



BOARD OF DIRECTORS
MEETING MINUTES

DATE: Monday, January 9, 2012
 TIME: 4:30 pm – 6:35 pm
 PLACE: HDR, 8960 Balboa Ave, Suite 200

ATTENDEES:

Dan Wery, AICP	Section Director
Greg Konar, AICP	Section Director - Elect
Elisa Marrone, AICP	Treasurer
Lisa Lind	Secretary
Alex Hempton, AICP	Membership
Eric Lardy	Webmaster
Stan Donn, AICP	Professional Development – AICP
Nancy Graham, AICP	Professional Development – Workshops
Betsy McCullough	Awards Chair
Asha Bleier, LEED AP	Newsletter Editor
Jane Clough-Riquelme	APA Inclusionary Membership
Mario Osorio	Young Planners Group
Kim Bush	Marketing Director
Josh Schiffer, AICP	Programs Co-Chair
Olivia Tinney	Student Representative – SDSU

BOARD MEMBERS ABSENT:

Renée Yarmy	Legislative Chair
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:

- Dan is preparing for the Section Directors' meeting and needs all reports. At the meeting, the directors will be discussing incentives for professors to become AICP and the state budget adjustments.
- At the ULI holiday party, Dan talked to Bill Anderson who wants to do a CEQA workshop on infill. This may be worked into a February luncheon at Caltrans.
- Dan also wants to coordinate/schedule Carol Barrett for ethics training.

Motions: none

Action Items: none

B. Section Director - Elect (Greg Konar)

Discussion Items:

- The Complete Streets Task Force has been reviewing their report called "From Policy to Pavement: Implementing Complete Streets in San Diego." They have submitted a session proposal for Cal APA.
- There is an APWA event this week on model design guidelines for livable streets which is a good match for what we are trying to do.

Motions: none

Action Items: none

C. Treasurer's Report (Elisa Marrone)

Discussion items:

- Elisa finished the books for 2011. For last year our income was approximately \$60,000 and expenses were \$27,000. Our net profit is \$32,503 as a result of 2010 conference profits. Without that, we are running at a deficit. It was suggested that for better planning for use of conference funds, we allocate a certain amount from our reserve (income earned) for each annual budget. The line item term is "released from reserve".
- Dan informed the board that the State board is working on a summary that displays return on membership dues.
- Elisa started to put the 2012 budget into Quickbooks and will present a draft for February.
- The board discussed purchasing tshirts, nametags, and other items for use at community service events.

Motions: none

Action Items: none

- [Kim to provide quotes to Elisa for budget.](#)

D. Secretary's Report (Lisa Lind)

Discussion Items:

- The board prefers to have minutes as an email attachment rather than sign on to Google Groups.

Motions: To approve November minutes (*NG/GK 14-0 Passed*). To approve retreat minutes with a correction to PNO (*JC/BM 15-0 Passed*).

Action Items:

- [Lisa to update the board contact list for CAAPA.](#)
- [Lisa to bring a camera to the February meeting for an updated board photo.](#)

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

Discussion Items:

- Nancy has several presenters confirmed for the March 16th workshop. Carol Barrett was suggested to present on the ethics of public outreach. The board discussed holding the workshop at the Mission Valley Doubletree. Although costs are higher (\$75/person), we receive full service and it has a capacity of 100. The cost for 75 people is \$51.82 and the cost for 40 people is \$61.97. To encourage attendance of 75 people which will help us break even, we will try to offer ethics and law credits and also charge only \$60 for members (\$10 per credit).

Motions: To authorize a \$500 deposit to secure the Doubletree for the March 16th luncheon (*BM/SD 15-0 Passed*).

Action Items: none

F. Awards Chair Report (Betsy McCullough)

Discussion Items:

- Betsy has an awards committee and is planning the event for Old Town with a theme and walking tour focused on historic preservation. She will look into price options for an event at The Cosmopolitan/Cygnnet Theater. Jim Hare can be the moderator/emcee which will be a savings in the budget.

Motions: To appoint Betsy McCullough as awards chair on the Board of Directors (*NG/SD 15-0 Passed*).

Action Items:

- [All to email jury member suggestions to Betsy](#)
- [Dan to provide info on state categories and deadlines to Betsy](#)
- [All to solicit projects/nominations](#)

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

Discussion items:

- Training is planned and will be held at the New School of Architecture. Registration is up and running and we are providing two \$200 scholarships.

Motions: none

Action Items: none

H. Website Report (Eric Lardy)

Discussion Items:

- The committee is waiting on a revised design concept for the website design based on the best features of several options presented. They are also expecting to receive the design concepts for the secondary pages and newsletter. Eric urged people to take more photos at events.

Motions: none

Action Items:

- All to discuss purchasing a camera for chapter activities at the February meeting

I. Young Planners' Group Report (Mario Osorio)

Discussion items:

- YPG is planning a mixer at Rock Bottom roof top bar on January 23rd with the mentorship groups which has 70 participants. Mario asked for board support at the mixer and also wants to work with Olivia to promote to SDSU and professors.
- The next monthly meeting planned for January 19th will focus on identifying community service events for 2012.

Motions: none

Action Items: none

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

Discussion items:

- BEEP curriculum is working really well and the program is at its maximum capacity based on the number of volunteers. Jane will be at the Lincoln Career Fair. Jane will also attend the upcoming BEEP steering committee.
- Jane would like to start writing articles about minority planners.

Motions: To approve \$100 to support BEEP recruitment (*GK/DW 15-0 Passed*).

Action Items:

- All to submit ideas/names for Jane's article.

K. Newsletter Report (Asha Bleier)

Discussion items:

- DesignCollab is up and running and Asha will send an email once it is official.
- Now that the website and newsletter are being updated and are more integrated, the board discussed a contest for naming the newsletter.

Motions: none

Action Items:

- Nancy to look into the rules for obtaining credits by writing a peer-reviewed article.

L. Programs – Reports & Updates (Josh Schiffer)

Discussion items:

- Josh is working on the sustainability luncheon with Asha and Kim and will work on a joint ULI CEQA infill luncheon for February.

Motions: none

Action Items:

- Dan to forward Padres information.

M. Membership Report (Alex Hempton)

Discussion items:

- Alex is working on planning PNO events for 2012.
- We have a Twitter account that will automatically pull our Facebook posts.

Motions: none

Action Items:

- Alex to circulate the survey for feedback.

N. Student Representative (Olivia Tinney)

Discussion items:

- Olivia is organizing planning firm visits (HDR, SANDAG, AECOM, Navy).

Motions: none

Action Items: none

O. Marketing Report (Kim Bush)

Discussion items:

- Kim is working on goals for outreach.

Motions: none

Action Items:

- [Lead the design effort for the tshirts.](#)

P. Legislative Report (Renée Yarmy) – No report this month.

Q. Academic Liaison (*Vacant*) – No report this month.

ADJOURNED at 6:35 P.M.

NEXT MEETING: TBD