

Memorandum

TO: APA Washington Board Members
FROM: Chris Comeau, Secretary
Date: September 10, 2015
RE: Minutes of September 2, 2015 APA Board Meeting

X Board Action Requested

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

September 2, 2015; 1:00pm - 4:00 p.m.

1:00pm Call to Order

President Paula Reeves called the meeting to order at 1:00pm

Secretary Chris Comeau confirmed that a quorum of the APA Board was present

In attendance:

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

1:10pm: President Paula Reeves opened the meeting and asked for introductions.

Quorum verified by Comeau. Agenda approved with clarification by Treasurer Matt Ransom regarding Strategic Plan action item – contract authorization. Paula mentioned legislative committee held at PSRC offices (Josh and Jill).

Paula gave update on November 13, 2015 GMA 25th Anniversary Tacoma Museum of Glass event planning going well. Stephanie Kennedy engaged in event planning. Full day event for \$100 (relatively cheap), CM credits available, mentioned in newsletter, Joe Tovar spreading the word, working with Nancy Eklund on CM credits. Approx 30 signed up so far with capacity for a few hundred. Some sponsors secured, still seeking more. Speakers confirmed. Replaces “annual conference” due to 2015 APA National Conference in Seattle. Ferdouse Oneza suggested reaching out to AWC and cities and counties

Consolidated elections – WA and National election cycles.
Laura Hudson resigned as V.P., Josh Peters appointed V.P.
Sept. 10

Action Items

Minutes from 5-29-15

Miller motion to approve minutes

Windish second

Board Approved

Comeau needs to sign minutes and send to Andrew Estep at SBI

Discussion/Action Items

Strategic Plan – Matt Ransom debriefed Board on SBI's contract situation

SBI costs are exceeding budgeted amount; need to authorize President to amend APA Washington budget

Reeves clarified/re-stated the need for the budget amendment to Board (\$3,450)

Nancy Eklund raised issue of timing and deadline to accomplish by end of year

Andrew Estep clarified the timing issue

Reeves suggested subcommittee to study and make recommendations before end of year; also expressed

APA Washington satisfaction with SBI work

Nancy Eklund volunteered to be on subcommittee (Ransom and Reeves on committee by default)

Treasurer Matt Ransom further explained the rationale for the feasibility study.

Paula asked again if there were volunteers to serve on the subcommittee

Esther Larsen asked how APA requests SBI to do on-going work; volunteered for the subcommittee

Ransom offered additional explanation of situation

Miller expressed support for moving toward an RFP-type approach to the services contract work needs

Andrew Estep stated that ERGA/SBI has been supporting APA Washington for 21 years (1994); provided very brief synopsis of SBI staffing and services and choices to be made by APA going forward.

Action: Authorize APA President Reeves to Amend Budget to extend SBI services (per contract) through December 2015 at a higher level of funding. It is important to note that this extension gives us time to do a feasibility study that can give us the content for an RFP and help us to align the contract for administrative services with our budget cycle.

Motion: Nancy Eklund

Second: Esther Larsen

Vote: Approved by Board

Paula asked for any additional input on Strategic Plan (posted on web site and on Basecamp)

Andrew Estep provided further explanation of Strategic Plan: living document, updated quarterly; becomes President's road map for APA; implementation

Eklund: Initiate a "professional development program"? Seems to need clarification – different name.

Suggested "Continuing education program" instead.

Ferdouse Oneza: Is professional development only AICP and other credentials?

Eklund clarified/explained; Ferdouse asked if it could be both

Ferdouse, Andrew, and Board agreed that "Continuing Education" is most appropriate

Miller asked if newest version of Strategic Plan has been posted to Basecamp

Andrew stated that latest posting is August 4; no comments from APA membership
Kim Selby noted that the August APA newsletter provided a link to the Strategic Plan

Continued discussion and questions by Board members
Eklund to write specific terminology and send it to Estep
Peters asked questions about vision statements
Andersen asked about “audit” in goals/objectives; Board agreed on “consult”

Action: Approve Goals and Objectives of Strategic Plan (as amended) –

postponed to next Executive Board meeting

Late arrival walked in: Hiller West; Andrew Estep exited meeting by telephone

Discussion: UW Liaison Role – Jill Sterrett

EWU Liaison role works well; UW doesn't work so well. Young Planners Group somewhat independent. Jill is stepping out of this role; Kell McAboy has also stepped down in her role as UW Scholarship Chair. Jill proposes to combine UW Liaison and Scholarship roles. Board agreement to do this and to seek a new person to fill this role. Comeau reminded Board that WWU accreditation is pending and this may be a need in the Northwest Section in the future. Sterrett pointed out that WWU is an undergraduate program, but that a liaison role will definitely be needed.

Discussion/Action: 10 Big Ideas Videos

Jill Sterrett gave an overview of the recent work on the 10 Big Ideas (posted to Basecamp August 28). Videos created for 7 different topics. “News” – type themed videos with “star players”
Board watched 6-minute video on Social Capital; Jill summarized
2 near completion; 5 more to be filmed; asked for additional funding
Paula asked Matt Ransom to comment on the budget
Esther Larsen asked if any of the videos addressed Eastern WA issues where GMA is not being implemented very well in some locations? Many elected officials in Eastern WA are not impressed with western WA planning practices.
Jill explained that some filming occurred in Spokane, Walla Walla, and Yakima. Some are Seattle-centric.
Paula Reeves asked Esther to clarify/explain her concerns. Esther elaborated.
Jill elaborated that purpose is to allow local planners to have easy access to basic information to play/display at public meetings.
Nancy asked if there were Eastern WA representatives/speakers. Ferdouse agreed that this is needed and expressed support for budget amendment. Ryan Windish expressed support for videos and budget amendment. Nancy Eklund warned of overuse of ‘plannerese’ terminology and making it relevant to the general public.
Esther stated support for the idea, but expressed doubt that western WA practices would be well-accepted in eastern WA.
Miller reminded all that the east/west divide has always been an issue in APA initiatives. Suggested using still photographs of eastern WA locations, people, and projects.
Esther suggested pointing to APA-PAW awards to eastern WA projects in the videos and EWU students.
Dave Andersen: are you market testing the videos with intended audiences? Jill: No, not in budget.

Dave: Will the video messages resonate with all intended audiences?

Josh Peters suggested that APA Board take action on proposed budget amendment today and potentially entertain a further budget amendment, if necessary, in the future. Made motion as such.

3:09pm Ryan Windish exited meeting.

Action: Amend APA 2015 Budget by \$5,625 for 10 Big Ideas Videos to finish editing 5 videos

Motion: Josh Peters

Second: Matt Ransom

Approved by Board

Discussion: Biennial Report – Ivan Miller

Telling the story of APA accomplishments – deadline September 9; streamlined document

Attempt to complete before Nov 13 GMA event so Paula can reference it then

Discussion: Possible Thurston County Section?

Paula Reeves floated the notion of creating a new APA Section to include Thurston County/South Sound

Section Reports

Southwest: Amanda Smeller – President. Basecamp report. Quarterly Forums, varying attendance, seeking more involvement from members. Proximity to Portland – potential to work with Oregon APA members/join forces.

Inland Empire: Dave Andersen – President. Basecamp report. One new Board member. All day workshop Sept 10 in Public Engagement in Transportation.

Puget Sound: Basecamp report.

Northwest: Chris Comeau – Incoming President (October 1, 2015) announced some exciting changes to the Northwest Section web page on the APA web site at <http://www.washington-apa.org/northwest-section> Reported excellent attendance (40+) at July Northwest Planner's Forum, which President Reeves attended. Working closely with Dept of Commerce liaison to plan October 15, 2015 NW Planners Forum in Burlington. Affordable Housing will be the major theme with presenters from all corners of NW geography. Comeau is looking forward to over-seeing the NW Section and implementing some changes.

Thurston (“Capital”?): Paula suggested exploring this.

Board Reports

President: Paula Reeves. Basecamp Report.

Past-President: Ivan Miller

Vice-President: Josh Peters. Taking on new assignments: APA-Section Integration and LEAD program development. Meeting held at PSRC this morning. More information coming. Prepare materials in advance of Nov 13 GMA event.

Treasurer: Matt Ransom. Basecamp Report. Waiting on final revenue tally from APA National conference. Over \$160,000 balance in budget.

Office: Basecamp Report.

Committee Reports - other than those posted on Basecamp

Comm-Comm: Kim Selby. Tired, behind schedule, but working on it.

Continuing Education. Ferdouse Oneza. Basecamp Report. Working w Nikole Coleman-Porter. Would like to work with Hiller West on outreach to allied professions.

Legislative: Esther. Thanked Reid Shockey for his legislative advocacy. Requested assistance on legislative committee. Dave Andersen mentioned House Committee GMA-related legislative work session on October 2. Esther asked in Mike Shaw was aware of this. Board agreed that APA needed a presence at this.

PDO: Eklund. AICP exams coming up. CM log deadlines coming up. Questions about Fellows. Karen Wolfe nominated for FAICP.

Students: Stephanie Velasco, UW – Not much work this summer, YPG active. Katie Poppel returning from study abroad soon. Deanah Watson – EWU – no report.

PAW/Allied Professions: Hilliard West introduced himself and explained his new role to the Board.

Next Meeting Date: Thursday, December 3, location TBD (tentatively Port of Seattle), in association with Puget Sound Section Holiday Party at El Gaucho.

Other Business: Kamuron Gurol will need to step down as Bill Proposal representative due to his current duties at City of Burien.

4:00pm Adjournment

Recorded 9-2-15 by Secretary Chris Comeau



Approved by Board December 3, 2015 - Signed by Chris Comeau, AICP CTP, APA Washington Secretary