



APA Colorado Board Meeting

MINUTES

**Friday September 7, 2012
President Susan Wood's Home
3936 Simms Street, Wheatridge, CO**

Present:

Susan Wood, President
Abby Shannon, PDO
Paul Rosenberg, Public Official Rep
Meggan Herrington, South Central Rep
Joni Marsh, Secretary/Treasurer
Stan Clauson, Central Mnt. Rep
Erica Heller, Metro Rep
Greg Moberg, Northwest Rep
Nate Owens, Student Rep
VP Vacant

Absent:

Jessica Osborne, Metro Rep
T.J. Dlubac, VP of Communications
Chris Hawkins, Southwest Rep
Katie Guthrie, Western Planner Rep.
Jeremy Nemeth, Faculty Rep
Joe Frank, North Central Rep
Kyle Dalton, Legislative Committee Co-Chair
Eric Heil, Legislative Committee Co-Chair

Staff: Shelia Booth, Chapter Administrator

President Susan Wood called the meeting to order at 2:00. Member present and absent were noted.

ITEM 1: Opening Remarks by Susan Wood, President

Acknowledgment was made that a quorum was not yet available to act on any items.

Susan discussed the Chapter Administrator transition period and how hard all the Board members have worked through this time. From pitching in on administrator duties and finances, to sponsorships and conference the Board has helped keep things on track. Joni has been doing a great job of keeping the Chapter financial books. The Board should sit back and congratulate themselves for the work they've done. Susan then noted that there have been times where Board Members may not be aware of their use of words and how those words can be misunderstood and taken the wrong way. She encouraged Board Member to think about how things can be taken before they say them.

Susan noted that the Planning Commissioner's workshop program on Saturday morning is still not finalized. Abby stated that she will work with Susan to recruit others to participate and to come up with a final agenda. So far 12 Commissioners have registered. Abby said she was willing to contact those Commissioner's staff to see what the Staff thinks the Commissioners need in way of training. Paul suggested an open forum in some part of the workshop where Commissioner's can talk to each other. He stated there's never enough time as a Commissioner to get ideas or share stories with other Commissioners. Abby suggested the workshop be facilitated with city/county attorney and a planning director. Abby thinks AICP and PC Workshop planning both fall to PDO, but she can't be in both since they are scheduled at the same time. Paul agreed to send Susan some topical ideas.

Susan discussed the vacancy of the VP External Affairs position and will be sending out a notice to APA CO members. She noted that an email vote might be an option and talked about the process used last time to fill a vacant position. Interested person would send an email to the President with a letter of interest. Erica suggested sending a copy of the Strategic Plan with the job description since the VP of External Affairs has a lot of responsibilities assigned to it in the Plan.

Susan then mentioned the Strategic Plan update. She requested that the draft amended plan be posted on the web site, and seek member input. The update will be discussed at annual meeting and members will be requested to provide feedback before the November Board meeting. The update will be acted on by the Board at the November Board meeting.

ITEM 2: Old Business

- a. Approval/Correction of June 29, 2012 Minutes
- b. Approval/Correction of August 3, 2012 Minutes

Items will be held over to the November 2nd Board meeting.

ITEM 3: Secretary/Treasurer's Report, Joni Marsh

Financial reports for August - *Item will be held over to the November 2nd Board meeting.*

Joni presented the financial report for July. Income from sponsorships, membership, Western Slope Conference and Sustainability were discussed. There was an unexpected expense with payroll taxes but Joni has addressed it. She could not get the financial report with the Budget vs. Actual, but she'll work on it for the next meeting.

A future agenda item will be brought to the Board regarding payroll taxes. Based on recent issues with the payroll taxes, a recommendation will probably be made to keep KMM on board for that.

Greg arrived 2:30.

ITEM 4: Chapter Administrator Report, Shelia Booth

Conference Update: To date the Chapter has sponsorship commitments for \$17,837.50. A new commitment from OZ Architecture was just added. The first disbursement from APA National was \$2,825.00 and the 2nd disbursement was \$26,757.00. As of August 26th there are 116 conference registrants.

Staff is currently working on AV needs, finalizing food and beverage orders, and will start on print items next week. A few speakers have requested to change time slot changes, so staff is working on this. Staff is still trying to get information from the Awards Committee regarding their needs for the reception and presentation. Nate will coordinate the student attendee list and forward to Shelia for volunteer scheduling. Carlos Hernandez will be working on the First Time Attendees mentoring group.

Greg inquired if he was needed for the PC Workshop. Board Members updated him on earlier discussions regarding the plan for a facilitated discussion on the second half, but the need to establish the topic for the first part. Greg was asked to help and offered to do his presentation on "The New Normal." Members suggested that the law presentation might be interesting for Commissioners.

Staff has started taking on the duties that were farmed out to Board Members but at this time the focus is still on getting the conference planned. Thanks go out to TJ on the great newsletter. The newsletter was full of information and we received several compliments on it. Joni is still handling the financial database and tracking. Susan, Joni and Shelia are working to get Shelia set up at the Bank. Abby has agreed to continue with the AICP & CM duties until after the conference as well.

Staff was finally able to set up an official email account. The new email is: Sbooth@apacolorado.org

ITEM 5: Legislative Committee, Kyle Dalton

No report.

Susan informed the Board that TIF legislation was on the table but now has been taken off again. This action allows APA CO to open up legislation to require a TIF study/task force. The Board agreed to leave that decision to the Legislative Committee. The Board acknowledged this is a tough issue, because planners do so many things and some are TIF dependent where some are opposed to TIFs.

ITEM 6: New Business

PIC – Committee Review of Options, Greg Moberg: Susan thanked Greg for taking on the task and moving it forward and Greg summarized the information. In March a subcommittee was formed to discuss the proposed three options. The committee agreed on Option 3, which was to list action items to better PIC. The committee held several conference calls and agreed that PIC should not be shelved or sold at this time. The committee looked at items to get it kick started. Joni stated that PIC has a lot of money in their bank account, around \$12,000. Last year the Board wanted to ask PIC to pay more and Joni thinks in 2013 we should ask for a more substantial payment. PIC should be paying APA CO \$4,000 - \$5,000 payments. Susan mentioned we should address this when reviewing the 2013 Budget.

Greg discussed the listed action items. The biggest item is marketing. The original idea behind PIC was to target realtors, but this isn't working because realtors have too many options for free credits. PIC can't rely on realtors to foot the whole bill. The Committee recommends engaging allied professions, planners outside of Colorado, and citizens. The task will be hot to identify and get those people because VanEd markets to their target audience - realtors. Two ideas on marketing were outsourcing to a professional marketing team which costs money or trying to find someone within APA Colorado that has those skills and that background to help with this task. The Committee also suggested that the PIC Board needs to be reorganized. They haven't met in over a year (June 2011). Susan stated that the vacation positions haven't been filled because we were waiting to get the Committee recommendations first. The Committee recommends more Board involvement and in general agrees that PIC still has some use and value. The Committee would like some direction from the Board. It may be time for new members with new ideas to bring some excitement to PIC, but remembering that it's hard to maintain the enthusiasm with a volunteer board. The PIC webpage needs to be updated. The Board discussed getting rid of the free classes for APA CO embers. Erica suggested tapping into our membership to ask for help but give them a benefit for doing so.

Joni left at 3:05

Nate inquired about what kind of work students and interns could do? Greg said the website, marketing ideas and materials, etc. It was also recommended that we use marketing materials for APA Colorado and do more for PIC on our website.

Greg inquired what the next step should be for the committee. Does the Board want the Committee to come up with recommendations? The general consensus was yes.

Greg then moved on to discuss the Western Slope Conference. He stated it did not have as a good turnout this year but did have a good group of speakers. The conference was held at the new minor league baseball facility. He hopes to gain 6 CM credits but they have not been submitted yet. Greg agreed to forward the information to Abby for submittal.

The Board discussed future changes to the agenda format and the possibility of adding committee updates, Board Member updates and a consent agenda.

The Board discussed seed money for regional events in the budget. The Board Members asked that this be taken under consideration with the 2013 budget. Greg stated he's getting pressure because Grand Junction foots the bill up front, and gets reimbursed, but they have problems because they don't have the money in their budget to front it any more. Erica said the Sustainability Committee is having similar discussions because they have speakers from other professions, that they have difficulty getting because they can't accommodate some of their expenses. The Sustainability Committee is looking for ways to defray the cost for speakers. Susan said, in the past the \$500 was used for seed money.

Erica updated the Board on the recent "Good Sun, Bad Sun" workshop. They had some problems with PayPal links on the website, but in the end had 25 people in attendance. The workshop included a tour of the Jefferson County facility and solar installations. Then attendees went to the Golden City Hall and met with their sustainability coordinator. The theme "Good Sun" focused on Colorado as a solar energy incubator and had a speaker who does solar community gardens. This session also focused on how to properly regulate these facilities. Erica indicated that sometimes the outside professionals need guidance on what planning professionals needs to be told in the sessions. The

second theme “Bad Son” addressed the health effects of too much sun exposure. Erica concluded that marketing was the weakest link but the workshop provided 4 CMs.

c. Western Planner Conference and Update, Katie Guthrie

Susan summarized Katie’s report on the Western Planner Conference. Katie’s’ report highlighted the cost for doing Western Planner and how little it is for what they do.

Greg suggested adding the Committee & Board Member reports under Other Business on future agendas

Other Business

As no other business was added, the Board meeting adjourned at 3:34 pm.

APPROVED: NOVEMBER 2, 2012

DRAFT