



DATE: Monday, April 9, 2012
TIME: 4:40 pm – 6:30 pm
PLACE: City of San Diego, DSD, 4th FI Training Rm

ATTENDEES:

Dan Wery, AICP	Section Director
Greg Konar, AICP	Section Director - Elect
Lisa Lind, AICP	Secretary
Alex Hempton, AICP	Membership
Nancy Graham, AICP	Professional Development – Workshops
Asha Bleier, LEED AP	Newsletter Editor
Betsy McCullough	Awards Chair
Jane Clough	APA Inclusionary Membership
Josh Schiffer, AICP	Programs Co-Chair
Eric Lardy	Webmaster

BOARD MEMBERS ABSENT:

Elisa Marrone, AICP	Treasurer
Mario Osorio	Young Planners Group
Stan Donn, AICP	Professional Development – AICP
Kim Bush	Marketing Director
Renée Yarmy	Legislative Chair
Olivia Tinney	Student Representative – SDSU
Vacant	Academic Liaison/Mentoring Programs

I. REGULAR BUSINESS

- i. Expand Strategic Partnerships*
- ii. Advocacy*
- iii. Focus on Membership*
- iv. Increase and Enhance Outreach and Communication*

A. Director's Report (Dan Wery)

Discussion Items:

- We received a thank you note from Holtville for our assistance processing AICP credits for a workshop which was attended by 22 people. A follow up request for training for commissioners prompted a discussion about opportunities to highlight model programs for community planning groups and commissioners (such as the City's COW), share topics from the regional scale/dialogue, etc.
- National is highlighting California's CPF and is holding an auction of photographs for the national conference. Dan and Alex have been working on the submittal for our section.

Motions: none

Action Items: none

B. Section Director Elect (Greg Konar)

Discussion Items:

- Greg provided an update on the LOS alternatives workshop/luncheon scheduled for June 22nd. SDAPA has produced similar events and may be able to help Walk San Diego with registration as a co-host/sponsor. SDAPA is covering the travel expenses for the luncheon speakers. The venue is free and accommodates 70 people. Walk San Diego is also looking for sponsors.

Motions: none

Action Items: none

C. Treasurer's Report (Elisa Marrone)

Discussion Items:

- Lisa brought up the issue of board expenses. As a follow up to our discussion of board expenses, the board discussed that volunteers are often providing help that allows us to have cost-effective events. Budgets should include complimentary registration for key volunteers or meals for committees working over a lunch or dinner hour. Volunteers who coordinate/organize an event or serve as a panelist, moderator, or speaker will be comped into the event. Additional volunteers, such as those helping with registration, may receive a discounted registration based on the level of work/commitment. We are also exploring reciprocal relationships with groups such as ULI, AIA, ASLA, etc. Other board expenses should be managed and transparent and reflect our effort to provide benefits to our members.

Motions: none

Action Items: none

D. Secretary's Report (Lisa Lind)

Discussion Items:

- Official Board mailing address - We have had our formal mailing address at the County DPLU address, but they are relocating. With no current board members working at the County Overland/Ruffin location, we would like to look into our options for a convenient downtown location. We want a stable, long-term address so changing addresses with each director is not ideal.

Motion: *To approve the March minutes. (GK/BM 8-0 Passed)*

Action Item:

- [Jane to look into options at SANDAG and Lisa to research PO box and mail forwarding options.](#)

E. Awards Chair Report (Betsy McCullough)

Discussion Items:

- Awards 2012 Planning - Betsy reviewed the order of events for the awards night. We received 23 submittals covering 10 categories. Betsy will talk to Mario about getting YPG members to help with registration. We have raised \$5000 in cash plus in kind donations that go to supporting the event. Betsy is looking for a large projector screen. The committee has also arranged time in the schedule to order additional trophies for awards that have more than one recipient. Eric will open the event registration.

Motion: *To approve proceeds from the raffle and silent auction will go toward scholarships. (NG/JC 8-0 Passed)*

Action Items: none

F. Professional Development Officer Report – AICP (Stan Donn via email)

Discussion Items:

- AICP Exam prep for 2012 has finished. We had 15 people in attendance. The class was smaller and allowed for more "dialogue and discussion". Overall, the speakers were great. We will have some changes for next year's class. I want to acknowledge and thank Josh and Asha for really managing this year's training, especially Asha to make it run smoothly. I also want to thank Mike Stepner for providing us a facility at the New School of Architecture. I would like to get 6 mugs for the speakers, and one for Mike Stepner. When Josh has them, I would like to send them out or deliver them to the speakers. We will have results of the survey for the class at the next Board meeting.

Motions: none

Action Items: none

G. Professional Development Officer Report – Workshops (Nancy Graham)

Discussion Items:

- The public outreach workshop coordinated by Nancy was a success and has received strong reviews on location, price, speakers, etc. Adding law and ethics credit was of value to members, and the different perspectives of the panelists was well coordinated.
- Nancy reminded everyone to spread the word about applying for AICP CM credits. This is no cost, as Nancy is willing to volunteer her time, and only requires speaker bio(s),

summary, and instruction time. We need to get the word out for ULI, City Code Enforcement, etc.). We want to continue to advertise CM credits in the e-blast.

Motions: none

Action Items: none

H. Website Report (Eric Lardy)

Discussion Items:

- Website Update and Journal - Our website launched thanks to the great work of Eric, Greg, Alex, Nancy and Asha. We will set up Google analytics to track site activity and work on banner ads.

Motions: none

Action Items: none

I. Newsletter Report (Asha Bleier)

Discussion Items:

- Asha launched the online planning journal which looks great. Asha will be working to bring new content/articles onto the website. We need to get the word out about the options for earning CM credit for peer-reviewed articles. The need for experienced members for the review provides an opportunity to reach out to members to be involved in APA. Asha is monitoring DesignCollab.

Motions: none

Action Items: none

J. Programs – Reports & Updates (Josh Schiffer)

Discussion Items:

- Our next program is scheduled for April 24th and Josh will be checking the venue and securing a caterer/deli.

Motions: none

Action Items: none

K. Diversity/Inclusionary Report (Jane Clough-Riquelme)

Discussion Items:

- Jane reported they are ready to purchase supplies for BEEP and will submit receipts to Elisa for reimbursement for purchases within budget.

Motions: none

Action Items: none

L. Marketing Report (Kim Bush) – No report

M. Membership Report (Alex Hempton) – No report

N. Legislative Report (Renée Yarmy) – No report

O. Young Planners' Group Report (Mario Osorio) – No report

P. Student Representative (Olivia Tinney) – No report

Q. Academic Liaison (*Vacant*)

NEW BUSINESS / SUGGESTIONS

ADJOURN

NEXT MEETING: Monday, May 14, 2012