

Minutes

Board of Trustees Meeting December 11, 2015 in Columbus

I. Introductions

II. Roll Call & Communications

Kinskey called the meeting to order at 10:10 am.

Present: Anderson; Braverman; Scocco; Davis; Egan; Etchie; Hopkins; Kennedy; Keough-Jurs; Kinskey; Klavora; Logue; Moeller; Ray; Reger; Ronayne (P); Schmidt; Wenger

Absent: Edelman; Ezell; Keating

Others Present: Gawronski; Dersi Davis

III. Motion to Follow or Amend Agenda

A motion was made by Wenger and seconded by Ray to approve the agenda. Motion passes.

IV. Approval of Minutes from the September 25, 2015 Board Meeting

Klavora asked who Fergus was. Hopkins suggests to introduce her in the previous paragraph with Ezell's presentation.

Hopkins also said the second conference session was done by Hartt, Hopkins, and Hunt on the case itself, rather than the research.

Gawronski is spelled incorrectly in a few sections.

A motion was made by Klavora and seconded by Ray to approve the minutes. Motion passes.

V. Action and Discussion Agenda

2016 Board Meeting Schedule

Keough-Jurs asked that the February and May meetings be changed to: February 12 and May 13 and rest are fine.

Wenger suggests we do not have the September meeting at the OKI Conference. Kinskey reported that the OKI conference is October 5-7.

President's Report

Lake County was awarded funds in the second round of Plan4Health. There were two (2) submissions this round, one being approved. Ohio has done well based on other states and locations.

Reger will draft a congratulations letter to Lake County.

APA Ohio has received the CPC grant in the full amount.

The fall leadership meetings went well. There is a new president of the AICP commission. Kinskey reported there are some improvements that should be made in the AICP exam and application

process. The Division's Council has been interested in creating a speakers bureau. That is now in motion because of the APA speaker's bucket through the CM process. Student APA members can join up to five (5) divisions for free for five (5) years. This is an effort to boost membership in Divisions. National understands that the future growth of APA is with young and student members. There is work going on to create a bridge between the free membership and the full membership price because that is when they drop off. There is a new Division – Hazard Mitigation Division. The CPC has totally restructured its committees at the fall meeting in 2015. People can choose which committee they want to be in. Kinskey is part of the Advocacy and Policy Committee.

There are two (2) new promotional videos about what planning is and APA.

Board Replacement

Yin Replacement – Wenger reached out to head of MUPD program. Dennis Keating expressed interest in filling in (Cleveland). Kinskey said all terms are through 2016.

Eppig Replacement – Reger reached out to Gawronski to fill this slot (Columbus). APA National is trying to be much more connected with States on legislative issues. Kinskey informed Gawronski about APA Ohio's interest in updating legislative wording on comprehensive plan. Gawronski will contact Kinskey with his decision to serve on the board.

Moeller Replacement – Etchie mentioned Burrus again. Braverman mentioned Jason Russell from South Euclid. Kinskey mentioned Sam Hill from Cincinnati or Kathy Ferrol with Manley Burke.

Braverman suggests Sam Hill and Jason Russell. Kinskey will talk to Sam Hill and Hopkins will talk to Jason Russell.

Kinskey asked for an official vote on Dennis Keating as replacement for Yin. Braverman made a motion and Hopkins seconded. Motion passes. This term ends in 2016.

Biennial Report

Klavora reported that the biennial report is to present what the Board has done and the benefits of membership. The last two (2) reports have been done every two (2) years.

Klavora said it is difficult to do every two (2) years. She suggests that it be done on an annual basis and follow the financial year. Kinskey agrees that there are many changes that occur during these time spans. Klavora says it will also give more timely information to membership.

Klavora said there is an executive director's report this round which wasn't included the last round.

Ray asked about timing – will the report include July to June? Klavora suggests yes. And it will be completed in September of each year.

Hopkins agrees.

A motion was made by Klavora and seconded by Brooker Scocco to change the biennial report to an annual report (two year reporting period to one year reporting period). Motion passes.

OKI Reception @ 2016 NPC

It is Indiana's year to plan the OKI Conference in Phoenix. Bob Thomson went to the Phoenix visitor's bureau at the Seattle Conference (booth). The site for the event will be at Cooperstown and will take place on Monday, April 4.

Thomson suggests we increase the sponsorship amounts from \$200 to \$250. Kinskey will report back to Thomson that there is some concern that some universities may not step up with sponsorships this year.

Moeller suggests that sponsors receive a drink ticket (or several) ahead of time.

OKI Regional Planning Conference Partnerships

Kinskey reported that Indiana partnered with an economic development organization for their state conference last year. Thomson suggested that perhaps each of the OKI states get their economic development organizations on board and partner with the 2016 OKI Conference. There is not a similar organization in Kentucky.

Thomson later learned that there were attendance issues and some sessions not getting CM approved. Kinskey suggests we do not move forward with exploring this idea. Braverman agrees that the last time (2004ish) was an issue with partnerships.

Kinskey will report back to Thomson that APA Ohio is not interested.

2015 State Conference Report

Kinskey congratulated Etchie on a great conference.

Etchie passed out a preliminary report and highlighted various items.

Etchie also mentioned that ODOT is interested in a partnership in their transportation planning conference. It takes place every other year. They do apply for CM credits. This year's conference will be July 26-27 2016 at Hyatt Convention Center.

Etchie will get contact info to Dersi Davis so we can promote the conference.

2017 State Conference

Kinskey reported there was recently a conference call to talk about a location for the 2017 State Conference.

Logue passed out a review of some information he gained through the visitor's bureau and conference organizer at OU.

Braverman asked about a state lodge, outside of Athens. Outside of a city. Braverman is concerned about getting a good enough number of people to attend.

Reger disagrees and thinks Athens is a perfect location.

Braverman is concerned about the budget and revenue.

Kinskey is concerned more about sponsorships than attendance.

Braverman asked when Cincinnati is next up for a conference. Keough-Jurs responded that the next conference is OKI in 2018.

Schmidt suggests that sponsorships should be broader on sponsorships than the local area.

Hopkins suggests that you may not need your committees IN Athens but in Central Ohio

Brooker Scocco said she and the Central Ohio Section are available to help Logue.

Moeller reported that there are several engineering firms in West Virginia that plan in the southeast Ohio area.

Braverman confirmed that the official section sponsoring the event is Central Ohio.

Logue mentioned that the new Mayor is very interested in planning. Also convention and visitors bureau is very robust.

Scocco mentioned that the rental prices are very high. Logue agrees.

Reger asked if the contracts would be through the University. Logue says the contract is through the University.

Reger suggests perhaps a sponsorship to reduce costs?

Gawronski suggests Appalachian groups are around as well.

Reger suggests topics on oil and gas.

Kinskey suggests we tentatively select Athens.

Braverman suggests a survey of membership.

Reger suggests we just select Athens now. Ray agrees that we did that with the Toledo location.

Logue will get better numbers.

Planners Advocacy Network

Kinskey reported that National is trying to better respond with legislation coming through.

Each state is to produce at least one (1) planner. Kinskey is currently the default.

Klavora asked if it is for any APA Ohio member. Kinskey added that that is correct.

Dersi Davis will blast this info on the eNEWS.

Sponsorship Requests

The City of Euclid v Ambler marker

Braverman asked how much money we should sponsor.

A motion was made by Braverman and seconded by Moeller to approve a \$1,000 sponsorship.

Montrose Group Continuing Education Webinars

Kinskey received a request from the economic development firm. 2016 monthly 1-hour webinars. Multi city luncheon and briefings. Reached out and asked many organizations to be sponsors of the events.

Advertising in exchange for free entrance to members.

Dersi Davis asked if they are respected. Ray will get feedback from a co-worker on the credibility of the group.

Some members concerned it would seem that we are promoting their company and are condoning their event.

Logue asked if there will be CM credits available. Wenger says there are.

Schmidt asked for more information on the sessions and cost.

Schmidt and Reger suggest that APA Ohio advertise the event if they are a sponsor on the APA Ohio website.

Section Performance Standards

The last board meeting asked the Governance Committee to further discuss the topic.

Moeller reported that the committee had a conference call to discuss.

Moeller passed out a draft document with their conclusion.

Braverman pointed out that the bylaws have language that allows the board to certify sections yearly. Moeller reported that there isn't anything on the books yet.

Moeller said very specific criteria would be difficult to perform.

Moeller reported that there is already a financial guide (pending approval) which was a large concern for the committee.

Moeller reported that the biannual (now annual) report is a good place to start a conversation and some oversight. Each section should give an outline of their activities and their rough membership, and how they advertise, and how they fit inside the mission of APA Ohio. If there appears to be issues, the Chapter can step in to help.

Moeller reported that in the boardbook, Dersi Davis laid out the benefits that the Chapter provides to sections.

Moeller received questions:

1. Should there be official review every year of sections
2. Should there be minimum threshold of events
3. Should there be requirements tied to services we provide. (CM registration through State you must provide member/nonmember rate at event)

Kinskey reported that he likes the idea of getting help from the Chapter when you're having issues or need help.

Kinskey says it's not about micro-managing. It's about what members get for their membership. Is it fair for members in one section to receive better benefits than other?

Hopkins thinks this is a good way to document and archive what sections have done. Great for new section leadership to see historically what a section has done.

Hopkins asked when the last membership survey was. There are questions on that survey that relate to where the value lies in membership. From those results, we could discuss with sections any issues that arise from the survey.

Kinskey suggests sections should also produce surveys.

Klavora suggests that there be base questions across the board, and then have some specific questions for each section. Dersi Davis will get this started at the first of 2016.

Braverman suggests to closely link the report to the bylaws.

Hopkins agrees with Moeller's idea that there be a member discount in exchange for sections to use APA Ohio's CM credit system.

Moeller reported that Ray has been willing to step up as the Chair beginning in January.

Moeller will update the report and CM tied to member rate and vote via email.

Wenger will work with Dersi Davis on a survey.

Minimum Performance Standards for Sections

Anderson made a motion and Wenger seconded to accept the Treasure's Report. Motion passes.

Ray updated the board on our insurance policy: \$776 is general liability and does not include the Board. Ray suggests a new policy officer director/employee dishonesty which is \$1,387.00. Braverman made a motion and Klavora seconded to approve the new insurance policy. Motion passes.

Ray reported on some budget amendments: It starts on page 23 of the boardbook. The highlighted boxes shows the changes. Amendments include the new insurance policy, BWP bumper stickers, and \$50/month for Adobe Creative Suite. Ray will be adding 611 for the \$1,000 grant to the City of Euclid. Reger made a motion and Logue seconded to approve the amendments. Motion passes.

Ray reported on the Chapter/Section Relationship Policy: It starts on page 30 of the boardbook. It is ultimately intended to go in the larger financial policy guide. In order to move forward, it needs approval. Ray and Dersi Davis have had conference calls with all of the Section treasurer's and received feedback from the Sections. Motion passes.

Klavora made a motion and Davis seconded to approve the policy and to allow Dersi Davis to be added as the signature.

Reger asked if the insurance includes sections. Ray said yes. Reger said it's a good benefit to sections.

New dues schedule went into effect on October 1.

Ray reported on our investment strategy for our CD fund: Currently funds are in Chase savings account, approximately \$46,000. Dersi Davis met with JP Morgan/Chase and sent a memorandum to Ray with her suggestion. Current thought is to invest \$36,000 into a specific fund.

Dersi Davis will get a second opinion on the JP Morgan fund before moving forward with them.

Ray reported on the Financial Admin Guide: The Chapter internal audit is complete. There are some suggestions in the report that is suggested to be placed in the bylaws.

Kinsky asked if there is a credit card for the Chapter. Dersi Davis replied that there is not. Kinsky asked if there is any policy about sections having either bank cards or credit card. Other sections do. Ray reported that it is something that should go into the financial guide in the near future.

Kinsky asked that the financial document be clarified to not include reimbursement for mileage for board members outside of the Executive Director and President to applicable events.

Hopkins suggested to include cheapest and best type of travel possible as well.

Klavora likes the bottom of page 16 to help replace conference scholarship by attributing 5% of state and OKI conference proceeds to it.

PDO Report

Dersi Davis and Ezell spoke about the importance of students and new professionals. They are working on ideas now.

Dersi Davis was asked to gather group from state conference to re-do the AICP study presentation for National.

Hopkins reported on the November 2015 AICP exam survey of Ohio members. Dersi Davis reported that it is now online.

Klavora reported that in Cleveland, an APA CSU student sits on the local board.

Keough-Jurs suggests that it be encouraged to have a student on local boards.

DD asked if there should be a conversation about a student on the state board.

Wenger thinks this might not work. Neither does Keough-Jurs.

Reger suggests it should be reported what sections do for their students.

Executive Director's Report

Dersi Davis referred to the boardbook for her report.

Of particular interest was her report on new CM provider/application process. Dersi Davis will provide a written summary for the sections.

Section Reports

Akron: Lunch meeting with presentations in Wooster, Medina, Canton, Kent. Nice new responses. The Section just finished up in the Plan4Health grant ½ day workshop for Complete Streets with 57 attendees. Half day workshop worked out very well. Akron getting a new mayor and announced the new planning director – Jason Sagedy (AMATS ED). James Hardy was deputy director of county health and is now Chief of staff to new mayor and also on the Plan4Health team.

Cincinnati: Getting ready for P&Z workshop on January 22. Holiday party with Kentucky APA last Friday December 4. Joint presentation with AIA ASLA on street vibrancy tools on October 14. Also another successful world town planning day on November 13.

Central Ohio: The Section just had first meeting for P&Z which will be on May 22. Teaming with like organizations on activities.

Cleveland: 400 people attended the recent P&Z workshop. 2 new things that proved helpful: 1. effort that followed law credits throughout the day and one that pulled in rural and township topics. They Section specifically reached out to few folks for these specific topics. 2. The other thing was to promote the BWP campaign via a short program at end of lunch. Dersi Davis did an intro and then introduced three (3) quick short case studies that ranged in different types of settings from small to

urban. They highlighting successes and for why we plan. Few other events including a tour at Heinen's grocery store in a 1920s old bank. Prepping for some coming 2016 events including a few half day events. This year was the 100th anniversary of the CLE planning commission and the Section plans to do a planning week in 2016. Perhaps some larger events next summer that might elevate role of APA in the area. Thinking about changing student scholarships – bad response from students on current format. Wenger said student awards for a planning project. Kinskey reported that recently there has been a decrease in student scholarships on another board he sits on. Kinskey reported that Cincinnati is in the same boat about what might work.

Miami Valley: The Section just finished up their P&Z workshop. Next year is the 30th annual workshop.

Northwest Ohio: The Section is just wrapping up the state conference. Starting to think about 2016 November P&Z workshop. Coordinating with ODOT to work with APA Ohio to cross promote events. Looking at a few half day specific workshops.

VI. Other Business

THANK YOU Wendy Moeller for your service on the APA Ohio board, and good luck at National!

VII. Adjournment

A motion was made at 2:22 PM by Kinskey to adjourn the meeting. Motion passes.