



American Planning Association

Making Great Communities Happen

## APA DIVISIONS COUNCIL

### FY2017 ANNUAL DIVISION PERFORMANCE REPORT

DUE NOVEMBER 15, 2017

Division: County Planning Division

Chair (or primary author if not Chair): David Heinold

1. **Workplans and Budgets**

- Appendix A: FY2017 Work Plan with Approved Budget
- Appendix B: FY2018 Work Plan with Proposed Budget

2. **Communications**

*So much of our time is communicating with members. How do you do it? Please identify how often each tool was used to communicate with Division members (include weblinks for any posted material and dates if available):*

- a. Newsletter (including hard copies, electronic versions, or other)

The Division published 4 quarterly newsletters in FY 16/17. Publication issues were Fall, Winter, Summer and Spring.

Newsletters are posted to the Division's webpage. The link to the Division's newsletter webpage is <http://www.planning.org/divisions/countyplanning/newsletter/>.

The current newsletter editor is Robert Hill from Brookings County, South Dakota.

Jacqui Kamp transitioned from Newsletter Editor to Secretary after the FY 2016 election held last fall. Robert took over Newsletter Editor duties with the Winter Newsletter and has produced three out of the four newsletters during FY 2017.

- b. Website updates

URL of Division's website is

<http://www.planning.org/divisions/countyplanning/>.

Webpage contains business meeting summaries, leadership information, board contact information, newsletters, award information, annual conference information, contact info, and info about how to join.

- c. e-blasts

The CPD Chair is continuing to use the MailChimp account to send e-news updates monthly to division members outlining happenings, upcoming webinars,

and other news. This method of communication has been successful in reaching members and encouraging participation in trainings as well as for leadership recruitment. The open percentage for these email newsletters has remained relatively steady between 33 percent and 39 percent among the roughly 300 members. CPD sent an initial student welcome email newsletter in September and reached over 51 percent of the 162 members. Comparatively, the October email saw a 45 percent open rate among the 225 student members.

#### social media sites

- The Division has a new Social Media Coordinator, Michelle Fuson from Latah County, Idaho, who manages CPD's LinkedIn and Facebook account

- URL of the Division's LinkedIn page is

[http://www.linkedin.com/groups?home=&gid=5064414&trk=anet\\_ug\\_hm/](http://www.linkedin.com/groups?home=&gid=5064414&trk=anet_ug_hm/)

- URL of the Division's Facebook page is

<https://m.facebook.com/APACountyPlanning/#> =

- d. Membership surveys (*Please describe the survey planning, any outreach, voter turnout, and results. Include the survey as an appendix. If your Division did not conduct a survey this year, confirm the bi-annual schedule on which the Division is meeting its survey requirements.*)

The Division last completed a survey during FY 2014. CPD leadership has continued over the past few years to obtain comments, suggestions, and guidance on division activities in accordance with member needs in monthly email blasts to division membership. Since April 2014, we have not received any member input regarding division activities. Thus, the Division will be conducting a member survey in early 2018. We will use a short member satisfaction and suggestion form. The Executive Board discussed the survey at the October bi-monthly conference call to provide feedback on the types of questions and information we will seek from our membership and the entire executive board is participating in the membership survey.

The division Chair will also use the survey as an immediate step to develop a business plan and framework for the Division that is in line with what is called upon the division by the Divisions Council for FY 2018.

- e. Specific outreach for volunteer opportunities

CPD leadership worked to solicit volunteers for the Divisions Council booth at the NPC in New York City. The Division Chair and Secretary both volunteered for a half hour each at the DC booth. The Division Chair has incorporated a callout in the monthly eNews blast for volunteers from both the CPD membership and the Divisions Council leadership to help with the FY 2018 DC initiative on the Sharing Economy.

- f. Other

### 3. **Annual National Planning Conference Activities**

*The National Planning Conference is when everyone comes together. What did you Division organize at the NPC? Please identify any and all of your Division's-sponsored sessions at the Annual Planning Conference:*

- a. General sessions, facilitated discussion, mobile workshops, or other
 

The Division sponsored session in New York City was "Protecting the Water You Drink" The session was held at 10:30am, May 8, 2017. The details of CPD sessions are below:

Saturday, May 6 – 4:00 pm to 5:15 pm – The session selected by the CPD executive board titled *What Do We Do Post-Reed?* was very well attended, following the past couple of NPC sessions and CPD-sponsored webinars, with a full room of about 70-80 people. The session offered 1.25 CM Credits.

Monday, May 8 – 9:00 am to 10:15 am – The CPD by-right session titled *Protecting the Water You Drink* was a popular topic among local government officials and consultants with approximately 20-25 people in attendance. The session offered 1.25 CM Credits.
- b. The Annual Business Meeting was Monday, May 8, 6 pm at the New York Marriott Marquis. (Minutes and Attendance List are included in appendix).
- c. The Division held a joint reception with Regional & Intergovernmental Planning Division. It was held on Sunday, May 7<sup>th</sup> at 7 pm. The host of the reception was Ben's New York Kosher Delicatessen Restaurant & Caterers, 209 W 38th St, Manhattan, NY 10018. There were an estimated 25 people that joined from both divisions.
- d. David Heinold and Jacqui Kamp staffed the Divisions Council booth at the NPC in New York City, Sunday, May 7, 3:00-4:00 pm, for a half hour each separately.

### 4. **All Other Events/Programs**

*What did you work on before and after the NPC? Please identify any events/programs sponsored by your Division (other than those at the National Planning Conference), including the number of participants, revenue generated (if applicable), and CM credits offered (if applicable):*

- a. Education programs (including webinars, events at local APA conferences, events co-sponsored with other organizations, etc.)
 

The Division has continued to do a good job with attracting quality webinar content for members on present-day issues affecting counties. On August 25, 2017, the division hosted a webinar titled *Finding Common Ground When Regulating electronic Message Centers* through the Planning Webcast Series. The webinar reported 442 registered participants.

Immediate Past Chair, Megan Nelms, distributed brochures at the 2017 Western Planner and South Dakota Planners Association Annual Conference in September.

The division organized a fee-based webinar on a popular topic, Reed vs. Town of Gilbert U.S. Supreme Court decision, regarding sign regulations titled *Reed Analysis - Tips and Traps* for Thursday, November 16, 2017 from 1:00 pm to 2:30 pm with 1.5 CM Credit and 1.5 Law Credit through the American Planning Association.
- b. Networking/social events (events at local APA conferences, events co-sponsored with other organizations, etc.)

The Division did not host any events at local APA conferences nor co-sponsor with other organizations.

c. Recognition events/programs

The Division did not hold any recognition events or programs during FY 2017.

d. Awards you give out (student papers, scholarships, diversity, etc.)

The CPD presented our Project Awards at the Annual Business Meeting in New York City, which included 1 Award of Excellence to

Kittitas County, WA for the Kittitas County Tourism Infrastructure Plan in the Comprehensive Plan - Small Jurisdiction category

and 2 Awards of Merit to

Sacramento County, CA for the Sacramento County Active Design Guidelines & Collaboration in the Best Practices category

&

Franklin County, VA for the Westlake - Hales Ford Area Plan in the Small Area/Special Area Planning category

The Award's Jury members responsible for reviewing the applications were CPD board members Tim Brown, Dennis Sandquist, and Royce Maniko.

e. Any Division management meetings/conference calls

The Division Executive Committee attempts to have a conference call every other month. These conference calls took place on October 16, 2016, December 21, 2016, February 15, 2017, April 19, 2017, June 21, 2017, and August 16, 2017 during FY 2017. The minutes from these conference calls can be found on our webpage at [www.planning.org/divisions/countyplanning/business/](http://www.planning.org/divisions/countyplanning/business/).

f. Other events

5. **Membership**

*Who are your members and how many do you have? Please identify the number of Division members at the start of FY 2017 and the end of FY 2017 by member type. (Note: This information will be provided to you by APA National in October).*

a. Our members come from a wide variety of government agencies and consultant groups of different sizes. We had 286 members at the start of FY2017 and ending FY2017 with 291 members, a positive net gain of 5 people. Since the inception of the new APA initiative “pick 5” free divisions student membership category became available to both undergraduate and graduate students, CPD saw a significant membership boost of 254 students added to the division registry. Overall growth since the division’s inception in 2007 has proved to remain fairly consistent over the years.

*Also, does your Division have any committees, task forces, or other groups? If so, tell us the name of the group, who’s on it, and what they’re working on.*

b. The Division has not yet set a specific committee to work on tasks, but utilizes the efforts of each individual board members' strengths to ensure that we continue to grow and offer our members added value. In accordance with the division bylaws, CPD plans to send out the biennial member survey to get feedback on the performance of the division during FY2018.

The entire executive board concurred that a priority focus for the division should be on developing products, programs, and support for the planning professionals who are either engaged in division membership or potential members.

#### 6. **Division Assistance Programs**

What are your Division members doing for the community? Tell us all about it. Please identify any assistance provided by your Division members:

The Division has not participated in any community activities, however, this may be an avenue of focus after completion of the membership survey.

- a. To other APA divisions, chapters, students, staff, CPAT's, or general membership (provide date, topic, and division member(s) who participated).

Michael Harper, FAICP, retired as the Nevada Chapter, APA, Treasurer after 8 years in that position (in recognition of his service to the chapter as treasurer and other positions held over the years: chapter president, vice-president, section director, PDO, PODO, chapter representative to Western Planning Resources, Inc., he received the first Chapter President's Lifetime Achievement Award in October 2017. He continues to be the treasurer for the National Association of County Planners (NACo affiliate).

- b. In response to external requests (provide date, topic, and division member(s) who participated).

The Division did not have any members provide assistance to external requests.

- c. If any member was quoted or cited in a publication? (We recommend you highlight it to your whole Division too.)

The Division did not have any members quoted or cited in a publication during FY 2017.

#### 7. **Research and Publications**

*Are you conducting technical work or publishing? If so, please identify any Division-sponsored research activities, and/or publications (provide a weblink for all publications)*

The Division is not currently conducting any technical research work or publications.

#### 8. **Elections**

*Who's going to write the FY 2018 Annual Report? It's whoever your Division elected this year! If your Division held an election this Fiscal Year, please tell us the names of your Nominating Committee members, names of candidates by position, and winners by position. (Note: This information will be provided to you by APA National in October).*

The current Chair, David Heinold, is automatically tasked with coordinating the written FY 2018 Annual Report for the County Planning Division. The Executive Board did not hold an election during the FY 2017 cycle since the election of officers occurred during the previous election cycle.

9. **Financial Report**

*Show us the money! As an appendix, please provide a final Financial Report for FY 2017 (make sure to use the [Financial Report template](#)). In text, let us know if your Division met its FY 2017 financial plan in terms of revenues and expenses. If your end of year balance is less than your start of year balance, please explain why (especially if this was planned). Please highlight any new revenue generating programs initiated this year.*

The cost of the 2017 National Planning Conference business meeting was sponsored by the generous donation from the International Sign Association in the amount of \$750, but the division spent only \$350 on refreshments for the annual business meeting. The remainder of the division-sponsored conference activities were spent within the FY 2017 budget in the amount of \$352 for the joint reception, which the cost was split 50/50 with RIPD. The awards were paid for in excess of the budgeted amount of \$150 totaling \$226. Nevertheless, the NPC 2017 still proved under budget for the business meeting, reception, and associated costs.

10. **Bylaws**

*Did you make any changes to how you operate? Let us know. If your Division updated its bylaws this Fiscal Year, please tell us the names of the review committee members, summarize the key changes you adopted, and attach your updated bylaws as an appendix. Also, tell us if you updated your bylaws based on the 2014 Model Divisions Bylaws.*

CPD has not made any formal changes or amendments to the bylaws in FY 2017. This was previously completed and our by-laws are current with Divisions Council outline.

11. **Divisions Council Meetings**

*Who represented your Division at the Divisions Council meetings at the National Planning Conference and Fall Leadership meetings? (Note: This information will be provided to you by APA National in October). If your Division was not represented at one of these meetings, please explain why and how this will be corrected in the future.*

David Heinold, current Chair, attended the DC business meetings at the National Planning Conference in New York City, virtual teleconference meeting in January, and the Fall Leadership meetings in Washington, D.C.

12. **APA Development Plan**

*Let's show how much Divisions contribute to APA. Please identify any specific efforts your Division undertook to support the APA Development Plan and/or Divisions Council Initiatives.*

The CPD Chair is currently co-leading the Divisions Council Initiative *Sharing Economy* and has been a critical component to engaging fellow division leaders as well as recruiting volunteers to assist with the development of a DC work product available to APA members. These efforts have included leading the Spring Leadership meetings in NYC on the Joint Divisions Council and Chapter Presidents Council *Sharing Economy Roundtable Forum* to brainstorm ideas for the development of a work product for all members.

As part of recently adopted changes, the division leadership is beginning to work on developing a business plan for reaching its members and encouraging new planning professionals to be engaged in the division. CPD began discussion at the August executive committee meeting on this vital plan to continue retain and attract division members.

**13. Division Challenges**

*Life's not always a bed of roses. Has your Division had any challenges this year? Don't be shy, we've all been there. Tell us what happened and let's see how the Divisions Council or other Divisions can help. Historically, Divisions have struggled with membership, finding active volunteers, and limited funding. Tell us if your Division dealt with any of these, any other emerging issues, and how you addressed them.*

Upon filling the vacant Chair-Elect position, the CPD was forced to solicit the membership once again for the vacated Social Media Coordinator position at the beginning of 2017. This vacancy placed a burden on the executive committee by delegating responsibility among a few interested board members to continue the dialogue and keep interest on the division's social media, mainly Facebook and LinkedIn, high. Luckily this summer just after the NPC in NYC we were able to successfully find a replacement, Michelle Fuson, to fill the vacant Social Media Coordinator position. Our e-News email blasts to division members continues to help the division recruit volunteers and generate excitement in volunteer positions. We went only about 6 months without the help of a dedicated board member actively managing the social media accounts. The persistent focus on providing the right message regarding board vacancies proved to be a success in engaging the membership through a variety of communication mediums.

The division is working to develop a business plan to outline tasks and benchmarks for serving the diversity of our expanding membership base. We are overdue for the release of a survey questionnaire to the division membership that will guide the development of the business plan to set the direction for current and future leadership as well as encouraging onboarding new board members in the years ahead as we will be once again searching for a new Chair Elect later next year. The last official survey was completed in 2014 and provided a great amount of detail about the demographics, participation rates, and satisfaction levels of members. The proposed survey offers an opportunity obtain feedback about how the division has been doing to serve members over the first ten years since formal inception of CPD and where we should be focusing our efforts.

The survey results will also present an opportunity to formulate a plan to appoint a dedicated board member to serve as the education coordinator for soliciting webinar, product development, and/or research articles on topics of interest to division members. With a recharged interest among a full slate of board members, the division will see a heightened focus on providing our members new educational opportunities as the organization continues to evolve. The division is in a stable financial position and would like to learn key strategies from other divisions regarding the recruitment of an education coordinator as well as the kinds of activities this position would be best suited to organize among the division leadership team.

The division must continue the discussion to work on reaching the full membership base through email marketing and other communication mediums available to CPD. FY2018 will present a critical opportunity for advancement of the division's progress towards increasing stable membership as well as contributions to the APA Divisions Council purpose to educate and inform planners in their geographic areas. Specifically, the CPD needs to focus on providing clear value to professional planners continuing education and training for service to their constituents based on what we hear from the FY 2018 survey results.

**14. Shout it from the Mountains**

*You've told us so much already, we want to make sure we really hear the highlights. Even if you've mentioned it above, please tell us about your Division's efforts from this year that you're most proud of, so we can tell everyone about (the answer to this question could be the start of your application for a Divisions Council award!). Also, include any new initiatives you're exploring that you're excited to try and especially anything focused on growing your membership. We provide this information to the APA Board – the more you tell us, the more you shine!*

We are positioned for future success financially with healthy balances that will help us provide more value to our members as we enter the next 5-10 years of the division. So far, we've been successful in developing webinar content that has attracted a wide variety of county planning professionals while ensuring an adequate budget. Our division membership retention remains strong year-after-year since the inception of the CPD. A strong membership base provides us with the opportunity to guide the leadership team in developing stability in communications and resources for our members benefit.

As previously mentioned, the Division Chair is co-leading the FY 2018 Divisions Council Initiative on the Sharing Economy, which the group discussions will be actively taking place over the next few months to guide product development. There is an opportunity for the research used from this initiative to be used in future division webinars, state/regional/national conference sessions, and everyday planning tasks to help our members in their local communities.

**Appendixes (attach all and submit with this report in 1 .pdf):**

- a. FY 2017 Work Plan with Approved Budget
- b. FY 2018 Work Plan with Proposed Budget
- c. Annual Business Meeting Notes and Attendance List
- d. FY 2017 Financial Report
- e. Updated bylaws (if applicable)





**Appendix B**

**County Planning Division  
FY2017 Work Plan (Proposed)**

<b>Policy/Goal</b>	<b>Tasks</b>	<b>Actions</b>	<b>Parties Responsible</b>	<b>Budget</b>
<b>Membership Communications &amp; Engagement</b>	1. Publish quarterly newsletters 2. Send out electronic e-blast messages to spread the word about events, webinars, APA continuing ed opportunities, APA National Conference, and other information in between newsletters. 3. Maintain Division webpage on APA website. 4. Maintain Division LinkedIn and Facebook page. 5. Disseminate information re: Executive Board business.	1. Newsletter Editor solicits article topics as well as content from membership and also profiles county planners/new emerging professionals/students in articles. 2. Division Chair sends out e-blasts as information becomes available. 3. Newsletter Editor sends files to APA staff for loading onto webpage. 4. Social Media Coordinator will post content (e.g. research articles, member stories, and general CPD updates). 5. Division Chair sends approved meeting summaries and other relevant information to APA staff for loading onto webpage.	1. Newsletter Editor 2. Division Chair 3. Newsletter Editor 4. Social Media Coordinator	\$0
<b>National Planning Conference Session</b>	1. Hold one by-right session at 2017 Annual Conference.	1. Solicit proposals from membership.	1. Session Proposal Coordinator/ Division Chair/Executive Board	\$0

Policy/Goal	Tasks	Actions	Parties Responsible	Budget
	2. Host one “facilitated discussion-based” session at the 2017 Annual Conference. 4. Assist in manning the Divisions Council’s booth.	2. Session Proposal Coordinator coordinates review of NPC session submittals from members. 3. Executive Board takes recommendation from Session Proposal Coordinator and selects session and mobile workshop proposals. 4. Send out e-blasts and post on our LinkedIn page requesting volunteers to man the booth.	2. Session Proposal Coordinator/ Division Chair/Executive Board 3. Session Proposal Coordinator/ Division Chair/Executive Board 4. Chair/Social Media Coordinator	
<b>Annual Business Meeting / Awards Ceremony/ Reception</b>	1. Convene Annual Business Meeting during APA National Conference. 2. Hold awards ceremony at the Annual Business Meeting. 3. Hold a Division reception at the national conference in partnership with other divisions. 4. Consider providing a CM approved program at the national conference reception.	1. Arrange meeting room during national conference. Informal meal. 2. Awards committee disseminates Call for Nominations and reviews submittals. Executive Board considers Award Committee recommendations and selects winners. Awards Chair notifies winners, arranges for awards, and develops media releases. Chair presents awards at the Annual Business Meeting. 3. Identify meeting sponsors to cover cost of food and beverages for the Annual Business Meeting.	1. Division Chair/Session Proposal Coordinator 2. Awards Committee Chair 3. Division Chair/Executive Board/Division Partners 4. Division Chair/Executive Board/Division Partners	\$900

Policy/Goal	Tasks	Actions	Parties Responsible	Budget
		<p>4. Arrange for a meeting room, food and beverages and identify sponsors for the Division reception to be held at the national conference.</p> <p>5. Coordinate with division partners to share revenues and expenses and identify each division's responsibilities concerning the reception to be held at the national conference.</p> <p>6. Coordinate with division partners on a possible CM approved program to be provided at the reception to be held at the national conference.</p>		
<b>Leadership Activities</b>	<p>1. Chair to attend Spring and Fall Leadership Meetings.</p> <p>2. Strive for full board attendance at Annual Business Meeting and assistance in leadership activities.</p>	<p>1. Division Chair to attend Spring and Fall meetings and report back to the membership via newsletter and other methods as appropriate. Executive Board responds to requests from Leadership Meetings.</p>	<p>1. Division Chair</p> <p>2. Division Chair/Chair-Elect/ Executive Board</p>	\$650

Policy/Goal	Tasks	Actions	Parties Responsible	Budget
		<p>2. Division Chair promotes full participation of Division leadership. Chair-Elect organizes webinars, Annual Business Meeting logistics, and assists with membership communications; Treasurer monitors receipts and expenditures; and Secretary records official meeting minutes and attendance.</p>		
<p><b>Develop Membership Retention Strategy</b></p>	<p>1. Identify ways to keep existing members and recruit new ones.  2. Follow up with members regarding renewals.  3. Provide Division brochures to the Divisions Council's booth at the national conference.  4. Survey the Division Membership every other year.</p>	<p>1. Systematically contact members who have dropped off or about to drop off the membership roster.  2. Develop a membership plan for retaining and increasing membership numbers.  3. Provide Division brochures to the Divisions Council's booth at the national conference.  4. Survey Division members for input.  5. Utilize social media for additional outreach to potential division members</p>	<p>1. Membership Coordinator  2. Membership Coordinator/ Executive Board  3. Division Chair/Session Proposal Coordinator  4. Division Chair/APA Staff  5. Division Chair/Social Media Coordinator</p>	<p>\$0</p>
<p><b>APA Development Plan and Division Integration</b></p>	<p>1. Continue to collaborate with other divisions to accomplish APA Development Plan Goals.</p>	<p>1. Division Chair coordinates with other division leaders on Development Plan Goals.</p>	<p>1. Division Chair/Executive Board</p>	<p>\$0</p>

Policy/Goal	Tasks	Actions	Parties Responsible	Budget
	<p>2. Work with DC and CPC to expand collaborations with divisions and chapters.</p> <p>3. Continue to support division initiatives.</p>	<p>2. Work with CPC to develop conference activities, e-blast the CPD brochure to members and state chapters for distribution at state chapter and regional conferences.</p> <p>3. Use by-right session and/or facilitated discussion session to further division initiatives.</p>	<p>2. Division Chair/ Executive Board</p> <p>3. Division Chair/Session Proposal Coordinator/ Executive Board</p> <p>4. Division Chair/Executive Board</p>	
<p><b>Develop Educational Information and Support APA Educational Scholarship Fund</b></p>	<p>1. Recruit Education Coordinator from the general membership.</p> <p>2. Develop webinars on county planning issues relevant to DC initiatives.</p> <p>3. Support planning education and recognize deserving students and new professionals.</p>	<p>1. Announce search for Education Coordinator through e-blast, Division LinkedIn page and Division newsletter.</p> <p>2. Solicit webinar topics from members and possible partnerships with other organizations to develop webinar content. Provide at least one webinar through the Planning Webcast Series. Provide at least one webinar through APA. Continue to be a CM provider.</p> <p>3. Contribute to SRC Awards.</p> <p>4. Spotlight county planners, students and emerging professionals in the Division newsletter.</p>	<p>1. Division Chair/ Newsletter Editor/ Executive Board</p> <p>2. Division Chair/ Newsletter Editor/Social Media Coordinator/ Executive Board</p> <p>3. Division Chair/ Newsletter Editor/Social Media Coordinator/ Executive Board</p>	<p>\$1,050</p>







**Appendix B**

**County Planning Division  
FY2018 Work Plan (Proposed Draft)**

<b>Policy/Goal</b>	<b>Tasks</b>	<b>Actions</b>	<b>Parties Responsible</b>	<b>Budget</b>
<b>Membership Communications &amp; Engagement</b>	1. Publish quarterly newsletters 2. Send out electronic e-blast messages to spread the word about events, webinars, APA continuing ed opportunities, APA National Conference, and other information in between newsletters. 3. Maintain Division webpage on APA website. 4. Maintain Division LinkedIn and Facebook page. 5. Disseminate information re: Executive Board business. 6. Check Division mailbox for member updates and renewals	1. Newsletter Editor solicits article topics as well as content from membership and also profiles county planners/new emerging professionals/students in articles. 2. Division Chair sends out e-blasts as information becomes available. 3. Newsletter Editor places files in Google for loading onto webpage. 4. Social Media Coordinator will post content (e.g. research articles, member stories, and general CPD updates). 5. Division Chair uploads approved meeting summaries and other relevant information to Google Drive for loading onto webpage. 6. Division Treasurer maintains mailbox and checks for member renewals/general updates	1. Division Chair 2. Newsletter Editor 3&4. Social Media Coordinator 5. Division Chair 6. Treasurer	\$50



<b>National Planning Conference Session</b>	1. Hold one CPD sponsored session at 2018 Annual Conference. 2. Host one “facilitated discussion-based” session at the 2018 Annual Conference. 3. Assist in manning the Divisions Council’s booth.	1. Lead discussion on review of proposals from membership. 2. Executive Board selects session and mobile workshop proposals. 3. Send out e-blasts and post on our LinkedIn/Facebook page requesting volunteers to man the booth.	1. Division Chair/Chair-Elect 2. Executive Board 3. Chair/Social Media Coordinator	\$0
<b>Annual Business Meeting / Awards Ceremony/ Reception</b>	1. Convene Annual Business Meeting during APA National Conference. 2. Hold awards ceremony at the Annual Business Meeting. 3. Hold a Division reception at the national conference in partnership with other divisions. 4. Consider providing a CM approved program at the national conference reception.	1. Arrange meeting room during national conference. Informal meal. 2. Awards committee disseminates Call for Nominations and reviews submittals. Executive Board considers Award Committee recommendations and selects winners. Awards Chair notifies winners, arranges for awards, and develops media releases. Chair presents awards at the Annual Business Meeting. 3. Identify meeting sponsors to cover cost of food and beverages for the Annual Business Meeting. Arrange for a meeting room, food and beverages and identify sponsors for the Division reception to be held at the national	1. Division Chair/Chair-Elect 2. Awards Committee Chair 3. Division Chair/Chair-Elect/Executive Board/Division Partners 4. Division Chair/Chair-Elect/Executive Board/Division Partners	\$1,300

		<p>conference.          Coordinate with division partners to share revenues and expenses and identify each division's responsibilities concerning the reception to be held at the national conference.          4. Coordinate with division partners on a possible CM approved program to be provided at the reception to be held at the national conference.</p>		
<b>Leadership Activities</b>	<p>1. Chair to attend Spring and Fall Leadership Meetings.          2. Strive for full board attendance at Annual Business Meeting and assistance in leadership activities.</p>	<p>1. Division Chair to attend Spring and Fall meetings and report back to the membership via newsletter and other methods as appropriate. Executive Board responds to requests from Leadership Meetings.          2. Division Chair promotes full participation of Division leadership. Immediate Past Chair solicits partnerships for research, webinar, and/or other product proposals          Chair-Elect organizes webinars, Annual Business Meeting logistics, and assists with membership communications;          Treasurer monitors receipts and expenditures; and</p>	<p>1. Division Chair          2. Division Chair/Chair-Elect/          Executive Board</p>	\$800

		Secretary records official meeting minutes and attendance.		
<b>Develop Membership Retention Strategy</b>	<ol style="list-style-type: none"> <li>1. Identify ways to keep existing members and recruit new ones.</li> <li>2. Follow up with members regarding renewals.</li> <li>3. Provide Division brochures to the Divisions Council's booth at the national conference.</li> <li>4. Survey the Division Membership every other year.</li> <li>5. Use APA Messaging Themes to develop targeted approach to the engagement of CPD members.</li> </ol>	<ol style="list-style-type: none"> <li>1. Systematically contact members who have dropped off or about to drop off the membership roster.</li> <li>2. Develop a membership plan for retaining and increasing membership numbers.</li> <li>3. Provide Division brochures to the Divisions Council's booth at the national conference.</li> <li>4. Survey Division members for input.</li> <li>5. Utilize e-News and social media for additional outreach to potential division members and/or members.</li> </ol>	<ol style="list-style-type: none"> <li>1. Membership Coordinator/ Executive Board</li> <li>2. Membership Coordinator/ Executive Board</li> <li>3. Division Chair/Executive Board</li> <li>4. Division Chair/APA Staff/ Executive Board</li> <li>5. Division Chair/Newsletter Editor/Social Media Coordinator/ Executive Board</li> </ol>	\$0
<b>APA Development Plan and Division Integration</b>	<ol style="list-style-type: none"> <li>1. Continue to collaborate with other divisions to accomplish APA Development Plan Goals.</li> <li>2. Work with DC and CPC to expand collaborations with divisions and chapters.</li> <li>3. Continue to support division initiatives.</li> </ol>	<ol style="list-style-type: none"> <li>1. Division Chair coordinates with other division leaders on Development Plan Goals.</li> <li>2. Work with CPC to develop conference activities, e-blast the CPD brochure to members and state chapters for distribution at state chapter and regional conferences.</li> <li>3. Use CPD sponsored-session and/or facilitated</li> </ol>	<ol style="list-style-type: none"> <li>1. Division Chair/Executive Board</li> <li>2. Division Chair/ Executive Board</li> <li>3. Division Chair /Executive Board</li> <li>4. Division Chair/Executive Board</li> </ol>	\$0

		discussion session to further division initiatives.		
<b>Develop Educational Information and Support APA Educational Scholarship Fund</b>	<p>1. Recruit Education Coordinator from the general membership.</p> <p>2. Develop webinars on county planning issues relevant to DC initiatives.</p> <p>3. Support planning education and recognize deserving students and new professionals.</p>	<p>1. Announce search for Education Coordinator through e-blast, Division LinkedIn page and Division newsletter.</p> <p>2. Solicit webinar topics from members and possible partnerships with other organizations to develop webinar content. Provide at least one webinar through the Planning Webcast Series. Provide at least one webinar through APA. Continue to be a CM provider.</p> <p>3. Contribute to SRC Awards.</p> <p>4. Spotlight county planners, students and emerging professionals in the Division e-News, newsletter &amp; social media.</p>	<p>1. Division Chair/ Newsletter Editor/ Executive Board</p> <p>2. Division Chair/ Newsletter Editor/Social Media Coordinator/ Executive Board</p> <p>3. Division Chair/ Newsletter Editor/Social Media Coordinator/ Executive Board</p>	\$1,050







## **Meeting Notes**

### **County Planning Division Annual Business Meeting**

**Marriot Marquis Hotel, Gilbert Room**

**May 8, 2017 - 6:00 p.m.**

#### **1. Welcome, Call to Order, Recognize Sponsors**

David Heinold, Chair opened the meeting and provided an overview of the County Planning Division (CPD) Project Achievement awards. David thanked the jury volunteers: Tim Brown, Dennis Sandquist and Royce Maniko. David also thanked James Carpentier, with the International Sign Association for sponsoring the CPD annual business meeting. James stated his appreciation for the partnership with the division and the ISA with the Reed vs. Town of Gilbert session at the conference and webinar as an excellent way to get information to planners as the both the webinar and session was well received. There was additional discussion from the group on the conference session.

#### **2. Introductions**

Those present included David Heinold, (Chair, CPD), Charlie Compton (CPD), James Carpentier (ISA), David Oulrey (Sacramento County, CA), Jacqui Kamp (Secretary, CPD), Lisa Cooper (Franklin County, VA), Vlad Gavrilovic (Principal for Renaissance Planning Group, Consultant) and Steve Sandy (CPD, Franklin County, VA), Douglas Demosi (CPD, Rutherford County, TN), and Amy McGuffin (Kittitas County, WA)

#### **3. Minutes of April 19, 2017 Teleconference Meeting**

No quorum

#### **4. Finance Report**

No quorum

#### **5. Presentation of Planning Project Awards – David Heinold, Chair, CPD**

David presented the winners of the County Planning Division and the National Association of County Planners 2017 Project Awards.

**An award of Excellence was given to Kittitas County, WA for the Comprehensive Plan, Small Jurisdiction category for their Kittitas County Tourism Infrastructure Plan.** The Kittitas County Board of Commissioners (BOCC) and Lodging Tax Advisory Committee (LTAC) developed a tourism infrastructure plan and strategy for investing lodging tax revenues in tourist supportive infrastructure using a comprehensive mapping of county assets, an innovative method of surveying residents and visitors, and a performance

based strategic action plan for maximizing its marketing and promotion results. Amy McGuffin was in attendance to accept the award on behalf of Kittitas County, WA.

**An award of Merit was given to Franklin County, VA for the Small Area Plan category for their Westlake-Hales Ford Area Plan.** The plan created a multi-modal, environmentally sensitive and economically viable vision for the area, complete with recommended zoning revisions to implement traditional neighborhood design (TND) principles that codify this vision. The plan also has a focus on senior livability, and the public input that guided the work was heavily influenced by this community. Lisa Cooper, Vlad Gavrilovic, and Steve Sandy were in attendance to accept the award on behalf of Franklin County, VA.

**An award of Merit was given to Sacramento County for the Best Practices category for the Sacramento County Active Design Guidelines and Collaboration project.**

Sacramento County is one of the pioneering regions in the nation to have successfully introduced health through "Active Design" into a comprehensive array of building and planning policies, most notably the updated zoning code. Adoption and codifying of Active Design and health in this manner is extremely innovative especially for a county, and has not broadly been done nationally. It also brings together Planning and Health in new and replicable ways, and creates new prevention measures for County Public Health Officers. David Oulrey was in attendance to accept the award on behalf of Sacramento County, CA.

## **6. Other Business**

David provided the group updates from APA which included:

- Challenge to divisions to donate \$250 to APA Foundation - will be used to give communities evidence based tools to help perform their jobs better
- June-July, students have option to join a variety of divisions for free
- Education update: new conference coordinator who is working on a speaker database – contact Kim Jacques at [kjacques@planning.org](mailto:kjacques@planning.org)
- Upcoming changes to conference: Sessions will be organized by tracks and decided by a track committee made up of a chair, vice chair and committee. Each division will be part of one of the specific tracks (transportation, housing, etc.).
  - August 2017 conference session proposals due – link on APA site
- Joint President's council and Division's council worked together. Focus will be on the shared economy and support/deliverables to members

There was a question from an attendee asking if the division would be doing more webinars. David explained that we will be working on scheduling more. The division is looking at partnering with other divisions such as Planning & Law.

## **7. Next meeting date: June 21, 2017 at 4:00 p.m., EDT**

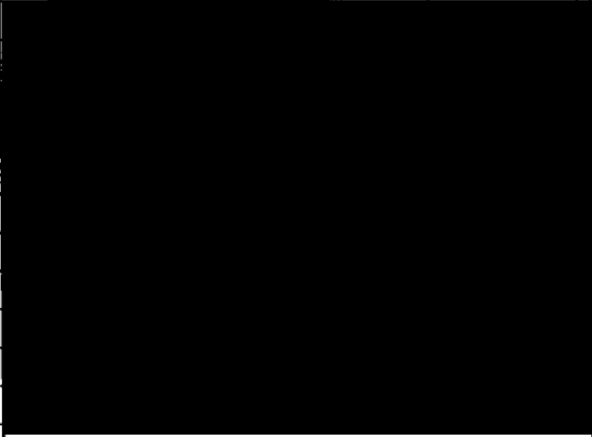

## **8. Adjournment**

The meeting adjourned at 7:10 p.m.



**APA County Planning Division**

Annual Meeting Sign Up Sheet  
Marriott Hotel, Gilbert Room, NYC  
Monday, May 8, 2017

Attendee Name (Please Print)	Organization/Company	Email Address
DAVID HEINOLD		
Jacqui Kamp		
Lisa Cooper		
Steven Sandy		
Vlad Gravitovtc		
Doug Demasi		
Amy McGuffin		
Charlie Compton		
David Oulrey		
James Carpentier		

County Planning Division  
 FY2017 Financial Report (10/01/2016 - 09/30/2017)  
 FY2017 Proposed Budget (10/01/2017 - 09/30/2018)

Appendices A, B, D

		FY2017 Budget	FY2017 Actuals as of 09/30/2017	Subtotal	Proposed Budget FY2018
<b>REVENUE</b>	<b>Description</b>				<b>REVENUE</b>
Dues	Q4 (trf in November)	500	945.00		900
	Q1 (trf in February)	500	828.75		900
	Q2 (trf May/June)	500	1,150.00		1,100
	FY2017 Q3 (trf August)	500	608.59		650
	<b>Dues Revenue</b>	<b>2,000</b>		<b>3,532.34</b>	<b>3,550</b>
[Add other Revenue categories in additional rows, as needed.]					
	Other Revenue	1,250		6915.00	5000
	<b>TOTAL REVENUE</b>	<b>3,250</b>		<b>10447.34</b>	<b>8550</b>

			Amount	Subtotal	EXPENSES
<b>EXPENSES</b>	<b>Description</b>				
Communications/Newsletter	Design	0	0.00		0
	Printing	0	0.00		0
	Handling	0	0.00		0
	Postage	0	0.00		0
	<b>Newsletter Expense</b>	<b>0</b>		<b>0.00</b>	<b>0</b>
Annual Business Meeting	Refreshments	600	352.48		600
	Printing	0	0.00		0
	Postage	0	0.00		0
	Other	300	350.00		300
	<b>Annual Meeting Expense</b>	<b>900</b>		<b>702.48</b>	<b>900</b>
Travel - Division Chair	APA National Planning Conference	0	0.00		400
	APA Fall Leadership Meetings	650	733.83		400
	Other	0	0.00		0
	<b>Travel Expense</b>	<b>650</b>		<b>733.83</b>	<b>800</b>
[Insert additional rows to report other expense		1400	925.29		
	<b>Other Expense</b>	<b>1400</b>		<b>925.29</b>	<b>1,500</b>
	<b>TOTAL EXPENSES</b>	<b>2950</b>		<b>2,361.60</b>	<b>3,200</b>

Revenue over (under) Expenses for reporting period:	300		8,085.74	5,350
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Submitted by: Mike Harper  
 Date: 10/9/2017