



MINUTES
BOARD OF DIRECTORS MEETING

DATE: January 9, 2009
TIME: 4:30 p.m.
PLACE: Caltrans, District 11

Brooke Peterson, AICP	Section Director
Dan Wery, AICP	Section Director Elect
Richard Dial	Treasurer
Asha Sanders	Newsletter Editor
Nancy Graham, AICP	Professional Development-Workshops
Stan Donn, AICP	Professional Development-AICP
Patrick Jeselma	Programs Co-chair
Elisa Marrone	Membership Chair
Sarah Lozano, AICP	Marketing
Connery Cepeda	APA Inclusionary Membership
Mario Osorio	Young Planners Group

I. REGULAR BUSINESS

A. Section Director's Report (Brooke)

a. Film Festival Day at La Costa Lecture Hall – Sharon Singleton at KTU+A is putting together a volunteer list for this event.

B. Secretary's Report (Sara)

a. Board Retreat Minutes are to be approved at next month's meeting (February).

C. Treasurer's Report (Richard)

a. The 2010 Draft Annual Budget was presented. The 2009 Miscellaneous Revenue line item was used as an estimate of profit. The 2009 budget required dipping into savings to make up for a lack of membership dues being paid. Richard will create a report comparing last years budget to this years in order to better gauge what can be done w/this year's money.

D. Student Liaison Report (Kevin)

a. Not present

E. Young Planners Group (Mario)

a. The first Young Planners Group networking event will be held on January 28 from 6:00 PM to 8:00 PM at Taste & Thirst on 4th Street in downtown San Diego. This event is open to all who are interested in attending

b. Mario is looking to form subcommittees for the YPG, and will be discussing the various options at the January 28 event.

c. Mario is looking for conference session ideas that are relatable to young planners, e.g.; interview skills training, project management topics, etc.

F. Website Report (Greg)

a. Not present

G. Newsletter E-Journal Report (Asha)

a. Asha stated that the Planning Journal will be read to go out around mid- to late-January.

b. There will be several interesting articles including a thesis on ecoplanning submitted by a local graduate student, a SANDAG article by Emily Green on the topic of urban transit study, and the top ten planning books and issues for 2009.

H. Membership Report (Elisa)

a. Elisa stated that she only has membership numbers for California, and is conducting ongoing research to find the numbers for San Diego.

b. Elisa discussed marketing for APA and asked for the group to brainstorm ways to encourage people to become members, such as holding members-only events.

c. Nancy asked if people should be allowed to request the student price at events without showing that they are a student. The group decided that a good solution is to post on the website that you must present a student ID to receive the student price.

I. Awards Chair Report (Dana)

a. Barring Jennifer's maternity leave, Dana will be stepping in to fill the role of Awards Chair.

b. A variety of options were discussed for the event venue including the Jacob Center, Scripps Institute of Oceanography, and the Women's Club of La Jolla. Dana stated that she will be putting together a timeline and a list of cost-effective venues for next month's meeting.

c. The idea of reducing to cost of tickets via serving h'ourderves was discussed. The group agreed this would be the best way to increase event attendance, and Dana said she would contact the LAAPA to find out how they reduced their ticket cost and if they had to pay the difference in reduction.

d. Dan Weary agreed to be the Sponsorships Liaison.

J. Diversity & Inclusionary Participation (Connery)

a. Connery discussed AICP assistance.

K. Professional Development Officer-AICP Report (Stan-Connery)

a. Stan discussed the Ethics Review which was a huge success. Brooke estimated a cost of approximately \$2000.00. (Dan/Patrick)

b. Sending checks the county- Stan stated that money sent to the county can now be done via pay pal or using cash, and that sending checks is antiquated.

c. Stan asked if the SDAPA and suggested contacting Anthony Mandiola for involvement with the YPG and as a student representative for the board.

d. The 2010 training program is up and running on the website. The training has been updated to reflect the new exam material. The training classes are to be held at the UCSD Extension Center in Mission Valley, starting February 20, 2010. There are four sessions total, and the course ends in April.

L. Professional Development Officer-Workshops Report (Nancy)

a. Nancy discussed the Cal Trans lunch and stated that Connery will be a liaison for this event.

b. Nancy asked for ideas for speakers during a day workshop. She informed the group of a planning commission workshop sometime in March or April.

M. Programs – Reports & Updates (Dan/Patrick)

a. Dan and Patrick discussed program ideas they are working with including a community service project luncheon. For this type of program they envision a balanced group of speakers from a variety of backgrounds. They are looking to have this event somewhere between February and April, assuming the workshop is in March.

N. Other Business/Announcements

None

III. NEXT MEETING DATE AND ADJOURNMENT

Next Meeting: February 8, 2009

Time: 4:30-6:00 p.m.

Location: Caltrans, District 11

Dana Spaccarotella for Sara Lyons
SDAPA Secretary

MINUTES
BOARD OF DIRECTORS MEETING

DATE: Monday, April 12, 2010
TIME: 4:30pm
PLACE: RBF Office, 9755 Clairemont Mesa Boulevard

ATTENDEES:

Brooke Peterson, AICP	Section Director
Dan Wery, AICP	Section Director Elect
Connery Cepeda	APA Inclusionary Membership
Stan Donn, AICP	Professional Development – AICP
Alex Hempton	Membership
Greg Konar, AICP	Webmaster
Elisa Marrone, AICP	Secretary
Asha Saunders	Newsletter Editor
Dana Spaccarotella	Awards Chair

I. REGULAR BUSINESS

A. Section Director's Report (Brooke)

- We'll review the state overview next meeting
- State conference
 - The committee had a site visit last month
 - Local sessions have been determined
 - There will be 12 concurrent sessions Tuesday and Wednesday; 10 on Thursday
 - Sessions have been chosen, though some change is anticipated. Time slots have not yet been determined

B. Secretary's Report (Elisa)

- March minutes were approved by the Board

C. Treasurer's Report (Richard) – no report

D. Website Report (Greg)

- Discussion on ways to get emails more attention, such as having attachments open automatically. The different technologies on so many people's computers limits what can be done.

E. Marketing/Sustainability Report (Sarah) – via Brooke

- Sarah working with Dana on getting the word out to marketing lists
 - Asha suggested inviting ASLA

- Focusing on the sustainability aspect of the State Conference

F. Membership Report (Alex)

- Discussion on new style of PNO. Looking at a Wednesday in June at The Station in South Park
- Stan would like to know how many members are AICP
- Brooke will get Alex signed up to receive membership reports from National

G. Young Planners' Group Report (Mario)

- Mario attending concurrent YPG meeting at another location.
 - YPG will have the chance to review conference sessions to see how they can be connected to YPG

H. Newsletter E-journal Report (Asha)

- The current CalPlanner has a link to an article by Connery. Our newsletter will link to it
- Moving ahead with final plans for this addition

I. Awards Report (Dana)

- Jury is set. Will meet first week of May to choose winners
 - Mike Singleton, Carolina Gregor, Nico Calavita, Russ Cunningham, Marcela Escobar-Eck
 - Members should recuse themselves for conflicts of interests
 - Board supported providing snacks during the meeting
 - Jury will receive complimentary ticket for the event
- 15 nominations are expected
- Jury can shift nomination categories as they see fit
- Board agreed that nominees will be notified of winning or losing in advance
- The event flier will go out this week, with registration opening April 19th
- Event will have AICP credit when members attend a walking tour of the neighborhood before the event. Main event will include 20 minute power point on the redevelopment of Little Italy
- Sponsorship
 - Dudek, Recon, KTU&A have already committed
 - All Board members are responsible for finding sponsors
 - We'll contact consulting firms after winners are known
 - Dana will send a table of contacts for Board members to designate who they will contact
- FYI, the San Diego Taxpayers Association has an event the same night
- Board expressed enthusiastic thanks and congratulations to Dana on how well and how quickly she reworked the event to respond to the Board's concerns from the March meeting

J. Diversity & Inclusionary Participation Report (Connery)

- This is Connery's last meeting. He'll be moving to the Bay Area to attend UC Berkeley for a master's in Planning (Congratulations to Connery!)
- He's working on suggestions to replace him

K. Professional Development – AICP Report (Stan)

- The AICP training classes are done. Overall, a very good system
 - Discussed adding quizzes in every so often
 - Also, publish the quizzes in the newsletter to challenge practicing planners
 - Possibility of live streaming the classes and/or show at other times to get more value out of the system
 - Venue got lots of compliments
 - Attendees enjoyed the wrap-up lunch
 - Feedback is that the classes are a great value. Maybe consider raising the price for next year
- Board agreed that Stan could use some of his budget for a committee lunch meeting as long as he'll have enough for his activities for the rest of the year
- National has announced additional certification options in transportation and the environment
 - Separate test from AICP exam
 - Would not increase dues

L. Professional Development – Workshops Report (Nancy) – via Brooke

- Planning to hold a housing workshop in July
- Looking for ideas from the Board for low- or no-cost venues
- Greg is working on speaker and sponsor ideas
- Send any ideas to Nancy

M. Programs Report (Patrick/Dan)

- Continuing work on community supported agriculture for the next luncheon
 - Aiming for late summer when the garden would look best
- Could do a luncheon in June. Ideas:
 - BEEP; infrastructure and its financing; water, with San Diego County Water Authority's speakers bureau; EIRs

N. Student Liaison Report (Kevin) – no report

O. OTHER BUSINESS/ANNOUNCEMENTS – none

II. NEXT MEETING DATE AND ADJOURNMENT

Monday, May 10, 2010

4:30pm – 6:00pm

RBF offices, 9755 Clairemont Mesa Boulevard

MINUTES
BOARD OF DIRECTORS MEETING

DATE: Monday, April 12, 2010
TIME: 4:30pm
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N. Student Liaison Report (Kevin) – no report

O. OTHER BUSINESS/ANNOUNCEMENTS – none

II. NEXT MEETING DATE AND ADJOURNMENT

Monday, May 10, 2010

4:30pm – 6:00pm

RBF offices, 9755 Clairemont Mesa Boulevard



DATE: Monday, May 10, 2010
TIME: 4:30pm
PLACE: RBF Office, 9755 Clairemont Mesa Boulevard

ATTENDEES:

Brooke Peterson, AICP	Section Director
Stan Donn, AICP	Professional Development – AICP
Nancy Graham, AICP	Professional Development - Workshops
Alex Hempton, AICP	Membership
Greg Konar, AICP	Webmaster
Sarah Lozano, AICP	Legislation & Marketing
Elisa Marrone, AICP	Secretary
Mario Osorio	Young Planners Group
Dana Spaccarotella	Awards Chair

I. REGULAR BUSINESS

A. Section Director's Report (Brooke)

- State conference
 - State committee to finalize program selection by mid-May
 - Sarah to have draft sustainability plan available next week. To be reviewed throughout the summer. Board's input is welcome
 - Elisa gave conference special events report, describing opening reception (Del Mar Racing Club theme) and Election Central for election night
- Brooke provided overview of how CalAPA board is run (see attached)
 - State board is in the midst of discussions on the value of local sections
 - § Local sections are the gateway into the profession and the main source for networking and professional development
 - § State provides lending library, some scholarships
 - State board needs to be fiscally responsible with members' money and carefully review its expenditures, especially for long-standing administrative contracts
 - Conference is the largest profit producer for the state
 - § Currently, profits split 40%-state, 40%-hosting section, 20%-remaining sections by percentage of membership
 - § Conference now too large to be held in some sections, so discussions underway to rebalance that breakdown
 - State Section Directors committee has been formed and now meets monthly with CalAPA director to help keep Section interests at the forefront

- Suggestion that when advertising for local events, mention that funding comes from membership dues
- New Inclusionary membership chair to be in place next month – Jane Clough-Riquelme, Tribal Liaison with SANDAG

B. Secretary's Report (Elisa)

- April minutes were approved by the Board
- Working on creating an on-line home for Board documents

C. Treasurer's Report (Richard) – no report

D. Website Report (Greg)

- Awards RSVP page has been launched and the price change has occurred smoothly
- Working with Alex on transitioning the email list to Google
- Will continue blasts to both lists until after Awards
- Purchased a video camera to use for webcasting on eBay for \$181 paid via our PayPal account

E. Marketing/Sustainability Report (Sarah)

- Working on getting out Awards invites to professional groups like ASLA, AIA and the Council of Design Professionals

F. Membership Report (Alex)

- See attached report

G. Young Planners' Group Report (Mario)

- Enthusiasm among YPG members still going strong
- Next event – Happy hour 5/19 with hopes to encourage attendees to go to the Awards ceremony the following night
 - Board suggested not scheduling events so close together in the future
- Working on RFQ for mentors for a new mentorship program
- Drafting a website for the group. Will work with Greg to link it with sdapa.org

H. Newsletter E-journal Report (Asha) – via email, not presented in meeting

- Latest edition of newsletter in final editing. Will be delivered to Greg by 5/12

I. Awards Report (Dana)

- 60 RSVPs so far
- Board agreed that the student rate being offered should be based on whether or not their APA membership is at the student rate
- Sponsorships at \$2750 so far. Already \$1000 ahead of '09
- Programs are being printed on Friday. Sponsor on board after that will still be featured on the powerpoint
- Final committee meeting, with the MC Todd Oliver, is this week

- Final count of 14 submissions. Besides main awards, honorable mentions will be given
- Submissions will be told if they are getting an award or not, but not if it's a first place winner or honorable mention
- Committee is all set with volunteers for the night of the event
- Planning to give an award to the Little Italy Association. Name of the award to be finalized. May be appropriate to make this a tradition, depending on future locations

J. Diversity & Inclusionary Participation Report (vacant) – no report

K. Professional Development – AICP Report (Stan)

- He emailed training class attendees to let him know if they passed
- Looking to raise training class prices for next year, maybe to \$75 - \$100
- Adding Planning Economics and Budgeting section to next year's training classes
- Planning for informal Q&A to be held in the fall, patterned after last year's event
- Stan raised the question of offering scholarships towards the exam
 - Central Valley offers 5 @ \$300 each
 - State offers 4
 - Can we offer 4 at \$250 each?
 - § Board willing to consider after Stan confirms budget
 - § Board suggested criteria include a commitment to the SDAPA organization

L. Professional Development – Workshops Report (Nancy)

- 7/23 Date set for workshop on housing elements and how to make them work
- Mike McLaughlin will moderate and give "Housing Element 101" presentation
- Susan Baldwin, SANDAG, will give keynote
 - List of additional speakers developed. Seeking Susan's input this week
- SANDAG agreed to cosponsor the event
- Goal of 6 AICP credits
- Budget – working out food costs, then add a bit of extra to cover expenses with a very small profit possible
- Location – Caltrans
 - Considered Jacobs Center, Sports Hall of Fame @ Balboa Park (cost \$2000 for space)
 - Future idea – New School of Architecture downtown

M. Programs Report (Patrick/Dan) – no report

N. Student Liaison Report (Kevin) – no report

O. OTHER BUSINESS/ANNOUNCEMENTS – none

II. NEXT MEETING DATE AND ADJOURNMENT

Monday, June 14, 2010

4:30pm – 6:00pm

RBF offices, 9755 Clairemont Mesa Boulevard



DATE: Monday, June 14 2010
TIME: 4:30pm
PLACE: RBF Office, 9755 Clairemont Mesa Boulevard

ATTENDEES:

Brooke Peterson, AICP	Section Director
Dan Wery AICP	Section Director Elect/Interim Programs Co-Chair
Elisa Marrone, AICP	Treasurer
Jane Clough-Riquelme	APA Inclusionary Membership
Nancy Graham, AICP	Professional Development - Workshops
Alex Hempton, AICP	Membership
Greg Konar, AICP	Webmaster
Sarah Lozano, AICP	Legislation & Marketing
Elisa Marrone, AICP	Secretary
Mario Osorio	Young Planners Group
Asha Saunders, LEEP AP	Newsletter Editor

NOT PRESENT:

Stan Donn, AICP	Professional Development – AICP
Kevin Grant	Academic Liaison/Mentoring Programs
Patrick Jelsema, AICP	Programs Co-Chair
Damon Jordon	Student Representative – SDSU
Dana Spaccarotella	Awards Chair

I. REGULAR BUSINESS

A. Section Director's Report (Brooke)

- Welcome to Jane, who shared her background with the group
- Elisa to take over as Treasurer. Replacement to be found for Secretary

B. Secretary's Report (Elisa)

- May minutes were approved by the Board
- Per Alex's suggestion, future minutes will show the full board, not only the ones who were present

C. Treasurer's Report (Richard) – no report

D. Website Report (Greg)

- Got paypal limit lifted
- Concerned with the time it takes to send an email blast
 - Group suggested using a service such as Constant Contact or one connected to a new group email list
 - Greg & Alex will investigate

E. Marketing/Sustainability Report (Sarah)

- Draft Sustainability Plan for the 2010 Conference is available for review
- Hoping to schedule a sustainability event, such as a beach clean up, at the Conference for YPG
 - Elisa will check with her stormwater contact at City of Carlsbad for ideas
- Sarah will work with Greg and Asha on tracking sponsorships.
 - Sarah will create a table to track organizations, date received and expirations
 - Greg will post it on the website

F. Membership Report (Alex)

- 30 people RSVP'd for PNO
- Working on conversion to google group
 - Yet more recommendations to use a service like Constant Contact that can manage duplicate address/people requests

G. Young Planners' Group Report (Mario)

- With Oswaldo Perez, gave a presentation on the proposed mentoring program
 - Goal of providing enough framework so participants have something to build on, but enough flexibility to accommodate different amounts of time commitment
 - Protégé participants must be SDAPA members
 - Complete information package will be presented at the next meeting

H. Newsletter E-journal Report (Asha)

- Created rates info sheet that mimicked the one used by CalPlanner
 - Hoping to provide more structure as part of our commitment to advertisers
 - Asha will be updating all ads after the next issue
- Greg will be adding an archive of past newsletters to the website
- With the date of the housing conference pushed back, would like to do a promotional article before the conference

I. Awards Report (Dana)

- Full wrap up report to be given at July's meeting

J. Diversity & Inclusionary Participation Report (Jane)

- Board introduced themselves to Jane

K. Professional Development – AICP Report (Stan) – no report

L. Professional Development – Workshops Report (Nancy)

- Housing Element workshop moved to September 23, 2010
- Working on a location. Caltrans is no longer an option
- Greg, Sarah & Nancy will work on marketing efforts now that there is more lead time to the event

M. Programs Report (Patrick/Dan)

- Next luncheon planned for Barrio Logan with Lara Gates
 - focus on the community plan update there
 - include walking tour
 - date tbd, but leaning towards July 15th
- August luncheon pending, still leaning towards community gardens topic
- Group discussion – create partnerships with like-minded local organizations
 - with ULI on events
 - with Walk San Diego on their 2011 Sustainability conference
 - with these and others for “awards season” next spring

N. Student Liaison Report (Kevin) – no report

O. OTHER BUSINESS/ANNOUNCEMENTS – none

II. NEXT MEETING DATE AND ADJOURNMENT

Monday, July 12, 2010

4:30pm – 6:00pm

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 TIME: 4:30 pm
 PLACE: RBF Office, 9755 Clairemont Mesa Boulevard

ATTENDEES:

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Dan Wery, AICP	Section Director Elect/Interim Programs Co-chair
Elisa Marrone, AICP	Acting Treasurer
Jane Clough-Riquelme	APA Inclusionary Membership
Stan Donn, AICP	Professional Development – AICP
Nancy Graham, AICP	Professional Development – Workshops
Alex Hempton, AICP	Membership
Patrick Jelsema, AICP	Programs Co-chair
Greg Konar, AICP	Webmaster
Sarah Lozano, AICP	Legislation and Marketing
Lisa Lind	Secretary
Dana Spaccarotella	Awards Chair

BOARD MEMBERS ABSENT:

Kevin Grant	Academic Liaison/Mentoring Programs
Damon Jordon	Student Representative - SDSU
Mario Osorio	Young Planners Group
Asha Saunders, LEED AP	Newsletter Editor

I. REGULAR BUSINESS

A. Section Director’s Report (Brooke)

- Lisa Lind was voted in as the new secretary for the Board of Directors

B. Secretary’s Report (Elisa)

- June minutes were approved by the Board
- Elisa asked for input in response to a request for a recommendation for an expert witness in planning. Elisa will refer caller to FAICP members and indicate that this is not an endorsement of any one member.
- Elisa will have a treasurer’s report for the next meeting

C. Professional Development – AICP Report (Stan)

- Six people passed the May exam.
- Stan is organizing an informal gathering for fall exam applicants on Wednesday, September 8 from 6:30-8pm at Landini’s. He will invite May attendees to share their experience.
- Stan requested \$750 (\$250 x 3 people) to support scholarship applicants who did not receive a State-level scholarship. Elisa will check the budget and respond to Stan.

D. Professional Development – Workshops Report (Nancy)

- Nancy presented the proposal for the fall Housing Workshop, including a bid from the Double Tree in Mission Valley and suggested pricing. She outlined the break-even costs based on attendance and budget items in comparison to previous events.
- She is looking for a sponsorship to help subsidize the costs. Several board members will look into possible sponsors (RBF, DC&E, SANDAG, C3, and new member list).
- The speaker is almost confirmed and a save the date should go out soon.

E. Programs Report (Patrick/Dan)

- Dan reviewed the program for the Barrio Logan walking tour lunch scheduled for July 15th. Forty-five people are confirmed and they are working on CM credits.
- The next event is scheduled for August 26th and will be an IRC-led tour of the New Roots Community Farm.
- We may try to get in one more luncheon related to transit in October.

F. Marketing/Sustainability Report (Sarah) – from July 13th email

- I've been working with Asha and Greg to pull together the sponsorship database (database is kind of a strong word as we are developing a very basic tracking mechanism via excel). Greg clarified a few things for me after the meeting, so we should be finished with development of this tool by next meeting. We've agreed that I'll be providing a report to the webmaster and newsletter chair on a monthly basis (and will loop in our treasurer as well) to provide an update on sponsorships.
- Work continues on the APA State Conf Sustainability Plan. I'll send around an email later this week with the current version attached - any comments you have would be much appreciated. Further, I spoke with the Central Coast Section Sustainability Chair (Shelley Sussman, Ventura County Planning Department) to start sharing ideas. She'd like to listen in to some of our planning calls so she can start learning the ropes for the 2011 conference. Glad to see that the sustainability effort continues to be of importance in state conference planning.
- Still on my to do list: brainstorm outreach ideas for the fall professional development workshop with Nancy and her subcommittee.

G. Membership Report (Alex)

- Membership Update: As of July, there are nine new members, and three were students. We may want to start tracking the status of memberships that are soon to expire.
- Report on Planners' Night Out: Approximately 45 people attended. YPG held their meeting at the Station right before PNO and many stayed which helped attendance. Board liked the idea of trying a new place/neighborhood but would like to keep downtown on the rotation.
- New Email Format: We have switched to Google Groups but are trying to test Constant Contact. Alex will start a Facebook page to help with promotion of events in coordination with website.

H. Young Planners' Group Report (Mario) – from July 12th email

- Mentoring Program - We are still working to finalize the SDAPA Mentoring Program materials. I was also thinking about running the program by Tod Oliver (emcee of the APA Awards) as he mentioned to me that he has created and help to create multiple mentoring programs in the past with his work with Cox communications, etc. I thought it would be good to have someone who has seen this type of program before to review and provide some feedback.

- Cal APA Conference – We are working to solidify a November 4th Community Service project after conference that would be sponsored and facilitated by the SDAPA Young Planners Group. It would be a restoration effort to install native plants on about +/- 18 acres near La Costa Resort in concert with the Batiquitos Lagoon Foundation. Details to be ironed out this next week.

I. Newsletter E-journal Report (Asha) – from July 12th email

- Please check your contact info in the latest newsletter edition and let me know if there are any changes/additions.
- I completed the article for the APA Awards/Little Italy tour, but I am still looking for more photos from the Little Italy tour. If you have any, please send them my way. Also, can someone send me contact info for Lisa Lind from Recon? I believe she took some good photos.
- Since the I-5 North Coast Corridor Project EIR just came out, I am trying to see if the Caltrans contact Shay Lynn Harrison would be able to write a feature article.
- I coordinated with Sarah to have an article about the upcoming State Planning Conference and specifics regarding the sustainability effort.
- There was some talk at the last meeting about asking speakers for the upcoming housing workshop to write articles before the program. But, after corresponding with Nancy and Greg on the subject we determined it might take away from the event. Greg is planning to work with John Douglas on an article about the "realistic capacity" issue commonly raised by HCD and the problems it raises with respect to SB 375. This topic will be covered at the workshop, so it could help set the stage for the event. Greg- can you tell me the status on this article if you are still planning to write it?
- Announcements: please send any my way by July 28th. Thus far, I plan to have housing workshop, state conference, YPG's latest efforts and AICP prep session for November test takers. I also received a press release for Bobbette Biddulph, who recently joined ESA as Vice President and Southern California Regional Director.
- International Feature: I found a few interesting articles. One is a case study regarding the transition to sustainable communities and societies in Brazil. It discusses the city of Curitiba's strategy to improve the environment, cut pollution and waste, and enhance the city's the quality of life. I am not sure if I will go with this one yet. If anyone finds others, feel free to send them my way.
- Newsletter ad rates/info is attached. I believe it is ready to post online unless anyone has further comment. Brooke- I never heard from you about the letterhead; are we still using the County's address?

J. Awards Report (Dana)

- Awards event debrief summary:
- Budget: Brooke will give Dana the deposit information for the final budget; received \$3,000 in sponsorship which is more than recent years; 96 people attended and reduced ticket price contributed to higher attendance; Board can review survey results; people liked having a speaker.
- Lessons learned: advertise the event in local publications; consider press release on projects/awards; need a third person helping Dana on the committee; increase the printed program to include ad spaces; consider special edition of the newsletter; people liked heavy appetizers and networking.
- Next year: we have leads for jurors; we want to hold the event in a neighborhood where we want to recognize the community; need to consider whether or not to continue using Tod Oliver as emcee; we need a comprehensive schedule.

K. Diversity & Inclusionary Participation Report (Jane)

- Jane is looking at multiple ways to approach inclusionary membership. She reviewed the need to understand current membership, a goal for the local chapter, target population and possible activities. Brooke suggested talking to the state representative to learn where membership stands. Board discussed an annual survey of membership, working with mid-career professionals, and young people (high schools). Jane will look at existing programs for ideas.

L. Website Report (Greg)

- Greg is trying to work out appearance of announcements and suggested Woof Media if we ever want to update the look and feel of the website.

II. OTHER BUSINESS/ANNOUNCEMENTS – None.

III. NEXT MEETING DATE AND ADJOURNMENT

- Board discussed cancelling the August Board meeting.

Monday, September 13, 2010

4:30 pm – 6:00 pm

RBF Office, 9755 Clairemont Mesa Boulevard



DATE: Monday, September 13, 2010
 TIME: 4:30 pm – 6:15 pm
 PLACE: RBF Office, 9755 Clairemont Mesa Boulevard

ATTENDEES:

Brooke Peterson, AICP	Section Director
Dan Wery, AICP	Section Director Elect/Interim Programs Co-chair
Elisa Marrone, AICP	Treasurer
Alex Hempton, AICP	Membership
Patrick Jelsema, AICP	Programs Co-chair
Greg Konar, AICP	Webmaster
Sarah Lozano, AICP	Legislation and Marketing
Lisa Lind	Secretary
Mario Osorio	Young Planners Group
Asha Saunders, LEED AP	Newsletter Editor

BOARD MEMBERS ABSENT:

Jane Clough-Riquelme	APA Inclusionary Membership
Stan Donn, AICP	Professional Development – AICP
Nancy Graham, AICP	Professional Development – Workshops
Kevin Grant	Academic Liaison/Mentoring Programs
Damon Jordon	Student Representative - SDSU
Dana Spaccarotella	Awards Chair

I. REGULAR BUSINESS

A. Section Director’s Report (Brooke)

- 2010 Conference Update - At the close of early registration, just over 600 attendees are registered which is strong. Exhibitor booths and tables are nearly sold out but sponsorships are lower than expected. Please pass on ideas for sponsorship contacts. The schedule/speakers are organized ahead of schedule.
- O&O Sponsorship - The Board approved a \$600 sponsorship as budgeted for the Orchids & Onions presented by the San Diego Architectural Foundation. As sponsors, we will have our name in the program and on the website. Brooke will provide Alex contact information so that we can send them a flyer on membership to give to the attendees.
- Student Representative Nominations - The Board approved the nomination of Olivia Hancock as the 2009-2010 student representative from SDSU. Brook will follow up with the results to both nominees. The Board discussed that the student representative is not a voting member. Alex will contact the UCSD student affairs counselor to see if there is interest in the UCSD position. Dan was also contacted by a Mesa College student.
- Brooke and Dan attended a facilitated discussion on collaboration among professional design organizations in San Diego. Dan will forward the workshop materials as it may be useful for the Board to give input. Overall the group committed to more collaboration.

There was discussion about how to incorporate this for the workshop. We are partnering with ULI for the pub crawl.

B. Secretary's Report (Lisa)

- The Board approved the July minutes.

C. Professional Development Officer – AICP Report (Stan) – from September 13th email

1. AICP Exam Training - November 2010 Exam Training Roundtable
 - Approximately 15 people met at Landini's
 - Approximately 5 people will be taking exam in November
 - Patrick's Exam Prep presentation was excellent; John's sample test questions were right on; 2 recent May exam AICP members shared their relevant experience and confirmed Patrick's presentation and John's sample questions.
 - Everyone had good feedback on the information received and good dialogue
 - Venue was great: Good food, ambience, and service. \$5/person charge was a good price.
2. AICP Future Trainings
 - Potential new training topic on Planning Economics and Budgeting
 - Begin set up (late September) for next year's 2011 Training Prep. *Board discussed having a flyer on San Diego's AICP training at the conference booth. Asha will contact Stan.*
3. Scholarships
 - Central Section is offering 5 scholarships at \$300 each.
 - Recommend provide 4 scholarships at \$250 each, and give first priority to those who are serving on the board. *The Board would like to offer four competitive, need-based scholarships once a year. The Board discussed whether the awards should be on a reimbursement basis or if we would be excluding people who do not have the funds to apply. Awardees would need to show participation/service to APA.*
 - Still awaiting existing budget availability from Elisa.

D. Professional Development Officer – Workshops Report (Greg)

- Workshop is set up and the pre-workshop conference call has been held. They are focusing on getting attendance up. Sarah can forward the announcement to her contacts. They are going to do an audio recording. Board discussed pros and cons of posting the presentation on the website for those who cannot attend.

E. Programs Report (Patrick/Dan)

- The IRC-led tour of the New Roots Community Farm was a success. We had the maximum attendance we could handle for outdoor events which require amplification. The Board discussed hosting one more program in October with a location in North County. Topic could be a planning director update. The Board discussed the possibility of a Planner's Night Out instead.

F. Marketing/Sustainability Report (Sarah)

- Sarah has been focused on the sustainability plan and booth for the APA State Conference. No additional report at this time.

G. Website Report (Greg)

- Need to double-check links on our website. No additional report at this time as Greg is working on the housing workshop.

H. Membership Report (Alex)

- Membership Update: Alex passed around the membership update which showed an increase in membership from July to August. There are now 500 total members.
- Report on Planners' Night Out: Alex will look into an event in October.
- Email list: Alex has been updating our email list with new member listings from APA. We have 722 people on the Google Groups mailing list.
- Facebook: The majority of the 82 people who "like" our Facebook page are 25-54 with 48 located in San Diego.

I. Young Planners' Group Report (Mario)

- Mentorship Program Update – The Mentoring Program materials are being reviewed by Tod Oliver.
- Career Center – Mario has been working on the Career Center for the conference, including lining up volunteers to staff the booth.
- Mario asked about posting events sponsored by other organizations on the website. Board discussed how we are in an experimental phase with Facebook, the YPG website, etc. and we need to track what is working.

J. Newsletter E-journal Report (Asha)

- Next newsletter is scheduled for October and will include a legislative roundup by a YPG member, neighborhood feature by Dana, Part II of the I-5 North Coast Corridor Project EIR article, article on the design organizations workshop, State Planning Conference, and pictures from the farm tour.

K. Awards Chair Report (Dana) – from September 13th email

- I've initiated discussion with the Birch North Park Theater and West Coast Tavern on holding our awards at their venue next year. They have Thursday May 12 and Thursday May 26 available as of now. Unless anyone is aware of any schedule conflicts I'd like to shoot for the 12th to give the winners a little bit more time to prepare their submission to state. Is there an idea of what kind of a budget we have this year?
http://www.birchnorthparktheatre.net/rental_space.htm
<http://www.westcoasttavern.com/photos.php>
I'm also working on an "Around Town" article on South Park for the Fall Newsletter (Asha - I'll have that to you before the end of the month).

L. Diversity & Inclusionary Participation Report (Jane)

- No report this month

M. Academic Liason Report (Kevin)

- No report this month

II. OTHER BUSINESS/ANNOUNCEMENTS

- Elisa is working on submitting 2010 financials to the state and will then complete 2009 per the agreement with the state.
- Board considering meeting at HDR offices for upcoming board meetings as it's centrally located.

III. NEXT MEETING DATE AND ADJOURNMENT

Monday, October 11, 2010

4:30 pm – 6:00 pm
HDR
8690 Balboa Avenue, Suite 200
San Diego, CA 92123



DATE: Monday, October 11, 2010
 TIME: 4:30 pm – 6:10 pm
 PLACE: HDR Office, 8690 Balboa Avenue, Suite 200

ATTENDEES:

Brooke Peterson, AICP	Section Director
Dan Wery, AICP	Section Director Elect/Interim Programs Co-chair
Elisa Marrone, AICP	Treasurer
Jane Clough-Riquelme	APA Inclusionary Membership
Stan Donn, AICP	Professional Development – AICP
Nancy Graham, AICP	Professional Development – Workshops
Patrick Jelsema, AICP	Programs Co-chair
Alex Hempton, AICP	Membership
Greg Konar, AICP	Webmaster
Lisa Lind	Secretary
Mario Osorio	Young Planners Group
Olivia Hancock	Student Representative - SDSU

BOARD MEMBERS ABSENT:

Kevin Grant	Academic Liaison/Mentoring Programs
Sarah Lozano, AICP	Legislation and Marketing
Asha Saunders, LEED AP	Newsletter Editor
Dana Spaccarotella	Awards Chair

I. REGULAR BUSINESS

A. Section Director’s Report (Brooke)

- Introductions – Board members present introduced themselves to the new SDSU Student Representative, Olivia Hancock.
- 2010 Conference Update – In the final weeks of conference planning, we have higher than expected registration but lower than expected sponsorships which is a revenue stream for our chapter. Sharon Singleton is still looking for student volunteers, and Mario is still looking for mentors to sign up for a time slot at the Career Center. We have received additional items for the auction from Harrah’s and Barona Spa thanks to Jane.
- County General Plan Update – SDAPA has a seat on the interest group. Previously, we have not taken a position on the General Plan update or process. The Board discussed the fact that the land use plan the County is bringing forward is not the environmentally preferred alternative. The Board recognized that the General Plan update is a complex process and that the County has come a long way in the planning. The Board members present discussed whether or not there are aspects of the plan or proposal that we want to take a position on. Brooke will draft a letter addressing planning principles we support. Given the tight timeframe, Board members are asked to vote via email about whether or not to send the letter.
- SDAPA Hosted Reception – The Board supports an SDAPA hosted reception for other chapter directors to be held Monday after the opening reception.

- Board Retreat – The annual Board retreat replaces the November Board meeting. The retreat is scheduled for November 10th from 4:30 -7:30 (includes dinner) at a location to be determined. All board members are asked to give budget items to Elisa on or by November 4th. Elisa or Brook will circulate last year’s budget for reference.

B. Treasurer’s Report (Elisa)

- Elisa turned in the third quarter numbers and we haven’t spent as much as planned but we also have not made as much during this period. Elisa is looking into options for a CD that has matured. Elisa is also planning on meeting with the state treasurer at the conference.

C. Secretary’s Report (Lisa)

- The Board approved the September minutes.
- The Board discussed archiving important information about Board activities and events. Lisa will work with Greg to add minutes to the SDAPA website as a way to archive the board actions. Lisa will work with Elisa to finish her tracking form project for a record of event budgets, ticket prices, venues, attendance, and other details to assist future planning.

D. Professional Development Officer – AICP Report (Stan)

- AICP Exam – Stan reported that 100 percent of those who took the training class passed the May exam. None of the November exam applicants took the class.
- Spring training – Stan would like to use the UCSD Extension again but they cannot book the room until January. Since we want to start advertising the training, Stan will work with the Extension staff to see if they can accommodate us.
- Scholarships – The Board approved four \$250 annual scholarships to be announced in January. Stan will work on developing criteria for the applicants.

E. Professional Development Officer – Workshops Report (Nancy)

- Nancy reported on a successful Housing Workshop with 50 people in attendance. The Board recognized both Nancy who coordinated the event and Greg who put effort into the speakers and program. SANDAG was also a key partner for the event. We offered 5 CM credits, with 1.5 CM for law. An audio recording of the event is available on our website.

F. Programs Report (Patrick/Dan)

- The Board reviewed a mock-up of a vertical display board for the conference and other presentation. Dan took suggestions about the graphics and size. The Board approved purchase of a smaller version (approx. \$300).
- A Land Use Mediation luncheon is planned for December 1st at the Downtown Information Center. Patrick has confirmed three speakers. The event will be catered and limited to 50 people.

G. Marketing/Sustainability Report (Sarah)

- No report this month

H. Website Report (Greg)

- Greg has an invoice for our annual web hosting that he will forward to Elisa for payment.
- Elisa will send Greg an announcement for the pub crawl on November 3rd.

I. Membership Report (Alex)

- Alex is going to UCSD on November 9th at 4:15 for outreach to the senior class of approximately 90 students. Mario offered to help with the outreach. Alex will try to do something similar at the other schools, ideally building on existing connections and contacts.

J. Young Planners' Group Report (Mario)

- Mentorship Program Update – Mario is going to get the Mentoring Program materials back from Tod Oliver and will then look to set up the first mentorship team of three planners and two students.
- Career Center – Mario has been working on the Career Center for the conference.

K. Newsletter E-journal Report (Asha)

- No report this month

L. Awards Chair Report (Dana)

- No report this month

M. Diversity & Inclusionary Participation Report (Jane)

- Jane is doing a pilot test with a GIS class at San Diego High to see what they understand and comprehend about planning. The Board recommended that we also look at the Built Environment Education Program (BEEP), a San Diego Architectural Foundation program for elementary school students.

N. Academic Liaison Report (Kevin)

- No report this month

II. OTHER BUSINESS/ANNOUNCEMENTS - none

III. NEXT MEETING DATE AND ADJOURNMENT

Board Retreat

Wednesday, November 10, 2010

4:30 pm – 7:30 pm

Location: TBD