



DATE: Monday, March 12, 2012
TIME: 4:40 pm – 6:30 pm
PLACE: HDR, 8960 Balboa Ave, Suite 200

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
Elisa Marrone, AICP	Treasurer
Asha Bleier, LEED AP	Newsletter Editor
Mario Osorio	Young Planners Group
Stan Donn, AICP	Professional Development – AICP
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:

Eric Lardy	Webmaster
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) – no report

Discussion Items:

- The City Manager in Holtville is looking for SDAPA support for an upcoming event in order to encourage more attendance and keep costs low for APA members. Nancy has assisted with applying for CM credit. Dan will get more information about what size contribution they are looking for from the section.

Motions: none

Action Items:

- [Dan to obtain more information on event.](#)

B. Section Director Elect (Greg Konar)

Discussion Items:

- Walk San Diego Workshop - Walk San Diego is doing a half-day workshop on June 22nd addressing changing metrics related to LOS and CEQA. They are looking at the San Diego Foundation as a possible venue and have a list of possible speakers. They are asking ITE, APWA, AEP and SDAPA to help sponsor through promotion. SDAPA could add a luncheon at the end of the workshop that focuses on moving beyond LOS to ATG/MTG (auto trips generated/motorized trips generated). Greg has three potential speakers, all from the Bay Area.
- Complete Streets Award Nominations - The Complete Streets Task Force needs assistance identifying an award to give out at the SDAPA Awards. Last year the task force identified the winner. The board discussed sending out a call for nominations and

decided to keep the awards nominations separate and to instead get input from board members on possible projects to be considered for the honor.

- Council of Design Professionals Reorganization - Greg met with Steve Silverman who is working with the Council of Design Professionals, a subset of AIA. They are looking for support for their committees which will focus on high profile projects. They are looking for dues and volunteers. We need to find out more about the committees and the level of proposed advocacy. The board discussed that we do not have a mechanism in place to consult with our members when taking a position. Greg will continue to get more information on this project and keep the board updated on their progress.

Motions: *To explore a commitment with Walk San Diego for a workshop and luncheon. (DW/GK 13-0 Passed).*

Action Items:

- Greg to send around nomination criteria and obtain board ideas.
- Greg to get more information from Council of Design Professionals.

C. Treasurer's Report (Elisa Marrone)

Discussion Items:

- Monthly financial update - Elisa reviewed the financials. In 2011, we received a check for \$32,000 from the state which is reflected in the income. We planned for more PNOs this year and have spent more in board expenses than what was budgeted. For 2012, we will release \$7500 from reserve. Our expenses are higher this year due, in part, to projects like the website.

Motions: none

Action Items:

- Board members to email Elisa with specific questions about the 2012 budget.
- Elisa to add a notes column so that it is easier to follow and we can approve the budget.

D. Secretary's Report (Lisa Lind)

Discussion Items: none

Motions: *To approve February minutes with the correction of Kim's attendance. JC/MO 13-0 Passed).*

Action Items: none

E. Newsletter Report (Asha Bleier)

Discussion Items:

- Rename Online Newsletter - The website will launch on April 2nd and we would like to promote that the new website is coming. The board discussed the options for the renamed online journal. Now that we have confirmed that articles submitted to our journal are eligible for CM credit (with the double-blind peer review process), we prefer to keep "journal" in the title.

Motions: none

Action Items:

Asha to consider board input and make final decision.

F. Programs – Reports & Updates (Josh Schiffer)

Discussion Items:

- SDAPA Logo Mugs for Speakers - Josh researched SD APA Logo coffee mugs to give to our event speakers as a token of our appreciation for their contribution.
- Luncheon Planning Update - March 22 Sustainability Luncheon: We are confirmed for the March 22, 2012 Sustainability Luncheon at Caltrans with two excellent speakers for 1.5 CM. There are only 6 RSVPs and the room holds 170. We desperately need more publicity and promotion for this event. I'm asking the board for ideas to promote this luncheon. April 24 CEQA Infill Development Luncheon: We are confirmed for the April 24, 2012 CEQA infill development. Venue is temporarily set at San Diego Center for Sustainable Energy (capacity 44 people) and is free. We have an opportunity to have the event at the Co-Merge which can hold 50-60 for \$100. Which of these options is preferable or is there another suggestion. Board preference is for a larger venue downtown because this luncheon should get a large turnout also.

Motions: none

Action Items:

- Josh will be ordering samples of mugs with the SDAPA logo to help decision about purchase.
- Eric to do another e-blast on the workshop and luncheon.

G. Marketing Report (Kim Bush)

Discussion Items:

- With the Big Tent summer event on hold, Kim suggested an SDAPA booth at Earth Day as a way to get our name out there and partner with organizations. The preference was to put our energy into planned events, especially the awards, and look for something that is more in line with our agenda and our partner organizations.

Motions: none

Action Items: none

H. Awards Chair Report (Betsy McCullough)

Discussion Items:

- Awards 2012 Planning - Betsy provided an update on the awards planning, including sponsorships received. Both venue contracts are signed, committee is working on organization of day and program, including walking tour, and all 5 jury members confirmed. Theresa Millette working on jury meeting date. Nominations due April 2. She requested feedback on having Ron Roberts as the introductory speaker since he started his career with the Old Town planning board. The board discussed the rates and cancellation policy. The board decided to charge for the walking tour since CM credits are offered. Elyana will be asked to help with the online registration. Betsy reviewed the Sponsorship Acknowledgement Form which will be used as a receipt for sponsors or donators to the raffle/auction.

Motions: none

Action Items:

- Board members to help solicit nominations by the deadline.

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

Discussion Items:

- March Workshop - Program is March 16th: CM credit is still pending as of 3/8, but we have not contacted for more information so the event should be approved. Nancy reviewed the agenda for the upcoming workshop which has 62 RSVPs, including speakers. Betsy and Jane will arrive early and help with registration.

Motions: none

Action Items: none

J. Diversity/Inclusionary Report (Jane Clough-Riquelme) – No report.

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

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

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

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

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

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

Q. Academic Liaison (*Vacant*)

NEW BUSINESS / SUGGESTIONS

ADJOURN

NEXT MEETING: Monday, April 9, 2012