

BOARD OF DIRECTORS MINUTES DRAFT

Making Great Communities Happen

DATE: Monday, May 14, 2012 TIME: 4:30 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

Alex Hempton, AICP

Asha Bleier, LEED AP, AICP

Betsy McCullough

Secretary

Membership

Newsletter Editor

Awards Chair

Jane Clough APA Inclusionary Membership

Josh Schiffer, AICP Programs Co-Chair Eric Lardy Webmaster Renée Yarmy Legislative Chair Treasurer

Mario Osorio Young Planners Group

Stan Donn, AICP Professional Development – AICP

BOARD MEMBERS ABSENT:

Nancy Graham, AICP Professional Development – Workshops

Kim Bush Marketing Director

Olivia Tinney Student Representative – SDSU Vacant Academic Liaison/Mentoring Programs

GUESTS:

Natalia Clark YPG Co-Chair Audra Antozak YPG SDSU Liaison

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 are looking ahead to some possible changes on the board. Mario announced that he will be stepping down from the role of YPG Chair on the Board and will be transitioning his responsibilities to other YPG members over the next few months. He introduced Audra and Natalia, two active members of YPG who want to better understand how YPG fits into the larger picture of SDAPA. YPG is also looking for a UCSD liaison. Jane may be interested and suited for the role of Academic Liaison which would compliment her work with BEEP. Dan will no longer on the board as of When Greg takes over as Section Director on December 31st January 1, 2013, Dan will assume the role of when Greg takes over as Director.Immediate Past Director until January 1, 2014 when the person elected in November of 2013 becomes Director-Elect.
- Based on the discussion earlier this year about increases in membership dues, the State
 Chapter is working on marketing and membership efforts between Chapter, Sections,
 and members with an emphasis on branding, delivery of services, and value of
 membership.
- This Saturday, SDAPA and ULI are sponsoring a workshop on Plaza de Panama.

 Dan introduced some possible program ideas related to water resources, including diversification of water system and the Colorado River facilities.

Motions: none Action Items:

• Reassess/redefine positions on the board

B. Section Director Elect (Greg Konar)

Discussion Items:

The APA-WSD-AEP-ITE Complete Streets Workshop program is finalized and will be
held at the Handlery. There is a \$5100 budget for the hotel and airfare for the presenters.
The workshop will break even at 115 people. AEP is contributing \$400 to offset the price
break for public agency participants. ITE is also sponsoring and they are looking for
additional corporate sponsors. If we do not get the high attendance we are expecting,
APA and WSD will split the loss at 50/50.

Motion: To approve the budget. (AH/AB Passed 13-0)

Action Item: none

C. Treasurer's Report (Elisa Marrone)

Discussion Items:

· First quarter reports are turned in.

Motions: none Action Items: none

D. Secretary's Report (Lisa Lind)

Discussion Items:

 The discussion on the official Board mailing address and change of meeting venue was postponed to June.

Motion: To approve the April minutes with edits to attendance list and treasurer report. (GK/BM Passed 13-0)

Action Item:

• Send reminder about bringing calendar to June meeting to plan fall events/programs.

E. Awards Chair Report (Betsy McCullough)

Discussion Items:

 Betsy provided and update on the 2012 Awards Planning which is less than a month away. Committee has confirmed venue, raffle price structure, and other event details. Award recipients have been notified. The script, award order, and graphics are in process. Thirty-five people have registered so far and Betsy is working on confirming the registration volunteers. We will adjust our eblasts and marketing message to encourage registration and attendance. Board members are needed to sell raffle tickets during the event.

Motion: none Action Items: none

F. Legislative Report (Renée Yarmy)

As a follow up to the sustainability luncheon, Renée proposed a fall program on Climate Change Mitigation and Adaptation Planning that would the Legislative Drivers (Federal, State and Regional), Regional Initiatives, and how new planning considerations/requirements will influence the planning profession in the future (i.e. evolving Land Use controls, reporting requirements, risk/vulnerability study requirements, etc.). The Program would feature speakers from Local Government, Academic Institution(s), and (potentially) NGO and Agency representatives focused on Climate Change Planning Programs. Renee is aiming for the fall based on the Port and City's plans. She will work to get CCSE as a venue and work with Nancy to get CM credit. The board discussed the possibility of an evening event. Renee will continue to work on the event.

Motion: none Action Items: none G. Young Planners' Group Report (Mario Osorio)

Discussion Items:

 YPG is working a pit stop on Bike to Work Day near Genesee. Wednesday is the mentoring milestone check in at Mosaic in North Park. The regularly scheduled Third Thursday meeting will be held at Urbn Pizza.

Motion: none Action Items: none

- H. Marketing Report (Kim Bush) No report
- I. Diversity/Inclusionary Report (Jane Clough-Riquelme) Discussion Items:
 - BEEP trainings are continuing, including a recent BEEP program at Correia Middle School. BEEP still needs volunteers for presentations on June 1st, 4th, and 5th. They are planning another round of Saturday workshops in June. YPG members are looking at making a one-day workshop in August geared to middle school students in vulnerable communities like San Ysidro, Southeast, Linda Vista, and City Heights.

Motions: none Action Items: none

J. Website Report (Eric Lardy)

Discussion Items:

 We need to start saving graphic files in a smaller format in order to help with speed of loading. We are also looking in to options to use RSS feeds. Banner/sponsor ads will be in effect July 1, 2012 through June 30, 2013.

Motions: none Action Items: none

K. Newsletter Report (Asha Bleier)

Discussion Items:

Asha needs articles.

Motions: none Action Items: none

L. Programs – Reports & Updates (Josh Schiffer)

Discussion Items:

We had a successful event at CCDC and Josh is working on upcoming programs.

Motions: none Action Items: none

- M. Membership Report (Alex Hempton) No report
- N. Professional Development Officer Report AICP (Stan Donn) No report Discussion Items:
 - Congratulations to Asha who passed the May exam! So far, 3 people have communicated to Stan they passed the May exam. Josh will be sending 7 mugs to the speakers, including Mike Stepner along with a thank you note. Stan will be coordinating a meeting with the AICP committee to debrief on the spring training and make adjustments based on survey feedback.

Motions: none Action Items: none

N.

- O. Professional Development Officer Report Workshops (Nancy Graham) No report
- P. Student Representative (Olivia Tinney) No report
- Q. Academic Liaison (Vacant)

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NEW BUSINESS / SUGGESTIONS

ADJOURN

NEXT MEETING: Monday, June 11, 2012