



**Memorandum**

TO: APA Washington Board Members  
FROM: Laura Benjamin, Secretary  
DATE: October 19, 2016  
RE: Minutes of June 24, 2016 APA WA Board Meeting

\_\_\_\_\_ **For the Record** (No Board Action Requested)

\_\_\_\_\_ **Discussion only**

**X**\_\_\_\_\_ **Board Action Requested**

**Washington Chapter, American Planning Association  
Board Meeting Minutes  
Port of Bellingham, Bellingham, WA**

**June 24, 2016; 1:00 p.m. – 4:00 p.m.**

**1:06 p.m. Call to Order**

President Paula Reeves called the meeting to order at 1:06 p.m.  
Secretary Laura Benjamin confirmed that a quorum of the APA Board was present.

**In attendance:**

Paula Reeves AICP CTP, President  
Laura Benjamin, Secretary  
Patrick Lynch, AICP, CPAT  
Judy Surber, Peninsula Section President  
Michele Reeder, SBI (non-voting)

Matt Ransom, AICP, Treasurer  
Chris Comeau, AICP CTP, NW Section President  
Talia Tittelfitz, Membership  
Yorik Wajda- Stevens, Legislative  
Rick Sepler (non-voting)

*On the phone:*

Kim Selby, AICP, Communications  
Stefanie Young, Puget Sound Section President  
Esther Larsen, JD, Legislative  
Steve Butler, FAICP, Nominations/Youth in Planning  
Ivan Miller, AICP, Past President  
Joe Tovar (non-voting)

Nancy Eklund, AICP, Professional Development  
Geoff Appel, Membership  
Rick Walk, South Sound Section President  
Dave Andersen, Inland Empire Section President  
Josh Peters, AICP, Vice President



**1:06 p.m.:** President Paula Reeves opened the meeting. Agenda approved with no revisions.

**Action Item: Approval of Minutes**

Action: Approved minutes from the PA WA Board meeting on March 31, 2016 posted on Basecamp.

Vote: Approved by Board.

Laura Benjamin to sign minutes and send to SBI.

**Action Item: GMA Review- Rucklehaus Discussion**

Joe Tovar was approached by Rucklehaus Center to conduct a 25-year retrospective of the Growth Management Act (GMA) and other land use laws and policies. The Chapter expressed interested in working with Rucklehaus Center and others to flesh out a proposal. Rucklehaus Center needs \$50,000 to develop a scope of work. State Representative Appleton has expressed interested.

Dave Andersen explain that the Department of Commerce has proposed a \$500,000 biennium budget request to conduct a study on the GMA and land use policy.

Ivan Miller stated that the Washington State Association of Counties has expressed some issues with the GMA, including appeals, hearings board, wanting to loosening restrictions on UGAs and LAMIRDs.

Matt Ransom provided an overview of how this request would fit with the current budget. \$115,000 is currently unallocated. There is some capacity to commit \$10,000 to this project, however Ransom cautioned that the Chapter needs to look at funding long-term.

Action: Provide \$10,000 to fund the Rucklehause Center scope of work of the 25-year retrospective of the GMA, contingent on securing an additional \$40,000 from four additional partners.

Motion: Esther Larsen

Second: Yorik Wajda-Stevens

Vote: Approved by Board. Ivan Miller abstained.

**Action Item: Chapter Support of I-732**

Yorik Wajda-Stevens provided an overview of Chapter support of I-732 to date, including Board approval of the Chapter name and logo endorsement on the initiative's website. Additional ways to support I-732 include: 1) Reach out to planners; 2) Work with legislative partners to encourage other legislators' endorsements; 3) A small, symbolic financial contribution such as \$5000 for flyers for door belling, \$16,000 for Fellowship program, or \$16,000 two months of communications work. The Climate Committee will evaluate these options.

Ivan Miller asked if there are other major endorsers. Wajda-Stevens stated that many elected officials, democratic organizations, and climate lobby organizations have endorsed I-732. The full list of endorsements is available on the initiative's website. However, the major environmental groups have not endorsed the initiative because of competing proposals.

Matt Ransom stated he would prefer the Chapter to take a passive role. The Board discussed reevaluating this request at the next meeting, however the next meeting in October 2016, too late for additional support to be utilized for the November election. The Climate Committee will strategize next steps



including outreach to APA WA membership, providing volunteer opportunities, and will work with Hiller West and the Allied Professions Committee to seek additional endorsements.

No motion. No Board action taken.

**Action Item: Organizational Management Assessment**

Matt Ransom, Treasurer, provided background on the scope of study, process, and budget capacity to allocate additional funds to business services.

Ransom conducted peer case studies and found most chapters contract for back of office services. Many of the high performing chapters have an Executive Director of an effective system for volunteer and management efforts. The case studies highlighted that there may be ways to better communicate and collaborate to more effectively utilize the service of a back of office services contract.

21 individuals responded to the online survey. A majority of respondents expressed a need for management services to “do stuff” and support Board efforts.

Ransom asked for Board input on three potential options: 1) Stay the course and revisit this work in 2018; 2) Craft a revised scope of work for 2017-18, with support from a new ad-hoc committee; 3) Draft an RFQ to solicit bids for a revised scope of work for 2017-18.

Michele Reeder provided information on other services SBI provides including helping groups to leverage all tasks to fulfill strategic plan and helping committees develop and implement action plans to meet strategic plan goals.

Ivan Miller reminded the Board that SBI conducted an organizational audit when they first started working with the Chapter. Miller recommended SBI revisit the audit and asked SBI to recommend services they can provide.

Action: Craft a revised scope of services with SBI, using SBI’s past organizational audit of the Chapter for guidance.

Motion: Ivan Miller

Second: Matt Ransom

Vote: Approved by Board.

**Action Item: South Sound Section Bylaws**

Rick Walk, South Sound Section President, provided background on the South Sound Section formation to date. Walk stated that the proposed bylaws are very similar to the adopted bylaws of other sections with two changes: 1) the Vice President moves to the President role; and 2) different committees to better serve the priorities of the South Sound membership.

Action: Approve the South Sound Section Bylaws, posted to Basecamp by Rick Walk

Motion: Matt Ransom

Second: Judy Surber

Vote: Approved by Board



### **Action Item: Budget Amendments**

Matt Ransom proposed two budget amendments: 1) Contractually agreed upon percentage payment to APA National for the 2015 National Conference in Seattle; 2) Recognize establishment of South Sound Section which enables the section to receive grant funds based on membership.

Ransom clarified that new grant funds for the South Sound Section do not diminish funds for other sections. Steve Butler expressed concern regarding the payment to APA National but asked to table that discussion for another time.

Action: Adopt two amendments to the 2016 budget as stated in Ransom's memo posted to Basecamp.

Motion: Yorik Wajda-Stevens

Second: Chris Comeau

Vote: Approved by Board

### **Discussion: Nominations Update**

Steve Butler, Nominations Committee Chair, reviewed the Chapter President nominations and three sections with open positions. Butler recommended that sections update their bylaws to reflect the consolidated elections process. Paula Reeves suggested taking this up at business meeting in October 2016. Ballots will be sent electronically on August 5 and there will be about one month to vote.

### **Discussion: 2016 Conference Update**

Stephanie Kennedy provided an update on the 2016 joint conference. \$21,000 in sponsorship have been secured with \$40,000 budgeted. The Chapter business meeting 2-3:30 p.m. on Friday.

### **Discussion: Membership Update**

Talia Tittelfitz, Membership Committee Co-Chair, provided an overview of new programs from APA National. There is an AICP amnesty program for dues dropped during the recession. The Chapter has limited data on members who lapsed prior to 2014. Nancy Eklund suggested asking APA National for data. Community Planning Assistance Teams (CPAT) work now is eligible for CM credits. The AICP Certifiable option will be available soon. Nancy Eklund clarified that the AICP Certifiable title is intended to reduce barriers to AICP.

Tittelfitz asked for feedback on the outreach strategy, posted to Basecamp. Michele Reeder recommended tracking email campaigns to track open rate and adjust to make efforts reach more people. The Membership Committee with working with the South Sound Section to increase membership. They are looking into offering discounted memberships fees to employers to get employees registered.

Testimonials from current members can help with recruitment. Tittelfitz will solicit section presidents for names of people to provide testimonials. Testimonials can also be posted to the website with a photo, if given permission.

### **Section Reports**

Puget Sound Section: Stefanie Young stated the section hosted a successful EPIC conference and PLACES event. There are 2-3 more PLACES events scheduled for the summer.



Northwest: Chris Comeau stated the section is looking for a legislative liaison. There is interest in bringing Charles Marohn of Strong Towns for a fall forum. A membership surveys will be sent out to find out how to continue to enhance membership services.

Peninsula: Judy Surber announced that the chapter consolidated financial management with the Chapter. Surber was appointed President after Katrina Knutson moved out of the section's geographic area and stepped down. The section is working on a 2016 work plan and budget. Surber is looking to reinvigorate the planner's forums, and to use the forum as sounding board and solicit advice.

### **Officer Reports**

President: Paula Reeves reported that the Executive Board endorsed the president's awards: Myer Wolfe, Bob Burke, Barbara Grace, Legislative. The National Chapter Presidents' Council is looking at criteria for chapter eligibility. The Chapter needs to report on how criteria are met. The Chapter may get funding to host a regional forum on the Columbia River, in partnership with APA OR. Jim Dryden, APA National CEO will attend the joint conference in October. The Diversity Task Force is looking for members. The Awards Committee is looking into how to better communicate and brand the APA PAW awards. The 2017 conference location needs to be selected soon. The Executive Board discussed the Seattle/Tacoma area as one potential.

Vice President: Josh Peters reported the conference committee is going well. Peters attended the Inland Empire Section's Priest Lake planners' forum.

Secretary: Laura Benjamin reported the Plan4Health grant was extended to February 2017 and the coalition was awarded an additional \$40,000.

Treasurer: Matt Ransom had no report.

### **Committee Reports**

CPAT: Patrick Lynch reported that the committee is working with the Mt. Baker Chamber of Commerce to plan a visitor center and park and ride off Mt. Baker Highway. The group hopes to include WWU students.

Youth in Planning: Steve Butler reported there was a successful event at Rainer Beach High School. More events are planned for the fall.

Communications: Kim Selby reported that the June/July newsletter issue will be out soon. Newsletter articles are coming in inconsistently. Nikole Coleman-Porter is sending out article reminders. The Committee is developing policies for what should be in an ADVISE, social media posts, and the website. The Committee wants to put policies in place and rather than relying on institutional knowledge.

Legislative: Yorik Wajda-Stevens reported that pre-session work will begin soon. Sheri Appleton was chosen as Legislator of the Year. The committee is starting work on the 2017 legislative platform. A draft will be posted to Basecamp soon. The Committee is looking to continue collaboration with the 10 Big Ideas initiative.



American Planning Association  
**Washington Chapter**

*Making Great Communities Happen*

Adjourn 4:05 p.m.

The next meeting is Wednesday October 26. More information to follow.

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Recorded 6-24-16 by Secretary Laura Benjamin

A handwritten signature in black ink, appearing to read 'Laura Benjamin', written in a cursive style.

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Approved by Board October 26, 2016 – Signed by Laura Benjamin, APA Washington Secretary