



# **APA Colorado Annual Board Meeting**

## **MINUTES**

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**Friday December 7, 2012**

### **Aurora Chamber of Commerce**

**14305 E. Alameda Ave., Suite 300  
Aurora, CO 80012 - (303) 344-1500**

**The meeting was called to order by President, Susan Wood at 2:06 p.m.**

#### **Roll call:**

##### **Present:**

Susan Wood, President  
Abby Shannon, Professional Development Officer  
Jessica Ibanez, VP External Affairs  
Joni Marsh, Secretary/Treasurer  
T.J. Dlubac, VP of Communications  
Chris Hawkins, Southwest Representative  
Stan Clauson, Central Mountain Representative  
Jessica Osborne, Metro Representative  
Erica Heller, Metro Representative  
Joe Frank, North Central Representative  
Nate Owen, Student Representative  
Paul Rosenberg, Public Official Rep  
Jeremy Nemeth, Faculty Representative  
Kyle Dalton, Legislative Committee Co-Chair

**Staff:** Shelia Booth, Chapter Administrator

##### **Absent:**

Eric Heil, Legislative Committee Co-Chair  
Katie Guthrie, Western Planner Rep.  
Greg Moberg, Northwest Representative  
South Central Representative – Vacant

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

Susan welcomed everyone to the meeting and thanked Paul for hosting.

- a. **Downtown Colorado Inc. December 12<sup>th</sup> Panel**  
Susan informed the Board of the upcoming DCI panel discussion on December 12<sup>th</sup>. Susan, Erica Heller, **Libby** Tart-Schoenfelder and Ryan Tefertiller will represent APA Colorado and head up the discussion from the planner's perspective. This interaction will hopefully lead to other sessions later in the year. Susan would like to see it help get the Economic summit going.
- b. **Transportation Symposium April 2013**  
Planning for the 2013 symposium is under way. It will be held April 5, 2013 at the Pepsi Center. The call for sessions will go out on Monday.
- c. **Emerging Planning Professionals (EPP), Ethan Watel**

Ethan Watel updated the Board on the current activities of the Emerging Planning Professionals (EPP). Ethan is working with Deryn Wagner, who is out of town and unable to make the Board meeting. There are currently five people meeting that were invited by Deryn to get the group started. Ethan explained that APA Colorado is lagging behind other states since they have their groups up and running already. The group is in the process of getting a mission statement and goals formed. The group will focus more on networking type events and getting planners to know one another across the state, not just in Denver. Networking event won't just be typical happy hour events but will include ways to be involved and help the community they are in. They are still working on how to define the group. Some say membership should be limited to those 35 and under, but this group is focusing on a limitation based on work experience - no more than 8 years in the profession.

*Jessica O. joined the group.*

Ethan noted that they are trying to not duplicate the efforts of APAS and will try to work with APAS on how to incorporate the recent graduates to make the transition from APAS to EPP. The group inquired if they can use the APA CO name and if so, would EPP members have to be a member of APA CO. Susan noted that EPP is a group like our working committees and therefore a part of APA CO and could use the log. The group should function similar to the way that other APA CO committees do and follow APA CO guidelines. The question about APA membership has been raised before and it relates to representation. IF EPP is a part of APA CO, then the members are representing APA CO. Best practice would require the group member to be a member of APA Colorado. Abby noted this earlier discussion was about the Sustainability Committee which has a lot of active members who are not members of APA CO. Jessica said she thinks the majority is members but some come from the outside areas to the meetings and participate. Susan said we really don't want to turn anyone away. Erica suggested that ultimately to be a member of EPP you should be a member of APA Co and that this might be accomplished by allowing non members to attend a few EPP meetings for free to see the benefits of membership. Kyle noted that APA CO has learned a lot about forming committees with Sustainability and Legislative and the organization as a whole should get ahead of the ball and provide some input to this new group. Shelia noted the similar steps current committees are going through by establishing a Board liaison, mission statement, goals, etc. Kyle suggested that we memorialize the lessons and expectation so they apply to all committees.

*Stan called in.*

- d. Other: None
2. Approval/Correction of November 2, 2012 Minutes  
No comments from those in attendance.  
**Motion by Joe to approve the minutes.**  
**Second by Stan.**  
**Discussion:** Erica noted the correction from "bare" to "bear" that had been incorporated based on an earlier email to staff.  
**Vote unanimous.**
  3. **Old Business**
    - a. 2012-2013 Strategic Plan  
Susan stated that the Board decided it needed to continue to revisit the Strategic Plan to see if we are meeting the goals. Susan noted that in looking through it, there are a few things the Board needs to tackle but for the most part there are a lot of

things that are started, in process or ongoing. One thing that jumped out was the formation of the Membership Committee. Susan stated that Shelia has been looking into the historical membership numbers with National. Our highest has been around 1400 and we currently have 1200 members. The Board should consider activating the Membership Committee at some point in the future. The Committee might be able to fall under another group. Paul questioned the membership numbers and how Planning Commissioners are included. Susan said Commissioners are included in the total but we can break it down if the Board would like. Shelia noted the difference in the Chapter Only Membership in that an entire Planning Commission or Board could fall under one membership. Susan stated APA CO is offering more for our members and the work with allied groups will/is helping. Another thing is the development and maintenance of the Policy & Procedure Manual. This was begun with Abby and Denise and it should probably get finalized. This would be a good opportunity to outline the responsibilities of the Administrator vs. Board. The last issue is the promotion of Diversity. This is done with the Mosaic scholarship that was skipped last year. Susan suggested that the Board maybe revisit this and see if there's something it should be doing that isn't being done already. The PC modules that were put together need to be updated. The discussion moved to how the Strategic Plan should be reviewed and if the Board wants to add specific timetables for implementation. Jessica O suggested it might be beneficial to have Board member reports relate back to the Plan. Nate suggested adding a line to the Board Agenda Item template, tying it back to the Plan. Stan stated he thought a brief written update would be great. TJ suggested quarter updates on the Plan. Abby countered with twice a year since updates will be provided on the reports. Stan suggested the Strategic Plan on the website be changed to a pdf. Shelia will update the website and send out an updated agenda item template.

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

##### **a. Financial Reports for November**

Joni noted the organization is caught up to date on expenses for the 2012 conference. The organization as a whole is back in the black and will come out ahead of our 2012 net income to date. She clarified that APA CO doesn't have very many expenses left this year.

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

***Second by Abby.***

***Discussion: None***

***Vote unanimous***

##### **b. 2013 Budget Committee**

Joni informed the Board on the number of conference calls held and those who are participating on the committee. She stated the proposed 2013 Budget shows another positive year, unlike 2011. The Budget Committee identified nine (9) items to bring to the Board's attention and to seek direction on. First, the Committee is recommending that the PIC loan repayment increase from \$1200 to \$5000. The PIC account currently has \$12,000 so there would still be funds available to PIC and they typically receive around \$2000 a year from Van Ed. TJ noted one reason the Committee is looking at this increase is to create additional income to offset the website expense. Without using the PIC fund to offset this, the Board could go into savings or we have a couple of options. Erica noted that the Board keeps having this conversation about taking more money from PIC but we are currently in the process of trying to determine how to get PIC off the ground. She questioned if we need to leave this money with PIC to help them get

off the ground. Susan noted PIC would still have about \$7000 plus the additional \$2000 income from classes. The PIC Committee did talk about using the money for marketing and Erica stated that PIC could always come to the Board to get the money back. Joni stated that if we leave this line item like 2012, it won't put us in the negative but it doesn't offset the investment into the website capital. The second issue is the conference income which the Committee suggests keeping the registration fee for 2013 the same as 2012. The Committee also assumed the same amount for sponsorship. The next item was payroll taxes. Although the organization purchased the payroll module and it saved \$230 a month, there were issues with the first quarter payroll taxes. Joni received a lot of notices, found out they weren't done correctly and had to redo the taxes. In order to make sure we do the payroll and year end taxes correctly, she suggests the organization keep KKB on board and she is working to get the estimate. Stan stated he has worked with QuickBooks payroll and was curious why it isn't working. Joni said she didn't know what happened, and that it happened the first quarter when we were on QuickBooks when Denise was doing them. Last quarter, Joni had KKB did them. Joni stated she wasn't sure what happened and can research it but for the time being we stick with KKB. Stan suggested having someone look at the way QuickBooks is set up so we can save the KKB money. Joni said she would have KKB do two prices and she noted that all the taxes from last quarter matched what KKB had us pay. The next discussion was around the committees' line item. The question from the Committee was if the Board wanted to break out expense and income for each group or just do a lump sum. Joe inquired if we are getting requests from the committees and Joni responded that the only check she wrote was to Sustainability for their fundraiser seed money. Susan noted that the organization used to do it this way but stopped when it was trying to balance the budget and as a result we have seen fewer events. Shelia summarized Greg's concern at the last Board meeting regarding fronting money for big events when it isn't in the municipality's budget. Erica said the Sustainability Committee was confused about the funds – what they could be used for, how to ask for them, etc. The Sustainability Committee has struggled with wanting to do some things that aren't consistent with what the organization does. For instance, some speakers Sustainability wants to have are from allied professionals and they would like to defray the expenses of those speakers but APA CO doesn't do that with the exception of keynote speakers. Shelia offered that the Board establish guidelines for how the money can/cannot be used. Erica noted another conflict was providing refreshments at single session trainings. Previously this was discouraged by staff because they said it was money thrown to waste because members don't base their decision to attend a function on if there are or are not refreshments. Kyle shared two perspectives – as a Board Member and as a Committee Co-chair. As a Board Member he felt it would be a big setback if it had to pre-approve small amounts all the time. He suggested the Board set guidelines for what the funds can be used for or just give a small amount and let the committees spend it as they see fit. He feels committees should have a line item and, like the Legislative Committee, they should have an expense and income line item. TJ noted this approach of an expense and income line item shows an expectation of the committee. Abby stated it needs to be part of the policies of how committees are expected to handle the money. It was suggested to start with line items for Legislative and Sustainability, then as other committees work toward that stage of development we can add line items for them. Joni offered Greg's comments and asked if it would be better to have Chapter, regional and committee events and then break down from there. Greg also suggested adding another \$2000 to this line item so each category could have more to work with. The group agreed

that this might allow committees and representatives to secure better venues and better speakers, resulting in better income. Erica said we need better outreach to advertise the events. Joni stated the line item is currently \$1500 and asked the Board if it should be increase per Greg's recommendation. The general consensus from the Board was yes. Paul questioned if the line item for the APA National reception and should it be reduced noting that this year it wasn't used (only shows an expense of \$26 when budgeted for \$1000). Susan noted that this year we partnered with another state group and it reduced the expense. Abby said it's a good way for students to network with state employers and a place for all the Colorado planners to get together. Jessica I. asked if the event had ever been sponsored. Susan agreed and suggested it would be a good sponsorship for a Colorado based company that has a national reach. TJ suggested that each committee and representative come up with their own budgets. Website maintenance costs were the next item. The cost will increase and the Committee is showing a tentative placeholder of about \$1200. TJ noted there are estimates of \$3000 to \$6000 to get a new website but it might be more if we go with more bells and whistles. Lastly is the wages line item which reflects a salary increase and/or bonus for 2013. Shelia questioned if the \$500 additional funds in the scholarship fund were for students or could be used for something else such as conference scholarships or AICP exam fees. She noted several requests for scholarships to attend the 2012 conference. Susan said there would have to be criteria and mechanisms in place. Kyle noted it would be nice to fund a conference scholarship but the Board had concerns with the student scholarship amount of \$1500 last month and felt it was too small. Stan expressed concern that a conference scholarship would open a Pandora's box if it targets out of work planners. Susan said we could discuss this further in the future and leave as is for now.

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

### **a. Snowmass Survey Response/Report**

Shelia summarized a few of the survey results. Of interest was the fact that location, hotel and food were the highest rated favorites of the conference, yet the same three were the top least favorites. There were several comments requesting the Friday night BBQ not be outdoors anymore. Sessions received consistently good markings. People thought they were diverse and had good speakers. One interesting suggestion/complaint was that the conference didn't allow much time to get to tour the community that is hosting it. The Board discussed ways to do this and Nate suggested a scavenger hunt. Abby suggested a tour hosted by the location planners on Wednesday. The survey results will be shared with the Snowmass group and the Vail group for 2013. *Erica left the meeting.*

### **b. 2013 Meeting Dates**

Shelia presented the proposed meeting dates. January, March and July dates were modified due to conflicts with holidays or conferences. The updated schedule will be distributed to the Board.

### **c. Other: None**

## **6. New Business**

### **a. Appointment of South Central Representative**

Susan informed the Board that she sent an email request to APA Colorado members seeking interest in fulfilling the remainder of the South Central Area

Representative term vacated by Meggan Herington. She noted she received two letters of interest in the position. The first was from Julie Ann Woods in Pueblo and Lor Pellegrino who works for Teller County. Susan highlighted information from each applicant's letter and the Board discussed the appointment.

***Motion by Kyle to appoint Lor Pellegrino to fulfill the remainder of the South Central Area Representative term vacated by Meggan Herington.***

***Second by Paul.***

***Discussion: None***

***Vote unanimous.***

**b. Awards Committee (Vacant) Appointment of Chair**

Shelia informed that Board that she had received the resignation letter from Anne Lane as the Chair of the Awards Committee. She contacted the active Awards Committee members to see if any were interested in the chair position. Anna Gagne who had previously indicated interest again submitted her name. Jesse Young responded to the email supporting the appointment of Anna and offering her services as a co-chair if needed. The Board agreed that Anna should be appointed as chair and did not see a need for a vice-chair, feeling that appointment should be left to the Committee.

***Motion by Kyle to that the Board recommend the President appoint Anna Gagne as chair of the Awards Committee for a term of one year which may be extended.***

***Second by Abby.***

***Discussion: None***

***Vote unanimous.***

**c. Great Places in Colorado**

Susan stated that she had received an email from National regarding the nomination of Great Places. She would like the Board to nominate one or more places. She stated that we've been fortunate in the past to have had places awarded but the Board didn't know about the winners due to National's policy to keep the winners quiet until the announcement is made. She noted that there was a lot of discussion on National's policy of not informing the Chapters at the Chapter President's meeting. Chapter President's were concerned because they didn't have any time to plan events around the announcements. Susan stated her thought is that if the Board nominates then they might get advance notice. Paul suggested the Pearl Street Mall or 16th Street Mall. Kyle listed the four places in Colorado that had previously won. Kyle noted the nomination is a one page form and due December 21st. Susan suggested, that everyone who has an interest send a list of places by the following Friday to Staff and through an email discussion/vote the Board could choose.

**d. DCI Bennett Colorado**

Jessica I introduced the subject and informed the Board that DCI does these types of events several times in the year. This request was for volunteers to help with Bennett, CO. Shelia will send out a request for this specific event. Jessica I told the Board she would like to do more education on what DCI is and get a comprehensive list of those who would like to be on a list serve for future events. Paul expressed confusion about what they would be doing in Bennett since Bennett just finished a comprehensive plan update. Jessica I. indicated that she had asked DCI what the specific needs were for this project but had not heard

back yet. Jessica O noted that these are done in conjunction with DOLA and the Main Street program.

e. **2013 Planning Webcast Series**

Abby informed the Board that the New Jersey, Ohio and Utah chapters have put together a webcast series and it offers a good diversity of CM credits. The cost is \$150 to join and the Chapter would be expected to facilitate on at least one webcast. The webcasts are booked through March so the Chapter would have time to plan one. She said the immediate need is for the Board to approve the expenditure for 2013 out of this year's budget. The organizers do all the advertising. TJ asked if APA CO could put the announcements on our webpage and on Facebook page a couple of weeks in advance. Abby stated that a person would have to preregister and registration is limited to the first 1000 participants. Susan questioned how the webinar actually worked and Abby said the Chapter would receive help and instruction from the organizers. TJ asked where the funds would come from and Abby responded they would come from her line item – Education Expense.

***Motion by Abby to approve the \$150 expenditure to participate in the 2013 webcast series.***

***Second by Jessica Osborne***

***Discussion: None***

***Vote unanimous***

f. **Compensation Increase for CNM Contract**

CNM is our legislative liaison and back in January 2012 the Board had a lot of discussion about how the agreement should be handled. In February the Board approved the contract and made it retroactive to November 2011. The three year contract provided no increase for the first year but required a Board approved minimum increase of 3% for 2013 and another 3% for 2014. The recommendation is to approve the minimum 3% increase for 2013 (November 2012 to October 2013). Susan said the 3% is pretty typical of what the Board has done in the past. Paul stated that he felt the 3% is liberal and doesn't match what is standard in the current market. Abby said that because CNM didn't get an increase the first year, the increase actually averages out to 2%. Kyle wondered what the appropriate rate should be and Board members stated CNM was worth the contract price and they are a benefit to our members. Susan stated she appreciated the continuity in our lobbying service.

***Motion by Jessica O. to approve the compensation increase of 3% for CNM***

***Second by Kyle***

***Discussion: None***

***Vote unanimous with Paul abstaining on principal***

**7. Committee Updates:**

a. **Legislative Committee, Kyle Dalton**

The legislative survey closes tomorrow. Kyle asked that all members encourage everyone to complete the survey. Kyle plans to compile the results and report to the Committee at the next committee.

b. **Sustainability Committee, Erica Heller**

Susan encouraged everyone to read the update provided with the packet. There was an interesting situation where another Chapter President talked with Susan

about a survey the Sustainability Committee was working on. She noted that the Sustainability Committee is making lots of contacts around the Nation. Anne Miller has proposed a session with divisions at National.

c. **Sponsorship Committee, Erica Heller**

No report

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

No report

e. **Communications Committee, TJ Dlubac**

The Communications Committee met last week with 6 people participating. The Committee talked about two major tasks: a) membership communication survey and b) website. The survey will concentrate on acquiring feedback on how well the organization is doing giving and getting information as well as feedback on types of communication sources our membership uses. The goal is to send the survey out the week of the 10<sup>th</sup> and leave it open for a week. The survey should give us the framework to justify the cost for the website overhaul. The Committee discussed the capital costs and ongoing maintenance costs for a new website. The plan is to draft an RFP for Board approval and send it out in January. TJ is working with the Committee to draft a mission and vision and will bring that back to the Board when they are finalized.

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

No report.

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

No report

**8. Board Member Updates:**

None

**9. Other Business**

Board members talked about the length of recent meetings and suggested talking about ways to shorten them at the January meeting.

Paul questioned policies related to oil and gas since there will be bills in legislature. He asked if the organization should be weighing in on these issues. Abby stated that it's a challenging issue because we have such a diverse membership and diverse geographic areas within our membership. It may be something that the organization can't take a stance on. Nate suggested providing consolidated resources while staying neutral such as providing links to communities that have already passed moratoriums, transportation impact fees, etc. Kyle noted that the organization took a position where proposed legislation stripped land use impacts but monitored ones that were more specific. He noted that the organization will have to determine its stance based on the specific legislative issue. The organization will always take a position on pro-planning and anti-planning.

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

**APPROVED: January 11, 2012**