



DATE: Monday, February 13, 2012
 TIME: 4:30 pm – 6:30 pm
 PLACE: AECOM, 1420 Kettner Blvd, Suite 500, San Diego, CA 92101

ATTENDEES:

Dan Wery, AICP	Section Director
Greg Konar, AICP	Section Director - Elect
Lisa Lind, AICP	Secretary
Alex Hempton, AICP	Membership
Eric Lardy	Webmaster
Nancy Graham, AICP	Professional Development – Workshops
Betsy McCullough	Awards Chair
Jane Clough	APA Inclusionary Membership
Kim Bush	Marketing Director
Josh Schiffer, AICP	Programs Co-Chair
Renée Yarmy	Legislative Chair

BOARD MEMBERS ABSENT:

Elisa Marrone, AICP	Treasurer
Asha Bleier, LEED AP	Newsletter Editor
Mario Osorio	Young Planners Group
Stan Donn, AICP	Professional Development – AICP
Olivia Tinney	Student Representative – SDSU
Vacant	Academic Liaison/Mentoring Programs

GUEST:

Tara Lake

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:

- Despite making cuts and reviewing contracts and services, the state chapter has been drawing down reserves to cover operating expenses. The chapter has not increased dues in six years and is considering a proposal to raise dues in 2013. National is also raising dues. The main concerns about the increase are: the question of value of the membership; and the need to shield our members from higher costs in these economic times. The board discussed the need for an aggressive campaign to bring in new members and retain existing members by demonstrating the value of membership and the use of dues.
- The LA Section is hosting a Chapter reception at the National Conference and is looking for funds from other sections to support the reception. The board discussed monitoring the number of registrants from the San Diego Section prior to committing.

Motions: *To approve the state to go into reserves and run a deficit for another year to allow time to work to avoid a future deficit, focus on growing membership, and build a case for increasing membership dues next year if there are no additional structural changes to the budget that can be made. (Passed NG/GK 11-0)*

Action Items:

- Dan to report back to the state board.

B. Section Director Elect (Greg Konar) – No report.

C. Treasurer's Report (Elisa Marrone) – No report.

D. Secretary's Report (Lisa Lind)

Discussion Items:

- The board discussed recent meetings running over and members leaving when the meeting runs past 6:00 pm. In order to keep the meetings to a reasonable time, all board members need to clearly identify action items on the agenda and we will prioritize updates/discussion items. Board members who do not have action items or critical information items should provide their report in writing for the agenda prior to the meeting.

Motions: *To approve January minutes with the recommended edits provided by Greg (DW/GK 8-0 Passed).*

Action Items:

- Lisa to bring a camera to the next meeting for an updated board photo.

E. Awards Chair Report (Betsy McCullough)

Discussion Items:

- Betsy reviewed the award planning update she circulated via email prior to the meeting. The event is scheduled for Monday, June 4th at the Cygnet Theater and Cosmopolitan in Old Town. The committee is working on a walking tour to complement the historic preservation theme. Betsy reviewed the cost per person and the budget which is coming in slightly higher than last year. The goal is to have the ticket prices at a reasonable rate to encourage higher attendance. We also want to include a community/nonprofit rate this year. Betsy reviewed the revised sponsorship levels and will circulate the sponsorship list for Board input and help in contacting past and potential sponsors. The board discussed potential jury members. The call for nominations has been posted.

Motions: *To authorize a 50 percent deposit for the Cygnet theater (GK/JC 11-0 Passed). To authorize a \$1,500 deposit for the Cosmopolitan (GK/JC 11-0 Passed).*

Action Items:

- Betsy to circulate the sponsorship list and nomination information.
- Board members to contact potential nominees for the awards.

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

Discussion Items:

- There is currently a proposal/pilot program and SDAPA is needed as a volunteer/partner for citizen planning academies.

G. Marketing Report (Kim Bush) – No report.

H. Membership Report (Alex Hempton) – No report.

Discussion Items:

- Alex is working to finalize the member survey.

Motions: none

Action Items: none

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

Discussion Items:

- The workshop is scheduled for March 16th with credit for ethics and law. Nancy reviewed the panelists and plans to post the flyer on an eblast.

Motions: none

Action Items: none

J. Programs – Reports & Updates (Josh Schiffer) – No report.

K. Legislative Report (Renée Yarmy) – No report.

L. Professional Development Officer Report – AICP (Stan Donn)

Discussion Items:

- The committee is ready to go for the 2012 training, with 11 participants registered. Please spread the word about the training. One \$250 scholarship was provided. Anyone on the board who has not obtained their AICP is encouraged to take the training and become AICP. We had a 100% pass rate last November and for the past two years.

Motions: none

Action Items: none

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

N. Website Report (Eric Lardy) – No report.

O. Newsletter Report (Asha Bleier) – No report.

P. Student Representative (Olivia Tinney) – No report.

Q. Academic Liaison (*Vacant*)

NEW BUSINESS / SUGGESTIONS

ADJOURN

NEXT MEETING: Monday, March 12, 2012