

Minutes

Board of Trustees Meeting

November 30, 2018

Summary of Action Items:

- The Board will need to fill a citizen planner at-large vacancy at the January 2019 meeting.
- C. Davis will send out calendar invites of the approved 2019 board meetings.
- C. Davis will update the Chapter-Section Conference agreement based on board discussion.
- C. Davis will look at OKI Conference agreement to see if any further changes need to be made.
- Klavora will invite our intern to the January 2019 meeting.
- Let Kinsky know of legislative topics you would like him to bring up at the state legislative summit before December 10.
- C. Davis will send out a survey asking board members to rank their committee preference for 2019.

I. Introductions

II. Roll Call & Communications

Lieber called the meeting to order at 10:15 AM.

Present:

C. Anderson	D. Kennedy	P. Logue
E. Anderson	K. Keough-Jurs	R. Ray
C. Auffrey	T. Kinsky	N. Reger
T. Davis	A. Klavora	M. Schmidt
P. Etchie	K. Lieber	K. Scocco

Absent:

J. Braverman	A. Golden	C. Ronayne
K. Ezell	B. Nagy	J. Russell

Others Present:

T. Breidenstein
K. Burton
C. Davis
M. Kim
A. Lococo

III. Motion to Follow or Amend Agenda

A motion was made by Klavora and seconded by Keough-Jurs to approve the agenda. Motion passes.

IV. Approval of Minutes from the June 22, 2018 Board Meeting

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

V. Action and Discussion Agenda

Governance Committee (Ray)

Ray reported that the results of the APA Ohio elections are in the boardbook. Ray will work on policies and lessons learned for the process next year.

Lieber explained that the recently passed bylaw amendments include a university appointment from each of the three (3) accredited universities to the board:

- Kim Burton – The Ohio State University
- Chris Auffrey – University of Cincinnati
- Thomas Hilde – Cleveland State University

Introductions were made.

Thanks to our outgoing board members for your service to the Board:

- Kyle Ezell
- Dan Kennedy
- Nancy Reger

Thank you Kim Lieber for your service as President of APA Ohio!

Lieber reported that the Executive Committee has made suggestions for the incoming 2019-2020 Executive Committee:

- Chris Anderson – President
- Rachel Ray – President Elect
- Paul Logue – Treasurer
- Eric Anderson – Professional Development Officer
- Kimberly Lieber – Immediate Past President

Please note that with the recent Bylaw changes, the Secretary position has been eliminated.

A motion was made by Lieber and seconded by Kinskey to approve the 2019-2020 Executive Committee. Motion Passes.

Lieber reported that Chris Auffrey will be vacating his at large seat on the Board to serve as the University of Cincinnati representative. The Board will need to fill the citizen planner at large vacancy at the January meeting.

President's Report (Lieber)

Lieber mentioned the 2019 proposed meeting schedule is in the boardbook:

- January 11 (City of Dublin Council Chambers)
- April 12 (City of Dublin Council Chambers)
- June 14 (Conference Call)
- October 3 (State Conference in Cleveland)
- December 13 (City of Dublin Council Chambers)

A motion was made by C. Anderson and seconded by Logue to accept the meeting schedule. Motion passes.

C. Davis will send out calendar invites with the approved dates.

Lieber reported that the Chapter Presidents Council approved the Chapter Performance Criteria requirements. This will be the first official year that we need to report – with reporting due sometime around the end of January. Instructions to complete the report should be sent shortly.

Lieber reported that APA Ohio began a section recertification process a few years ago. Every year the Board takes formal action to recertify each section.

Lieber reminded the Board that the Akron Section was not recertified last year – but instead given an additional period of time to meet the requirements. After having not met the requirements, the Board voted to decertify them as of January 1. Akron Section membership will fold into the Cleveland Section. Lieber recommends that all other sections be recertified for the year.

A motion was made by Kennedy and seconded by Reger to recertify the five (5) APA Ohio Sections. Motion passes.

Lieber reported that the Strategic Plan was last updated in 2011, and again via a board retreats in 2014 and 2017. The Strategic Plan began to get disorganized after additions from the two (2) board retreats, so it was abandoned and replaced with the 2018 work plan. Something needs to be done with the original 2011 Strategic Plan.

Lieber mentioned that discussions at leadership meetings in DC gave her the idea that the strategic plan might be restructured to read easier. APA identified “mega issues” to focus on which makes up the Strategic Plan. Lieber suggested that it may seem less daunting by focusing on a few big mega issues.

Reger agrees it is a great idea and in addition to integrate the direction of the legislative platform into the Strategic Plan.

C. Anderson wonders if a facilitator could help create this new strategic plan document.

E. Anderson agrees that this is an excellent idea and mentioned his experience with facilitators.

Klavora suggested we look at the committee structure to help board members achieve good goals.

Lieber and C. Davis reported that there is a lot of overlap of board members on various committees. Lieber suggests that each board member be dedicated to one committee. It will be a combination of member preference, need and skill sets.

Kinsky believed that the larger committees may be helpful to keep each other on track. He also thinks a stronger emphasis should be put on the committees asking for help – even outside of the board.

Keough-Jurs agrees that one committee assignment per board member is a great idea.

Lieber reported that Jim Drinan is retiring. Their search is beginning and the transition will occur early next year.

Lieber also reported that the AICP Commission is looking back at 10 years of the CM program. They are currently reevaluating standards. Stay tuned.

Lieber reported that the new APA Learn platform has also been released – not as free as we anticipated.

Education/Conference Committee (Keough-Jurs/C. Anderson)

The 2018 OKI Executive Summary Report was passed around. See this report for details. It was a RECORD BREAKING CONFERENCE!!

C. Davis asked that the detailed survey be included as an appendix to the final report. Keough-Jurs said it already is.

C. Davis also asked that the speakers receive evaluation results for their sessions.

Klavora updated the Board on the 2019 State Conference. Committees and co-chairs have been established. The theme is identified and will be unveiled soon. The planning committee is doing a lot of brainstorming for the 100th birthday party. The conference will take place at the new Hilton in downtown Cleveland. The potential keynote speaker list is being narrowed down to start getting information.

Lieber mentioned that the conference manual has been updated. See boardbook for draft manual.

Reger asked that students and citizen planners be highlighted in the goals and objectives of the conference.

Ray suggested that sponsors should also have a net thirty (30) days. She also suggested that nonmembers outside of the area getting reimbursement should be specified as relating to speakers.

Ray also suggests that the call for sponsors should be earlier – particularly for budgets and as extra benefit to be advertised earlier.

Lieber suggested that the call for sponsors could be the same time as the call for sessions.

E. Anderson suggested that a protocol be established if there is a gap between payments due and payments received.

C. Davis will update the manual to reflect the comments made.

C. Anderson asked that if anything should be updated on the OKI Conference Manual after the review of the State Conference Manual. C. Davis will look at the manual to determine if any updates should be made.

Kim suggested an emergency fund be establish to cover any potential shortfall.

A motion was made by Klavora and seconded by Keough-Jurs to approve the manual as amended. Motion passes.

Klavora updated the board on the intern we hired to help us sort through APA Ohio history. She informed the board that the conference planning committee working with the intern would like to continue the internship into next semester – which is another \$2,500. The intern is interested in continuing. The additional funds are already in the budget.

A motion was made by Schmidt and seconded by Kinskey to approve the next round of funding to the intern. Motion passes.

C. Anderson suggested the intern come to our January meeting. All agreed. Klavora will invite the intern to our next meeting in January.

Legislative Committee (Kinskey)

Kinskey reported that APA Ohio was invited to attend a special session on state advocacy in Austin TX. This is a day and a half event December 10-11. Kinskey is attending on behalf of the Board. National offered \$500 in assistance. Twenty (20) or so Chapters will be represented.

Please let Kinskey know of any issues you would like to have him bring up.

Lieber reported that APA Ohio has been asked to write to our Governor and other new elected officials – APA National will be providing that draft messaging soon.

Lieber wondered if we could use the pilot software program to reach out to all the new legislators in Ohio.

Reger suggested that specifically hitting committee chairs of state committees is also important.

Communications Committee (Klavora & KKJ)

C. Davis unveiled the draft website update to the Board.

Website comments included:

- Bullet points for easier reading
- Add #BecauseWePlan button
- Update content, especially for the sections. What message are we trying to send?
- Add more color to homepage
- Consider temporary block for 100th birthday

Treasurer's Report (Ray)

A motion was made by Keough-Jurs and seconded by Scocco to accept the Treasurer's Report. Motion passes.

A motion was made by Lieber and seconded by Klavora to accept the 2019 budget amendment to reflect Kinskey attending the State Advocacy Summit in Texas. Motion passes.

Lieber reported that APA Ohio invested \$30,000 in an investment last March. Upon review, C. Davis suggested to Lieber that we should be looking for more interest by reorganizing the distribution to hopefully increase revenue.

A motion was made by Klavora and seconded by C. Anderson to approve the investment recommendation. Motion passes.

Executive Director's Report

Please see boardbook for details.

C. Davis suggested that during each board meeting section report, an article or topic should be submitted for the OPN.

C. Davis also suggests each Section be required to provide an article for a specified edition assigned to them.

Agenda change: Instead of committee breakouts – verbal audit by committee.

Section Updates

Central Ohio (Golden)

N/A

Cincinnati (KKJ/E. Anderson)

OKI Conference

2 World Town Planning Day events

Holiday Party on December 7

Cleveland (Schmidt)

P&Z Workshop on November 2

State Conference planning has begun

Being thoughtful of Akron membership with 2019 programming

Volunteer holiday party December 6

Miami Valley (T. Davis)

The Section will host its annual P&Z Workshop on December 7.

Northwest Ohio (Etchie)

N/A

Work Plan Update

Executive Committee:

- Prepare for an update to the APA Ohio Strategic Plan to coincide with the 100-year anniversary of APA Ohio in 2019.

Will speak further on value of facilitator for strategic plan update at the January Executive Committee Board Retreat.

- Work with Section Directors to ensure Sections have the support needed to meet the minimum requirements contained in the Chapter Section Agreement in order to maintain good standing and certification.
Completed.
- Ensure APA Ohio is prepared to meet APA's new Chapter Performance Criteria.
Completed.
- Work with the Education/Conference Committee to determine what type of educational reference material would have the most value for Chapter members/stakeholders, such as an update to *Guide to Planning in Ohio*, reinvented Planning Webcast Series, etc.
This discussion will be introduced at the January Executive Committee Board Retreat.

Governance Committee:

- Manage the 2018 Board election process.
Completed.
- Review and propose updates to the APA Ohio Chapter bylaws.
Completed.
- Develop and adopt an election policy and procedure manual and update Board member commitment letter.
In process.
- Work to incorporate more diversity into the APA Ohio board.
In process – to note we should think about diversity as job experience and geographic location as well as gender and ethnicity.
- Consider establishing a board seat for a land use law attorney to support the Chapter's legislative work.
Completed!
- Explore Board leadership succession planning strategies.
To be discussed at the January Executive Committee Board Retreat.

Awards Committee:

- Develop a Great Places in Ohio recognition program.
Completed!
- Discuss how scholarship funds could be used more broadly as a member engagement tool.
N/A
- Continue to identify and nominate qualified FAICP candidates.
In process. FAICP list just released.

Communications Committee:

- Develop a public relations/communications plan, including specific materials, outlets and a schedule.

In process. Have samples from other APA Chapters to work with as starting point.

- Update/refresh website, e-mail communications and other APA Ohio marketing materials.
In process.
- Create an APA Ohio Instagram account for use by the Chapter and all sections.
Completed.
- Create a Great Places webpage for the purpose of featuring nationally- and state-recognized great places.
Completed/in process with website refresh.
- Continue to use #BecauseWePlan as a platform on the website, in the OPN and through social media to tell the planning story.
Ongoing/look at conjunction with 100th birthday.

Education Committee:

- Assemble simple instructions for Sections that wish to apply for various types of professional credits (PE, AIA, ASLA, Real Estate, CLE, etc.) for their educational events. Create a “cheat sheet” for each professional organization that summarizes process needed to certify education units for events.
N/A
- Work with APA Ohio Executive Director to create a plan for the future of the Planning Webcast Series. Ensure appropriate staffing, improve the format of webcast videos, create a searchable database of videos and use revenues to support ideas, events, grants, etc. that would benefit all members of the consortium.
N/A
- Host a successful Ohio-Kentucky-Indiana Regional Planning Conference in Cincinnati.
Completed!
- Work with APA Ohio Executive Director and website host to create a “Conference Host Resource Center” on the APA Ohio website that is accessible to Board Members for accessing materials used by past Ohio Statewide Conferences to use as each host section prepares for a Statewide Conference. One document to include is the MORPC Green Conference Guide.
N/A
- Continue to develop relationships and collaborations with peer profession conferences and consider sponsorships that allow APA Ohio to setup a booth to solicit memberships and promote APA Ohio.
N/A
- *Education Committee should be separate from Conference Planning Committee!*

Legislative Committee:

- Understand proposed legislation and alert members.

- Conduct a yearly webinar and/or conference session to update members on emerging legislative issues.
Completed.
- Conduct a “Delegates Assembly” at an annual conference to develop policy statement for one or two new issues.
N/A
- Increase number of members on the Legislative Committee.
N/A
- Establish a process to regularly review the policy platform.
N/A
- Develop a statehouse presence.
 - Write position statements on proposed bills (requires development of streamlined process for rapid response to legislative/judicial issues).
Completed/ongoing.
 - Engage elected officials.
Completed.
- Coordinate with the Awards Committee.
 - Great Places Award - present award at statehouse and invite elected officials, add a Governor’s award (APA Ohio Board’s selection of a Great Place)
N/A
 - State awards - legislator of the year
N/A
- Improve communications to advance legislative objectives.
 - Create an APA Ohio policy/info piece as a leave behind for meetings with state legislators, potential partners, local officials, etc.
N/A
 - Write an article on the Policy Platform for the Ohio Planners News and include regular policy and legislative updates in each issue.
N/A
 - Continue to pursue a productive relationship with the Greater Ohio Policy Center.
N/A

Membership Committee:

- Spotlight an APA Ohio member in each edition of the Ohio Planners News.
Completed/ongoing.
- Develop relationships with allied organizations to share information of upcoming programs and to spark cross-collaboration between our like organizations. Develop an MOU to identify

expectations for both groups; pilot this initiative with a few organizations most closely aligned with APA Ohio's mission.

In process of allied organization MOU.

- Work with Sections to identify and share best practices for connecting with students and new members.

In process. Email poll sent to Section Directors.

- Support membership mapping efforts to better understand where APA Ohio members live and work in the State. Identify service gaps or areas of low membership where greater education and outreach are needed.

Started, but needs to be taken to next level.

- Establish a certificate program recognizing long standing APA Ohio members. Coordinate with the Education/Conference Committee to recognize these members at state planning conferences.

Framework established.

VI. Adjournment

Lieber adjourned the meeting at 1:50 PM.