



DATE: Monday, June 11, 2012
TIME: 4:30 pm – 6:30 pm
PLACE: City of San Diego, DSD Fifth Floor, Conference Room 5C

ATTENDEES:

Dan Wery, AICP	Section Director
Greg Konar, AICP	Section Director - Elect
Alex Hempton, AICP	Membership
Betsy McCullough	Awards Chair
Jane Clough	APA Inclusionary Membership
Elisa Marrone, AICP	Treasurer
Stan Donn, AICP	Professional Development – AICP
Kim Bush	Marketing Director
Asha Bleier, LEED AP, AICP	Newsletter Editor
Renée Yarmy	Legislative Chair
Olivia Tinney, LEED AP	Student Representative – SDSU

BOARD MEMBERS ABSENT:

Lisa Lind, AICP	Secretary
Nancy Graham, AICP	Professional Development – Workshops
Mario Osorio	Young Planners Group
Josh Schiffer, AICP	Programs Co-Chair
Eric Lardy	Webmaster
Vacant	Academic Liaison/Mentoring Programs

GUESTS:

Natalia Clark YPG Co-Chair

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:

- Legislative News Feed – determine the best way to communicate the relevant local and regional legislation.
- Bill Chopyk, The Twig (Technical Working Group) – would like us to give an update on awards dinner. The powerpoint can be attached as a pdf, this could be presented at meeting, or we could print a handout.
- Big thanks to Betsy, crew and all. We had low cost, high revenue, great networking, good feedback.
- Raised \$1,449 for scholarships from event raffle – need to have a brainstorming meeting on how to keep the scholarship award to a local recipient. Define how to award scholarship money to a few students
- In the past we've awarded 2 scholarships for \$1,000 each, awarded to students in our section by nationals.
- Linda Tatum is our local representative
- Need to let schools know that we are giving funds to local students, list names.
- Could also give scholarships to BEEP
 - Put it into CPF
 - Increase our scholarship amounts

- Distinguished from CPF

Motions: *To approve May minutes. Jane motion. Greg second. All in favor.*

Action Items:

- Discuss cost for legislative news feed to communicate to members at directors meeting this Friday.
- Conference call with sections and chapter for membership & strategy tomorrow
- Discuss what to do with our new scholarship money of \$1,449
- Date for Board Appreciation - do a google doodle poll to determine
- Inquire about board policies at the next directors meeting (Create board policies and incorporate into best management practices)
- Permanent location for meeting – alternate between the County and the City (each are more/less accessible to different board members)
- Next board meeting dedicated to re-evaluating board positions – July 9
 - Everyone that is interested in a change should write down their basic roles & responsibilities of your position

B. Section Director Elect (Greg Konar)

Discussion Items:

- 132 people registered for Complete Streets Workshop, got sponsorship from AEP and from Dudek. A little more than 40% of registrants paid online. We will probably break even on the event. Nancy processed the credits for the workshop.

Motion:

Action Item: none

- Send an email to those registered – “please advise if you can’t make it, so we can fill your spot” OR make an announcement that it is sold out

C. Treasurer’s Report (Elisa Marrone)

Discussion Items:

- Mailing address will cease to exist soon
- Eric emailed that we can have a mailbox for free at the new County building

Motions: none

Action Items: none

D. Secretary’s Report (Lisa Lind)

Discussion Items:

Motion:

Action Item:

E. Awards Chair Report (Betsy McCullough)

Discussion Items:

- Approximately 110 at the Cosmopolitan – did analysis on who pre-registered, people who didn’t show up, etc. Most of no-shows were APA members, 66 paid, 45 comps. Most did not take advantage of early-bird registration. There were 4 APA members who said they would come and didn’t show. We used to have a policy that if a member didn’t pay within 72 hours they would be billed. 29 people on walking tour.
- Do we have board policies written about committee members receiving complimentary admission to the event.
- Compared to old budgets, this year we had no MC expenses, no jury gifts, etc. Will talk to Elisa about how the budget was set up before.
- \$4,065 received (\$1,449 to scholarships), **\$2,616 total profit!!**
- Will look into ordering the labels with our logo pre-printed
- Need to contact sponsors and request
- Putting up paragraph to summarize results of the awards with a link to facebook album, or have photos rotating.
- Think about how many mugs we would like to give as a thank you, buy in bulk.
- Working on thank yous to sponsors and supporters
- Betsy is taking the awards committee to lunch on the board.

Motion: none

Action Items:

F. Legislative Report (Renée Yarmy)

Motion: none

Action Items: none

G. Young Planners' Group Report (Mario Osorio) - No report

Discussion Items:

Motion: none

Action Items: none

H. Marketing Report (Kim Bush) – No report

I. Diversity/Inclusionary Report (Jane Clough)

Discussion Items:

- Inclusionary Membership PNO to encourage minorities to become members
- Team of grad students, putting together a BEEP Summer Academy to present a workshop to middle schoolers, probably for a few Saturdays in August.

Motions: none

Action Items: none

J. Website Report (Eric Lardy) – No report

Discussion Items:

Motions: none

Action Items: none

K. Newsletter Report (Asha Bleier) – No report

Discussion Items:

Motions: none

Action Items: none

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

Discussion Items:

Motions: none

Action Items: none

M. Membership Report (Alex Hempton)

Discussion Items:

- Sent out postcard to 500 members. Only received about 10 returned to sender.
- Ready for a change. Would prefer Communications or Newsletter and pass off the Membership duties to another member. Two aspects to the position: PNO and Membership Marketing aspects. Maybe individual members can take on each PNO.

Motions: none

Action Items: none

N. Professional Development Officer Report – AICP (Stan Donn) – No report

Discussion Items:

Motions: none

Action Items: none

O. Professional Development Officer Report – Workshops (Nancy Graham) – No report

P. Student Representative (Olivia Tinney) – No report

Q. Academic Liaison (*Vacant*)

NEW BUSINESS / SUGGESTIONS

ADJOURN

NEXT MEETING: Monday, July 9, 2012, 4:30pm
RBF (Southeast corner of Clairemont Mesa and I-15)