



## **Executive Committee Minutes – DRAFT**

TO: APA Washington Executive Committee  
FROM: Heather Wright, Secretary  
DATE: May 14, 2024 (Minutes Drafted)  
RE: Minutes of May 14, 2024 Meeting | via ZOOM

---

### **WELCOME & CALL TO ORDER**

President Chad Eiken, AICP called the meeting to order at 12:00PM.

### **IN ATTENDANCE**

#### Board of Directors:

Chad Eiken, AICP, President  
Yorik Stevens-Wajda, Past President Elect  
Judith Perez Keniston, AICP, Vice President – Absent  
Nicholas Matz, AICP, Treasurer  
Heather Wright, Secretary

#### Sections:

Manuel Soto, Puget Sound President  
Amy Hilland, Inland Empire President  
Melissa Johnston, Southwest Section President

#### Special Guests:

Pam Sefrino, SBI Association Executive  
Nancy Eklund, Conference Committee

### **1. April 9, 2024 Meeting Minutes – Heather Wright**

- a. Motion: Nicholas/Chad
  - i. Passed unanimously

**2. Office Executive Updates – Pam Sefrino-** Planner, conference opportunities including calls for sessions (only 2 currently – encourage participants). Goal to get as many in early bird as possible. Marketing email list is about 7,500. 20% open rate which is a good open rate and is slightly below average. Average is 25 to 28%. Ask communications on how to encourage engagement. Content must be submitted no later than the first of each month. Welcome engaging content. No membership report from Nationals since staffing change in April. Are to be provided monthly. 1,366 active members, hopeful will continue to rise. Want drop member reports as well. Annual conference is the primary focus. Stephanie Martinez working with the venue. Executive role includes staff finance team and monitor financials, pay invoices, review IRS forms and insurance renewals. Looking to boost revenue to generate extra operational budget. Nancy asked how SBI will get more people opening newsletter and increasing membership. Heather asked about a comparison of membership rates to the previous year. As of April, about 300 less than last year at this time. See significant rise in membership at the beginning of the year. Increase may occur prior to conference. A proactive step is to reach out to retirees.

- 3. Officer Updates – All –** Nicholas shared that we have stabilized outgoing expenses and focus is on core events. Scholarship money is available when needed. Job posting is 7,000 for first quarter, slightly under for the total for year. Still discussing potential for dues increase. Dues are paying the bills right now. Non conference exhibit or sponsoring job posting income categories expected to provide little revenue. Need to leverage other tools we have available. We have stabilized and can focus on revenue enhancement. All section budgets under SBI. No one has requested money since the transfer. Nancy asked about the Inland Empire and if a profit is made. Amy could only speak for last year and that they made \$300 due to one person not attending. Nancy mentioned that an increase would require Board review and that dues can be increased prior to annual meeting. Plan to bring to Exec Board in June for full board review in July. Nicholas wants to see an increase in those paying dues and in due amount.

Chad shared on behalf of Judith - NW section struggling to fill open positions. Suggested to reach out to an individual that has capacity to serve. Manuel sent a survey to determine interest in filling a position. Seeking help organizing webinars and representing Pierce County. Nancy suggests a closer relationship with the schools including UW at Tacoma. Nick to share UW contact information with Manuel. Vacancy deadline is May 30<sup>th</sup>. Chad shared that there will be a president elect Board opening this fall and that he has reached out to two people and encourages reaching out to people. Term dates are November 2024, and serve for one year, and then become president for two years and then serve as past president for one year. Pam has created a board orientation slide show that requires a few more tweaks. Will be asked to review during our own time and bring questions as they arise to the July meeting. Wants to discuss Board retreat and asked Board about the December meeting. Agreement to hold, with focus on December, potentially around the holiday party.

**4. Section President Updates – All**

Amy is holding a retreat and the theme is inclusion in planning. Interested in having their own website for their bylaws and membership since they don't have control on APA website. Pam provided that SBI can update the webpage as long as the changes are minor, and there will not be an additional cost. Pam shared that if sections wanted to have their own website, if voted on by the board, they could proceed. Melissa has two socials coming up in Southwest WA. Working on bylaws to stagger the expiring terms. Manuel shared they are recruiting people and planning two social events and webinars (goal for 6/year). Plans to reserve space for the holiday party asap.

**5. Bellevue Conference Update – Nancy- Not discussed, moved onto 2025 State conference.**

- 6. Discuss/Decide 2025 State Conference – All –** Provided 12 proposals across the state, reached out to 15. Want to assure high attendance which may lend to west of cascades. Narrowed down list and highlighted Yakima, Wenatchee, Seattle (N Lynwood), Tacoma and Richland.

**7. Next Executive Committee Meeting – June 11, 2024**

**Meeting Adjourned: PM**