



Memorandum

TO: APA Washington Board Members
FROM: Chris Comeau, Secretary
Date: August 14, 2015
RE: Minutes of May 29, 2015 APA Board Meeting

X Board Action Requested

**Washington Chapter, American Planning Association
Board Meeting Minutes
NBBJ Offices, Seattle, WA**

May 29, 2015; 11:00am - 3:00 p.m.

11:00am Call to Order

President Ivan Miller called the meeting to order at 11:00am
Secretary Chris Comeau confirmed that a quorum of the APA Board was present

In attendance:

Ivan Miller, AICP, President	Jaquelyn Reid, AICP
Paula Reeves, AICP CTP, President-Elect	Josh Peters, AICP
Jill Sterrett, FAICP, Past President	Salina Lyons, AICP
Matt Ransom, AICP, Treasurer (telephone)	Steve Butler, AICP
Chris Comeau, AICP CTP, Secretary	Bob Bengford, AICP
Andrew Estep, SBI Administrative Office	Esther Larsen
Katie Poppel, UW Student Representative	Ferdouse Oneza, AICP
Kim Selby, AICP	Ryan Windish, AICP (telephone)
Dave Andersen, AICP, Inland Empire President (telephone)	

11:00am: President Ivan Miller opened meeting and asked for introductions. He explained that there was a full agenda, including work on the Strategic Plan update and its importance given the current transition period for APA Washington. President-Elect Paula Reeves outlined successes of the past and opportunities for the future, encouraged member input, and spoke about posting ideas on Basecamp.

11:15am: Andrew Estep mentioned that APA Washington is in a big transition period, that today's meeting involved major brainstorming, and that the outcome should be 2-5 strategic directions to establish where APA Washington will go as an organization over the next 10 years. Andrew mentioned that the current 1-year operational plan has been a collaborative effort between Paula and him. Andrew queried the Board about the membership survey. Input and discussion by Board (Olympia is not in any Section); how to reach younger members in a relevant way (traditional survey may be too long); social media platforms? Quick-hit-flash surveys? Andrew also mentioned that survey results must be viewed with a bit of caution due to individual interpretation of questions and responses.

APA VISION: WHERE does APA want to be in 10 years?

Josh: Affordable, convenient way to earn CM credits. Some CM resources too expensive.

Jill: CM credits are easily accessible by other sections. Puget Sound-centric, but that's okay.

Salina: CM is very affordable considering what planners get.

Bob: Continue to hold excellent conferences: Natl; State; Section

Ferdouse: Value of training in general

Esther: Agrees with Ferdouse. AICP seen as more expensive and inconvenient.

Jill: How do planners influence legislators, decision-makers?

Josh: Elevate Planning in public profile: National Planning Day, etc

Kim: Outside Puget Sound support

Ivan: Executive Director needed for APA. Sections need assistance.

Josh: Double APA membership; currently 3,600 members

Ferdouse: More diversity at all levels of APA organizations

Paula/Salina: Outside non-profit organizations? Planning influences other professions and organizations = ITE, AIA, environmental, engineering

Josh: APA sponsored change to GMA; APA Planners as "go-to" resource on planning legislation

Esther: More Student involvement

TRENDS ("Megatrends") to help APA organization achieve vision for future?

- Future of Mobility/Urbanization
- Social Trends Changing
- Future of Energy/Connectivity/Convergence/Innovation to zero

GROUP EXERCISE

SOAR EXERCISE (Strength, Opportunity, Aspiration, Results)

- 1.) Strengthen Chapter, Section, and Increase Connections
- 2.) Expand Planning and APA Influence on Local, Regional, and Statewide Issues
- 3.) Increase the Membership and its Diversity
- 4.) Expand Legislative Advocacy
- 5.) Build Partnerships

List specific actions/objectives that we can take in the next year

- 1.) Section audits to discover exactly what each section needs
- 2.) Increase exposure of GMA 25th Anniversary event
- 3.) Redefine Section geographies to cover entire state
- 4.) Collaborate with Dept of Commerce to Implement 10 big ideas
- 5.) Diversity initiative
- 6.) Outreach to other professions and universities and employers
- 7.) Update legislative platform agenda
- 8.) Provide training across professions
- 9.) Creating a "Great Places" award at the State level
- 10.) Introduce a package of GMA reforms
- 11.) Transition Scholarship Fund into Internship Fund
- 12.) Train the membership about the APA chapter
- 13.) Expand PAW liaison role to "Allied Professions Liaison"
- 14.) Better platform for information sharing
- 15.) Interns 2016 Planning Growth
- 16.) Business Plan to establish an Executive Director



2:00pm APA Business Meeting

Ivan opened meeting; determined quorum (15 Board members); and asked for introductions
Joining group via telephone: Matt Ransom, Treasurer; Ryan Windish; Dave Anderson
Andrew gave synopsis of Strategic Planning exercise that had just concluded

Action Item: Approval of minutes

Motion to approve Minutes from APA Board meeting December 11, 2014 posted on Basecamp

Vote: Unanimous, motion passes to approve minutes from 12/11/2014

Question about underlined formatting in minutes (Chris will look into this) *[Nothing more than clerical error]*

President's Report: Recognition of Jennifer Aylor as Northwest Section President after 11-12 years. APA would like to present her with a plaque for her much-appreciated service and leadership to the Section

Treasurer's Report: Matt Ransom. APA has a lot of money. \$49,000 in revenue from conference (tentative) compared to \$45,000 budgeted; could increase further. Job postings are up and income of \$3,600 has resulted (possibly over \$7,000 as budgeted). Equity = \$274,000; above reserves. New chart of accounts for Committee Chairs provides guidance. 2016 – How to spend extra cash? Good standing.
Ivan thanked Kendra Breiland for raising \$115,000 in Sponsorship Committee for 2015 Natl Conference.

Action Item: Budget Request

Jill Sterrett 10 Big Ideas Budget Request. Wants \$1,700 funding for 10 Big Ideas expanded web site.

Andrew confirmed that 10 Big Ideas web site is receiving a lot visit (Google Analytics).

Jill Sterrett: Motion to increase Big Ideas budget by \$1,700 for web site expansion

Kim Selby: Seconded motion

Esther Larsen had questions about the APA Budget and 10 Big Ideas budget

Vote: Unanimous, motion passes

GMA Event Budget Update:

Paula Reeves gave a synopsis on the GMA 25th Anniversary at Tacoma Museum of Glass; Tacoma Mayor Strickland to give opening speech; CM credits for Law and Ethics; Looking Back – Joe Tovar and Looking Forward – Dr. Anthony Chin. Social aspect = 5 awards for GMA achievements. Planning for 150-200 attendees - \$100 per attendee; venue can handle more than that. PAW will host their own version of GMA 25th anniversary at Campbell's Resort in Chelan, WA. Budget = \$15,000; now looking at \$20,000 to \$25,000 for event. Treasurer's proposal to increase event budget to "not to exceed \$25,000." Revenue is projected to be \$15,000 to \$20,000.

Motion: Esther Larsen "Up to \$25,000"

Second: Ransom

Vote: Unanimous, motion passes.

Other Business

Ivan mentioned possible policy and bylaw amendment for Sections to expand/change geographic boundaries, but it will come up as future business.

For good of the order: Esther Larsen wonders if there will be another APA Board meeting and if not, how does Legislative Committee move forward with any proposals? Executive committee?

Ivan: let's revisit this important item in July/August at next APA Board meeting.

Josh: Legislative Committee needs lead time. July may be 'late in game'

Paula/Bob: CPAT experience regarding involvement of planner and consulting work for CPAT; ethics question and possible future action item for policy measure. Grey area that needs further study. Related to APA "Ethics Case of the Year."

Jaqueline: Acknowledged Steve Butler and Paula Reeves for involvement in "Kids in Planning Committee." Asked about web page update and budget for this.

Andrew: SBI updates web pages as part of normal business.

Passing of the Presidential Gavel

Ivan announced that this was his last Board meeting as President and that he would transition to Past-President. He expressed his gratitude for his time as APA Washington President, thanked everyone for their support, and then acknowledged that APA would be in good hands as President-Elect Paula Reeves took over as President on July 1, 2015. Ivan ceremoniously passed the gavel of APA Presidency to Paula Reeves (see photo below).



Next Meeting: Discussion occurred and it was decided that a target of August sounded good, but that additional information would be posted as to the date of the next APA Washington Board meeting.

Note: Next meeting will occur on September 2, 2015 in Seattle at NBBJ offices.

3:00pm Adjournment

Recorded 5-29-15 by Secretary Chris Comeau

A handwritten signature in blue ink, which appears to read "Chris Comeau". The signature is fluid and cursive, written over a horizontal line.

Approved by Board September 2, 2015 - Signed by Chris Comeau, AICP CTP, APA Washington Secretary