



# **APA Colorado Annual Board Meeting**

## **MINUTES**

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**Friday November 2, 2012**

**Twin Sister Conference Room  
Development Services Center  
Longmont City Hall  
385 Kimbark Street  
Longmont, CO**

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

**Roll call:**

**Present:**

Susan Wood, President  
Abby Shannon, PDO  
Joe Frank, North Central Rep  
Meggan Herrington, South Central Rep  
Joni Marsh, Secretary/Treasurer  
Stan Clauson, Central Mountain Representative  
Jessica Osborne, Metro Rep  
Greg Moberg, Northwest Representative  
Nate Owen, Student Rep  
Erica Heller, Metro Rep  
Kyle Dalton, Legislative Committee Co-Chair

**Absent:**

Paul Rosenberg, Public Official Rep - no  
T.J. Dlubac, VP of Communications - No  
Jeremy Nemeth, Faculty Rep  
Eric Heil, Legislative Committee Co-Chair  
Chris Hawkins, Southwest Rep  
Katie Guthrie, Western Planner Rep.

**Staff:** Shelia Booth, Chapter Administrator

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

Susan summarized the success of the conference in Snowmass Village.

**a. Presentation of President's Award & Happy Hour November 7<sup>th</sup>**

Susan expressed thanks to the Board for the quick response on the email vote for the expenditure of funds for the November 7<sup>th</sup> happy hour. The planning for the event happened quickly in conjunction with the APA National Planners Training Service Workshop. So far there are 64 registered for PTS. Gil McNeish has confirmed he will be in attendance to accept his award at the happy hour.

**b. Other – None**

**2. Consent Agenda**

- a. Approval/Correction of June 29, 2012 Minutes
- b. Approval/Correction of August 3, 2012 Minutes
- c. Approval/Correction of the September 7, 2012 Minutes

- d. Approval/Correction of the October 5, 2012 Minutes  
Joni noted that the June 29<sup>th</sup> minutes conflicted in stating she was absent but gave the financial report. Susan recommended we amend the minutes to remove her name and simply state the financial reports were approved. Susan and Nate noted their names were misspelled in a few places. A recommendation was made to make a motion to approve the minutes with the noted changes.

***Motion by Stan to approve minutes with the changes noted.***

***Second by Greg.***

***Discussion:*** Joe noted that all the minutes reflect that he was not in attendance but the meetings are shown on his calendar. The Board discussed the various meeting dates while Joe reviewed his calendar. Abby suggested that the motion be amended to include Joe's corrections. Joe agreed to forward the corrections to Shelia via email.

***Stan amended his motion to include attendance corrections for Joe.***

***Second by Greg.***

***No further discussion.***

***Vote unanimous.***

### **3. Old Business**

- a. **Adoption of 2012-2013 Strategic Plan (update)**

Susan and Shelia stated they did not receive any comments on the update from members. Susan summarized the update activity over the past year and asked for a motion, stating that if the update is approved the Plan will be completed for another two years.

***Motion by Greg to approve the updates to the Strategic Plan.***

***Second by Stan.***

***No further discussion***

***Vote Unanimous.***

Abby requested that the new updated Strategic Plan be posted on the website. Stan requested a time in the future to go over the Strategic Plan and each member's roles. Susan noted that past Board Members had requested that we do that periodically as a Board Agenda item. Everyone agreed that there are many responsibilities in the Plan and it would be beneficial. Susan directed Staff to put it on the December agenda.

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

- a. **Financial Reports for September & October**

Joni reported that the October income of over \$55,000 is mostly due to the conference. She acknowledged the great job on the sponsorship group did in recruiting sponsors. Expenses for October were around \$15,000. She included both September and October reports since the Board didn't review September financials last month. To date the organization is at 109% of the budgeted income and at 56% of the expenses for the year. The organization received a couple thousand dollars more from APA National on memberships than we expected. We had a couple of Chapter Only Memberships and the report doesn't reflect a pending payment from PIC. Stan asked if we had any more income from the conference coming in and Staff reported there were a few sponsorships still not paid as well as one registration.

Stan requested a comparison of this conference's income, attendees and sponsors to previous years. Joni and Shelia will work on putting a report together

on the income. Joni suggested setting the conference up as its own budget. Stan suggested setting up as a permanent report. Susan agrees that tracking conference income makes sense because it's our money maker.

***Motion by Greg to approve the financial reports***

***Second by Joe.***

***No further discussion***

***Vote unanimous***

**b. 2013 Budget Committee Formation**

Joni inquired if any Board Members were interested in being a part of the 2013 Budget Review Committee. Currently the committee consists of Staff, Susan & Joni and needs one or two more. Shelia noted that TJ indicated he might be interested. Greg said he would help considering his concerns in the last years and Nate stated he would be interested as well. Joni will set up a conference call in the next few weeks.

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

**a. Snowmass Conference Report**

**i. Attendance summarized**

Staff noted that the 2012 conference had 319 attendees. Based on the historical attendance information, this was close to the eight year average but not the highest. Looking at the historical attendance data the Front Range conferences did well in the past. It was suggested that since we aren't going back to the Front Range for two more years at least, we should consider doing some one-day trainings and possibly do these one-day trainings instead of a full conference.

Erica noted it may be worth asking Kelley (Conference Direct, broker) to explore the Front Range locations since we are hearing from people that they want something in the Front Range. Maybe Kelley could come to a meeting and give us direction.

**ii. Profit/loss**

Shelia reiterated that we still have two sponsors and one attendee who haven't paid but are in the process of sending their money. Without them the income is around \$39,500. When those monies are received, it will be closer to \$41,000. Expenses at the hotel were a little higher than usual, but overall the conference was a success.

**iii. Speakers**

Roughly 65 speakers came to the conference but didn't register. Staff noted that 65 is a lot of possible revenue. Most of these speakers are allied professionals who just came to speak and then left, but there were a few planners in the group. Staff noted that it is APA CO's policy that if you are a planner and you're speaking, you must register for the conference and this expectation is on the session submittal form. Susan stated she wasn't sure how this was enforced.

Abby noted that on some of the mobile tours there were a few that were only speaking with no knowledge of the conference or any intent or interest in attending. The Board suggested informing the Local Host Committee (LHC) that they should make their speakers aware of the policy. The Board also agreed that if a speaker isn't going to go to

sessions, they should not be charged. Jessica & Greg stated they've gone to other conferences as speakers where they didn't register because they weren't interested in the sessions. Staff suggested that the Board consider offering a break on registration fees for speakers. Susan noted someone like Sol (lobbyist), doesn't pay but if he wanted to attend a session he should but if a speaker is an APA member they should pay the fee.

Erica noted some of the sponsors are speakers and they don't want to register but choose to sponsor instead. She also noted that one of her speakers couldn't get approval for any of the expenses including travel. One option thrown out was to offer non-APA speakers the APA rate. Erica suggested we let speakers know about all the different registration options such as the one day registration. Susan suggested a 10% discount for all speakers but Erica noted that our rates are reasonable and 10% probably isn't enough to make a difference. Staff suggested this item be reviewed again in the spring when the registration fees for the 2013 conference are established and the call for sessions goes out.

**b. Refund of Exhibitors Showcase**

Shelia summarized the problem and discussions with the two sponsors, noting that if we don't refund we might lose these companies for sponsorships in the future. Erica stated this type of sponsorship might not fit our conference or if we use it again we need to figure out how to make it work. Everyone agrees the idea was lost in the transition and the two firms shouldn't bear the brunt of our learning curve.

***Motion to refund the Exhibitor's Showcase funds by Joe.  
Second by Abby.***

***Discussion:*** Stan inquired about the two sponsors. Susan summarized what their concerns and complaints were. Nate suggested when we refund their money we should summarize what we have learned from them, what changes we have made for the future and what other comments they have for us. We might also give them a hand in shaping what the different levels are for next year.

***Vote unanimous.***

**c. Board Policy on Membership/Attendee List**

Staff explained that there were requests for the conference attendee list from sponsors and other attendees. Staff noted that in her discussion with the Elite sponsor, they indicated that elite sponsorships at other conferences offer the attendee list as a benefit. Erica stated she had a conversation with Revolution Advisors prior to the conference as part of the sponsorship solicitation and informed them that we could give them name affiliation but no contact information. Stan noted that ULI conferences provide a complete list of everyone with all information. Susan inquired about APA National's policy on this. Erica offered that a printout could be provided but not a digital copy. Susan noted she had found a list of attendees from earlier conferences in her files. It was suggested that if we do make it available, we should note this in a fine print disclosure but make the attendee list a benefit for everyone. Greg acknowledged that since many work for public entities, the information is out there already. Erica stated she is ok with it and has benefited from it with other conferences. It was suggested that we provide this year's information to Revolution Advisors retroactively to make amends if this doesn't violate APA National policy.

Staff inquired how the organization handles policy decisions. Susan suggested we create a Policy Manual.

d. **Webpage**

Staff informed the Board that she had received a notice from the web host that they would no longer be providing this service in the “next few months.” To date, no exact date has been provided. Kyle informed the Board that he believed this service was provided at a cheaper rate because the web host owner was a friend of the previous Chapter Administrator and APA Colorado was a test case. Board members agreed that this is an opportunity to make changes to the overall website.

Susan noted that someone told her they have difficulty finding anything on the website. Stan said he understands – there are three disciplines to creating a new webpage: 1) designer: the way it appears and grabs attention; 2) programmer: takes design and writes the code; 3) host: houses your webpage after it’s programmed. There are many webhost providers and the organization can make that roll over quickly. Stan stated a designer and programmer will cost roughly \$3,000 - \$4,000 on the low end. Susan noted that other APA chapters have requested grants through the President’s Council for upgrading their website. We might be able to write a proposal to get that funding. Erica said the customer service wasn’t good with our current provider.

**6. New Business**

a. **Transportation Symposium April 2013**

Susan said WTS, ITE and ACEC have done the Transportation Symposium each year for the last 9 years with the exception of 2011 and we participated previously. The last one was held at the Pepsi Center and was successful. APA Colorado offered staff support, logo and CM credits but no money. Participation in the symposium fulfilled and will fulfill one of our strategic goals of collaboration. The symposium is held to raise scholarship money. APA CO walked away with a little money last time, and didn’t spend any money except for Staff’s time. The Symposium is tentatively scheduled for April 5, 2013. Susan noted the request before the Board is for approval to participate again with no cash outlay, although they may ask for it later and with the in-kind expense of Staff’s time to help. Susan noted the time Staff devotes to the Symposium won’t exceed that budgeted.

Stan inquired what the WTS is. Susan said it’s a national organization with both men and women focusing on dissemination of information and focuses on the integration of women into the transportation field. Erica said it’s an amazing group, and is so well respected that men clamor to be a part of it. This year the symposium will focus on stretching dollars (Map 21, public private partnerships) and innovation and the future. A possible keynote speaker is State Demographer Elizabeth Garner. Susan summarized that it may not be a big money make for us but it hasn’t been a money loser in the past.

***Motion by Abby to approve participation in the Transportation Symposium and the use of Staff’s time in the effort.***

***Second by Nate.***

***No further discussion.***

***Vote unanimous.***

b. **Award of Student Scholarship**

Staff informed the Board that the scholarship is for \$1,500 and can be disbursed to one or several students. This year four students submitted essays for the scholarship and all four applicants were active in APA and volunteered at the conference. The Board clarified the various student chapter titles for the students.

There was a lot of discussion on the criteria used to evaluate the essays. Staff and Susan noted that there are currently no criteria. Erica suggested we standardize the submittal requirements for the future.

Susan stated that if the Board wanted to split the scholarship between all four, they could do so. Joni noted that there are additional funds in the educational expenses for staff that could be rolled into the scholarship should the Board choose to go that route. Meggan expressed a concern with setting precedence on the scholarship amount for future years. After much discussion, the Board identified two top candidates.

Abby said we should look into setting up criteria for next year. Joe asked what the criteria are for this scholarship. Susan stated that typically, it's been how much they've done for APA and how involved they are. Greg stated that he's ok with the involvement criteria; however, this year all the students who applied are involved. Greg did not like splitting the scholarship between all four and recommended the Board make the tough decision.

***Motion by Abby to split the scholarship 50/50 and award it to Saharnaz Mirzazad and Michael Ryan Sagar.***

***Second by Greg.***

***Stan stated he would abstain from voting.***

***No further discussion.***

***Vote unanimous.***

**c. Appointment of VP of External Affairs**

Susan informed the Board that there were two letters of interest in the Board packet and that she has received a third after the deadline but brought it to the Board for consideration. Susan also noted she had received Meggan's resignation for South Center Representative but has not yet advertised for it. The three applicants for VP External Affairs were Jessica Ibanez, Rita McConnel and Julie Ann Woods. After much discussion, Susan asked for a motion.

***Motion by Joni to appoint Jessica Ibanez to the position of VP of External Affairs.***

***Second by Jessica O.***

***Discussion:*** Stan noted the other two were well qualified and he would like further discussion. Jessica O. noted that Julie Ann missed the deadline. Board members inquired if the candidates were aware of the time commitment for this position. Staff indicated she had spoken with Rita but not the other two. Stan left the room and Susan asked the Board to wait to vote until he returned. After a few minutes, Susan called for a vote before Stan returned.

***Vote unanimous with Stan not voting.***

**Board recessed at 3:55**

**Reconvened at 4:05**

**7. Committee Updates:**

- a. **Legislative Committee, Kyle Dalton**  
Kyle summarized the Legislative Committee report. He stated that at the Federal Policy Briefing, National hosted a lunch specifically for representative so they were able to network. North Carolina shared how to set up a chapter agenda.
- b. **Sustainability Committee, Erica Heller**  
Erica stated that she heard from Tareq that the sell of the bamboo utensils went well and the Committee is well on their way to payback the loan from APA CO. The committee is in the strategic planning process. Next meeting is Nov 21<sup>st</sup>.
- c. **Sponsorship Committee, Erica Heller**  
Erica reiterated that this year's efforts were great, everyone pitched in and the organization did a great job getting more sponsorships than in recent memory. She said being part of the process has given her some ideas to make it smarter for next year. She said its time to start thinking about sponsorship for next year and we should reach out to them soon to get in budgets. She noted that she's learned where the money comes from: the loyal, the direct contact/personal connections, speakers and their firms and Local Host Committee contacts. She said local companies want to show off what they've done and we should reach out to them sooner than later. We can replicate the financial goals by working smarter next year and the Board will be asked to pitch in again. The Committee will be doing some work at the end of the year to get set up next year. Stan, Joe, and Susan said they would participate again.
- d. **PIC Review Committee, Greg Moberg**  
Greg reported on last meetings discussion of the PIC Committee and the request from the Board to have the Committee put together a recommendation. Greg summarized the recommendation as provided in the packet. He stated that a Board Subcommittee needs to discuss reorganization of PIC. Greg thinks we need to take back ownership of PIC. Assumptions were made that "if you build it they will come" and they didn't. The APA Board needs to talk about the payment plan and the Committee suggests that APA CO members need to start paying for courses. We need to discuss marketing and see if we have anyone in our organization that would help us out with that first.

Susan noted there are already people on the Board who are on the PIC Board, and maybe we start with them. Abby inquired about the acquiring CM credits for the classes and said she would be interested in being involved. Greg will participate too. Susan said we could act on the subgroup and look at the other recommendations in the future, or the Board can act on everything.

The Board questioned if legally the PIC Board must be an independent board from the APA CO Executive Board. Abby inquired as to who the members are and how they would feel about not being reappointed and Susan summarized the current Board members and their status.

***Motion by Stan to accept Greg's recommendation in principle and refer it to an attorney to see if the PIC Board can be dissolved and then see if the current members want to participate in the new committee.***

***Discussion:*** Joe asked about the established expectations, questioned the basic business plan and wondered if this is still a good idea. Greg reiterated that the PIC subcommittee had three options – 1) sell it, 2) dissolve it or 3) move forward. The PIC Subcommittee agreed that it needed to be salvaged at this time. Susan wanted to remind everyone that PIC took out a loan of around \$40,000 and it

hasn't been paid back but we aren't currently losing money. Joe stated that organizations like this are great ideas, but when they're run by volunteers they don't work as well. Meggan and Erica left the meeting.

***Second by Abby stating we aren't necessarily dissolving the PIC Board but we are accepting the recommendation in principle.  
Vote unanimous.***

Susan stated we could get with Graham and possibly contact the attorney who helped set up PIC to get the conversation going.

e. **Communications Committee, TJ Dlubac**

Staff informed the Board she had met with TJ earlier in the week and agreed to relay his information on the Communication Committee. Staff asked for volunteers to participate on the Committee. Stan stated he would participate. Staff noted that the Committee will look at all things communication related: newsletter, website, emails, social media, etc. Updating the website is a financial matter and should be considered in the 2013 budget. Joni said that PIC as \$12,000 and she wanted to take \$4,000 or \$5,000 to use that for the marketing of PIC and the website. Greg said that PIC and the website have a connection. Susan noted that APA CO won an award for PIC and we might be able to link that with a grant application for the website update. Board consensus was that a new website is need. Staff summarized the goals is to establish the committee, send out a communications survey, draft a RFP for the website and bring the RFP to the Board for review and approval.

***Motion by Stan to approve the formation of the Communications Committee, the drafting of a communications survey and drafting of a RFP for website services for Board review.***

***Second by Jessica O.  
No further discussion.  
Vote unanimous***

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

Susan noted we have had an active Outreach Committee in the past but it hasn't been active in a while. The Board discussed the option of having the VP of External Affairs take over the Committee. One APA CO member has expressed interest in chairing the Committee. Susan stated she will discuss the Committee with Jessica Ibanez when she takes over the VP position.

g. **Awards Committee, Vacant (appointment)**

Susan stated that Anne Lane has resigned as Chair to the Awards Committee but we don't anything in writing. Staff noted that we do have an APA CO and Awards Committee member interested in taking over the chair position. Stan informed the Board about a conversation he had with someone on the Awards Committee and their concerns with how the Awards Committee handled review of awards. One Board member noted that some organizations farm out their awards review to other organizations to avoid the conflict of interest. Greg stated this is a good time to look into this. Stan added that when the awards were presented there were no visual presentations. The Board discussed the option of opening the chair position up to others on the Awards Committee and having the Committee come up with a plan to revamp the process. Staff was directed to contact Anne Lane for a list of all the committee members; to contact them to see



if anyone else was interested in the Chair position and to seek advice from Anne on potential replacements. Staff should also ask Anne for a resignation letter.

**8. Board Member Updates:**

Nate stated the students are putting on the breakfast with professionals on Tuesday November 13<sup>th</sup> but having a hard time finding professionals to commit. Board members offered suggested contact. Stand noted that Monday, Tuesday and Wednesday are difficult for due to Board and Commission meetings.

**9. Other Business**

Stan noted that the Bylaws Committee was disbanded but the map changes were left hanging. Susan agreed that a lot of work went into the review and changes of the region map and the lack of action that led to the recent delay. Susan said she would ask Chris where he is on his research and see if he still thinks changing the map from that previously approved by the Board is necessary. Stan noted that he confirmed in his area and everyone is fine with the new map. Stan would like to affirm that the map needs to change again or if it can go to the membership as is on the next ballot. Susan stated she would speak with Chris and request a Board date for the map discussion.

Joni thanked everyone for coming. Stan thanked Staff for the one-document packet.

**Board meeting adjourned at 5:12 p.m.**

**APPROVED: December 7, 2012**