

**APA WA Chapter
Executive Committee
4/8/2025
12 Noon – 1:00 pm**

Draft Minutes

Agenda

- 12:03 Roll call (Nicholas, filling in for Heather)
 - Heather, Judith excused absent
 - Absent (Highlight)

Chad Eiken, AICP, President

Judith Perez, AICP, Vice President NO

Anne Broache, AICP, President Elect

Heather Wright, AICP, Secretary NO

Nicholas Matz AICP, Treasurer

Aaron Gunderson, Columbia Section NO

Amy Hilland, Inland Empire Section

Brad Johnson, Northwest Section NO

Larry Harala, Peninsula Section NO

Ray Gastil, AICP, Puget Sound Section

Melissa Johnston, AICP, Southwest Section

Brad Medrud, AICP, South Sound Section NO

Pam Sefrino, APAWA Office/SBI Account Executive

12:04 No quorum yet; Chad revised the agenda to move to Ad Hoc Committee Assignments review.

- Ad hoc Committee Assignments/Draft Scope/Deadlines* | *Discussion* (Chad)
 - APA WA Online Merchandise Store
 - APA WA Code of Conduct

12:05 Chad reviewed the Ad Hoc Merchandise Committee charter notes (onscreen outline). Anne commented on thinking that the member survey could be a useful tie-in to this committee activity, trying to gauge interest in whether and what members would buy. Chad called that a good idea, and

asked Pam for her thoughts. Pam suggested a targeted newsletter survey to do a short form one-off survey. Anne suggested totally anonymous with two questions: yes/no and what. Chad and Pam will chat about setting up the survey. Ray suggested putting the map of WA state as it is good brand, and to try to have the merchandise made in America, no politics. Nicholas noted his contacts with North Carolina Chapter, and Anne commented that National encouraged locally made products.

12:12 Chad moved on to the Code of Conduct Committee charter notes. He noted careful thought to be brought to what the state Chapter does, as we do not have some of the tools that the National APA Code of Conduct has. Chad is not aware of other chapters taking on this type of activity yet. Pam asked where the questions and notifications would be placed such as Conference Registration. She will share some examples from other clients regarding agreements and such agreeing to a code of conduct for events. Pam cautioned that the 2025 Conference registration will likely go live around July 1.

- Approval of 3/11 meeting minutes* | *Action Item* (Nicholas, filling in for Heather)

Still no quorum.

- Officer Elections Reminder | *Discussion* (Chad, filling in for Judith)

12:17: Judith's April 3 email covers the calendar timing for filing for offices up for election. Chad encouraged board members to personally recruit candidates for office. He reviewed the election schedule. Amy asked about the timing of the drop for the self-nomination link.

- Simplified Work Plan Progress Report | *Information* (Chad)

12:19 Chad noted his concerns with simply tracking the Work Plan, and offered up an example from his workplace to graphically make it easier to track and update (onscreen outline). General comments from Anne and Nicholas regarding how to simply keep a singular document updated through using either Google Sheets or Microsoft OneDrive accounts to collaborate.

Run it through the WAAPA account and not a personal one, says Pam. Ray says can it be edited in place using Microsoft Word tools to edit and comment? Shared drive model maybe. Pam will follow up with Stephanie regarding their collaborative document usage for Conference Committee work. Chad encouraged more research on tracking and update procedures but in general present EC members say go.

- Office Executive Updates (Pam)

12:28: Section finances updates: the Southwest account check is in and being managed under Columbia, Peninsula, and South Sound Chapter accounts. Pam reviewed expense procedures, reimbursing for small and larger invoices direct to vendors. Sections receive reports, and the SBI Finance team offers up more detailed reports to Chad and Nicholas. Ray updated PSS status with Manuel as Treasurer able to move the account.

Chad put together the 2024 Annual Report and this is now on the Chapter website, as well as in the newsletter that went out today. A separate email is going out regarding the Conference. The opening rate, says Pam, is 38 percent, and 40 percent at past newsletters. The newsletter does take some time to prepare with lots of volunteer work including Read More links to online articles. The newsletter has an internal review process (SBI). Now goes to Chad for final review, not the full committee (this was a bottleneck). Pam and Chad will continue to seek on-time and budget-proof newsletter production.

Conference planning is on track and under budget (Stephanie). The speaker and session submission forms have been published, with a May 2 deadline.

Membership: April's Finance Report should see the dues increase adopted last year. Membership totals are up Year over Year, 1366 last year, 1421 this year for end of January numbers.

- Roundtable Updates (All)

12:35: Section Presidents

- Columbia (Aaron)
- Inland Empire (Amy) *Pretty excited about June conference at Priest Lake, with speakers focusing on climate resilience,*

affordability, and wildfire. Trying to make registration options work. Annual meeting is coming up (per bylaws) and looking forward to it.

- Northwest (Brad J)
- Peninsula (Larry)
- Puget Sound (Ray) *Good news that section positions have been filled including treasurer and all county rep positions. Trying to schedule a retreat, held first successful web seminar, pursuing greater student engagement esp UW.*
- South Sound (Brad M)
- Southwest (Melissa) *held a March AICP exam lunch and learn; success means we'll run it again. Planners Forum coming up April 17, and April 12 is Urban Activism Event where chapter will plant trees as part of an existing event program in Vancouver. Ray asked about attendance at UAEs.*

12:41 Officers

- President (Chad)
- Vice President (Judith) Absent
- Treasurer (Nicholas)
On track and updates including Finance health work Sections accounts, conference spending, meeting finance policy updates, approving invoices,
- Secretary (Heather) Absent
- President-Elect (Anne)
Updates include working on Work Plan item of enhancing university faculty reps collaboration with later March meeting of these people. Paul Stangel WWU brought up idea of involving the Chapter board with WWU accreditation process; do we want this? Chad thought it time intensive, but of possible interest to individual Board members.

12:46: Chad spoke with Steve Butler Scholarship Chair and go-between with Conference Committee for auction action at the Conference. Not going to do Live Auction. New ideas (Chad and Steve) include a 1) silent auction, 2) paddle raise, 3) new way of silent auction through raffle tickets purchased and placed in a jar next to the item. Steve heard

concerns that 2024 paddle raise was uncomfortable with high start and peer pressure to keep high and higher. Not a healthy competition process (like PTAs). A silent auction is too much work for one person. Melissa offered to be on an ad hoc committee, dittoed the problems with live and paddle raise, and encouraged the raffle approach. Ray also noted personal satisfaction with raffle auction approach. Chad noted his agreement with the paddle raise approach concerns. Amy provided similar feedback regarding these auction approaches.

12:51: Chad brought up Steve B approached by universities regarding scholarship grants, would APA be willing to divide up grants (same amount, more students accessing). Chad: we don't want to water down our award amounts, but maybe a couple more students divvying it up? The bylaws don't reference, but the Handbook has historic references to the process but also notes that institution faculty were supposed to pick the awardees. Anne noted that Brandon Born commented that (not ungrateful) but that students already thought the amounts were not that much.

Discussion ensued regarding whether more or less students, but general EC discussion was to have more money, not more students, base it on tuition and fees (e.g. UW annual is \$18K resident, \$32K non-resident) and make it more attractive. Nicholas cautioned (twice) that his idea to increase the pot (and Anne) needs also to be supported by getting the funds to do so, whether fundraising focus (Anne suggested focusing the online merchandising in this direction) or using the Scholarship Fund more proactively.

- No quorum, no minutes approved.
- Adjournment 1:00 pm

***See document saved to Basecamp folder for 4/8 Exec Committee Meeting**