to do a video on how we build cities roads etc. She then reviewed the Professional Education section, stating APA Colorado works well with UCD and we have a professor and voting student member on the Board. She noted that there hasn't been much activity in the Promote Diversity category and the Board should see if there is more it can do in that field. TJ stated that APA Colorado has reached out to the University of Denver but it should also reach out to other higher learning institutes. Susan agreed saying it's easy to overlook some of the other schools and programs.

Susan then reviewed the above and beyond goals noting efforts to create and develop a planner support program and mentoring program. She stated Colorado hasn't had one in a while and it might not be needed but EPP has been working with Monica Groh at the national level to pair seasoned planners with new planners. She then moved on to the financial goal stating the Board has done a good job with record keeping and reports. She then noted that Erica has done an unbelievable job with sponsorship.

Susan concluded that there needs to be more service to members and opportunities for member. The Board should provide more regional events. She noted the events held by Chris, Greg (Western Slope Conference), Lor and the Metro representative (Awards reception for Gil McNeish) but stated there was more that could be done. The funding is in place this year to get things going.

Erica noted that there were a lot of references to PIC and that Greg had headed up the review. Susan said she hoped to ask Greg to stay on the PIC Committee to see it through.

Susan asked the Board for comments on the plan. Nate said there was an item regarding polling the students for input and wondered what type of information the Board was seeking. Erica stated she interpreted it differently; that the Board wanted to know what the students want from them. Susan suggested mentorship, social outings, speakers in the class room, speed dating, etc. Jessica O. said the students' needs change every year so we should get a sense from the new group. She said students want to know how to turn what they learned in school into job skills to get jobs. Erica said WTE has a great mentoring program and it would be a good idea to get ideas and guidance from them. Susan agreed that they are successful and noted they do a call among the members to see who would want to be mentored and then they match them up. She suggested we have a representative from WTE come and talk about it. Erica suggested waiting until Abby is back and inviting Deryn.

Jessica I would like more consistency with how the committees interact with the strategic plan. She offered the example of EPP and how they should be aware of the plan have some thought into how they interact with the plan.

Susan agreed stating it would provide more by-in to the plan by the committees. Susan concluded discussion by asking the Board to provide feedback on how they want to review the plan the next quarter.

## **5. Financial Report for May 2013, Joni Marsh**

Joni summarized the report and noted that we had a substantial deposit. We had about \$16,000 from APA National for the 1<sup>st</sup> quarter rebate and a correction to 4<sup>th</sup> quarter 2012.

The credit cards have been closed and fraud charges have been removed. She acknowledged that Denise helped us with the credit card issue. She relayed the poor customer service displayed by the current bank. She then informed the Board that the accountant is reviewing the taxes. Erica asked if we should send something to Denise to thank her for her involvement. The Board concurred that at a minimum a thank you card should be sent.

Stan asked why Denise was the only one allowed to close the account and Joni said the credit cards were in her name. Susan said there were issues a while back and the bank was to close all the cards except hers but we found out they hadn't. Stan asked if we have credit cards currently and would we need them in the future. Susan stated we currently do not have them now that they are closed and said they are needed.

Paul said it's great that there is a January to May report which makes it easier to compare to the year before. He also noted the Legislative expense seems off from last year. He also noted that the payroll expenses vs. liabilities are way off. Joni replied that this was an error on the entry and payment side and that KKB will be helping up correct this in Quick Books.

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

***Second by TJ***

***Discussion:***

***Vote unanimous.***

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

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

Shelia reviewed the information provided in the packet and updated the Board on the latest meeting with the Local Host Committee (LHC). She announced that both Mitch and Lee would be attending the conference and serve as speakers on Thursday and Friday. Lee has also agreed to do the two ethics classes and sit in on the EPP/FAICP roundtable discussion. Shelia then noted that sponsorship has not changed since the last update but the LHC informed her that they have a few more sponsors online. Shelia then informed the Board that they would be asked soon to solicit sponsors. Erica summarized past sponsorship trends. Shelia will send the latest sponsorship tracker and list of potential sponsors. Erica will try to coordinate who will solicit who. Shelia then told the Board that the preliminary program would be forwarded to national APA to get online registration set up in the next week.

b. **New Member Orientation:**

Shelia informed the Board that she would be contacting the newly elected Board members to invite them to an orientation. She said the orientation would most likely occur right before the July 12<sup>th</sup> Board meeting. She also noted that she would be updating the current orientation packets and might ask a few Board members to attend the orientation to offer advice.

c. **Other:**

Kudos to TJ on the newsletter.

**7. New Business**

a. **Appointment of Legislative Committee Co-Chair, Susan Wood**

Susan reminded the Board that Kyle Dalton resigned as co-chair in May. Susan stated she solicited letters of interest and received one from Dan Bush. Dan is an engineer but he has a planning background and has been involved in the committee for several years.

***Motion by Stan to approve the appointment of Dan Bush.***

***Second by Paul.***

***Discussion: None***

***Vote unanimous***

b. **Change in Financial Institution, Joni Marsh and Shelia Booth**

Shelia summarized the lack of customer service and some of the problems with the current bank. She went over the various criteria used for selecting the new bank and the selection process. She noted she, Susan and Joni had selected 1<sup>st</sup> Bank. Paul said they are a Colorado business and Joni agreed stating they are a community oriented business with a good reputation.

***Motion by Joe to approve 1<sup>st</sup> Bank as the new financial institution for APA Colorado.***

***Second by Paul***

***Discussion: Stan stated he would like to see actual competing proposals. He said he works with Wells Fargo and they are responsive and wondered if Wells was not responsive. Shelia noted that was not an issue with their review of Wells Fargo. He noted that 1<sup>st</sup> Bank is not in Aspen but they have intentions to open there. Joni replied that the information can be sent to the Board. Susan noted the motion and second stating someone could ask to amend the motion. TJ asked Stan what he was looking for and Stan said he would recommend Wells Fargo since there isn't a 1<sup>st</sup> Bank in Aspen. TJ said before he could vote on the new bank, would the fact that there isn't a 1<sup>st</sup> Bank in Aspen be an issue. He asked how much the President is involved in the financial transactions. Susan said there was limited reason if any for the President to go to the bank, noting Staff does all the deposits, check writing, and bill paying. Joni said it was only during the staff transition that she got involved. Susan said, until Denise and Katie resigned she had never been to the bank. It was only to resolve problems post transition. Paul asked Susan if she would feel more comfortable having a branch close to her. Susan agreed stating she understood Stan's position.***

***Paul withdrew his second.***

***TJ seconded.***

*Discussion: none*

*Vote: Joe, TJ, Susan and Joni*

*No – Jessica I., Stan, James, Paul and Jessica o.*

*Motion fails.*

*Motion by Paul to approve Wells Fargo as the new financial institution for APA Colorado.*

*Second by Jessica I.*

*Discussion: none*

*Vote: 10 – 1, Susan voting in opposition*

## **8. Committee Updates:**

### **a. Legislative Committee, Eric Heil**

No report.

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

Erica informed the Board of the upcoming event on June 14<sup>th</sup>. She noted the robust membership has moved elsewhere and membership isn't what it used to be. They are talking about greening the conference efforts. Shelia will send Erica the name of the committee member.

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

No report.

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

No report.

### **e. Media & Outreach Committees, TJ Dlubac and Jessica Ibanez**

TJ updated the Board on discussions at the last meeting. He noted the group is working on changes to the bylaws and strategic plan. They are also reviewing the communications survey and making recommendations based on it that will come to the Board. They are looking at the social media plan and creating policies and procedures on how to deal with it. Finally, they are working on a marketing strategy to identify the audiences they will be communicating to and how to change the message to fit the audience.

### **f. Professional Development Committee, Abby Shannon**

No report.

### **g. Awards Committee, Anna Gagne (Shelia Booth)**

Shelia informed the Board that the nomination cycle was open. Nominations are due June 26<sup>th</sup>. The Committee will review the nominations and bring their recommendations to the Board in August.

## **9. Board Member Updates:**

TJ informed the Board about the CASTA conference and said they got 6 CM credits with only 4 planners there. He noted it wasn't a huge number of APA Colorado members but with the CM credits the number might grow. He then relayed that he received a question about a case in Longmont and suggested creating a resource to track these cases. Susan TJ offered being a database on cases that have gone



through the courts and Stan noted that would be a lot of work. TJ stated he has many people ask him why APA isn't a better information resource.

Everyone thanked Joe for his service and he said he was leaving the Board in good hands.

Shelia then discussed the idea of having business cards for Board members. She noted there were two options. The first was to have a generic card where Board members could write in information. The second was to have personalized business cards for each member. The Board agreed to allow each member to decide if they wanted generic, personalized or no business cards at all. Shelia will follow up with a printer and the Board members.

**10. Other Business**

Susan thanked Jan and Julio for hosting the meeting and listening in.

Meeting ended at 4:37P.M.

**APPROVED July 12, 2013 BOARD MEETING**