

# Minutes

Board of Trustees Meeting

February 15, 2012 *in Columbus*

## I. Introductions

## II. Roll Call & Communications

Klavora called the meeting to order at 10:07am.

Present: Braverman; Brooker Scocco; Davis; Egan; Evans-Cowley; Kennedy; Keough-Jurs; Kinskey; Klavora; Moeller; Ray; Reger; Wenger; Yin

Absent: Brachman; Edelman; Etchie; Hopkins; Papsidero; Ronayne; Wagner

Others Present: Hartt, Dersi

## III. Motion to Follow or Amend Agenda

Klavora asked to amend the agenda as follows:

- o Delete item 4 F due to no report
- o Discuss Board Member resignation (Klavora) before the President's Report
- o Add 2013 APA National Conference update (Moeller) after item G
- o Discuss AICP CM changes recently reported by APA National (Klavora) after item I
- o Discuss sponsorship request (Moeller) before Section Reports

A motion was made by Reger and seconded by Wenger to amend the agenda. Motion passed.

## IV. Approval of Minutes from the December 14, 2012 Board Meeting

A motion was made by Braverman and seconded by Kinskey to approve the minutes from the December 14, 2012 Board meeting. Motion passed.

## V. Action and Discussion Agenda

### President's Report

Klavora referred to the President's Report located in the Boardbook, specifically mentioning the AOED contract which would be talked about later in the agenda and the membership analysis completed by Dersi.

Kinskey asked how the Ohio numbers rate against National numbers and a whole

Dersi has those numbers and will compare and report them for the next Board meeting.

Klavora summarized her goals and priorities for the Committees (see below – *Strategic Plan Implementation*).

### Board Member Resignation

Theken has resided from the Board effective immediately – she emailed Klavora on February 13, 2013

Klavora reported that the Bylaws state the Board may elect a new member for the balance of the term – which is another two (2) years; 2014

Klavora suggested we look at the tie breakers from the most recent election or address the diversity issue

Braverman suggested the Board consider talking Burrus, Murdock, and Maier; but starting with Burrus

Klavora agreed to contact Burrus first and if Burrus agrees to return, she will replace Theken effective immediately.

A motion was made by Yin and seconded by Braverman to replace the vacant seat in the above method.

***In addition to the motion made above, an email motion was made by Moeller and seconded by Reger to appoint Roxyanne Burrus to the Board. All voted 'yes' except Ronayne, Brachman and Egan, who did not vote.***

#### Strategic Plan Implementation

Note: Klavora's goals are *italicized*

#### **Awards**

- o *The Awards lunch will be on the Friday of the State Conference – September 27<sup>th</sup>*
- o *FAICP eligible members will be released soon by National*
  
- o Evans-Cowley reported that the New Jersey Chapter will mentor the 2013 awards program for APA Ohio
- o Evans-Cowley said she will send the updated nomination form to Braverman
- o Braverman suggested formalizing a reciprocal agreement with another Chapter
- o Board members agreed a visual presentation is a good idea again
- o Klavora suggested the Committee look at the current award categories to re-affirm or add categories

#### **Legislative**

- o *The Committee should consider and discuss coming up with priorities*
  
- o Braverman reported that Brachman is doing some work with transportation funding and ULI
- o Kinskey suggested the Board needs to discuss some group priorities that everyone can agree on and advocate

- He suggested thinking about what can move the profession forward, to identify those topics to become the agenda and priorities
- Egan asked if anyone is monitoring any national/state/regional issues that are coming up
  - The Board reported that there is no specific methodology and that the Committee should come up with a system
- Yin reported that National does have some national policy/specific legislative items that are on their website and in email blasts

### **Scholarship**

- *Chapter conducted a “test” Scholarship Program at the 2012 OKI Conference*
- *OPF funds are designated for scholarships - there is about \$12,000.00 in the OPF fund*
- *Consider developing statewide student mentor program*
- *The Committee should determine the target audience of these scholarships such as:*
  - *Students/Young Professionals*
  - *Monetary – Need Based*
  - *Focus Professionals*
  - *Citizen Planners?*
- Yin suggested evaluating options/interest in a student mentor framework
- Yin reported that the Michigan Chapter had a student planning conference
  - The conference included mentoring round tables
- Yin reported that National is ramping up the free student memberships to non-accredited schools
- Yin reported there was a large student population at the National Conference in 2012 – more so than in recent years – about twenty (20%) percent
  - There are more mentoring/student tract events to accommodate the increase in student attendance at the Conference
- Kinsky said the Cincinnati Section used to have a student scholarship program
  - He suggested it might be useful for the Board to come up with guidelines for the AOED to put together in a use manual – to standardize the process and make it more appealing for Sections to execute
- Moeller reminded the Board about a mentor program that the Chapter initiated about seven (7) years ago – run mostly by Anne McBride
- Moeller suggested a simple way to start incorporating student involvement is a poster event at the State Conference or local P&Z Workshops – like the student poster shows at the National Conference

### **Governance**

- *The Committee should consider formalizing a new Board Member Orientation Packet that Moeller had already began the framework for*
  - *New Board Members to sign a Commitment Letter*
- Reger suggested the Committee create a work plan

- Moeller suggested a more formal officer transition plan
- Moeller suggested the Conference Manual be updated too along with establishing a regional agreement for the OKI Conference
- Kinskey suggested the Committee create a policy on sponsorship requests
- Kinskey suggested basic guidelines be created and distributed to each Section
- Ray suggested she plans to coordinate the update of accounting practices

### **Communication**

- *Form a defined plan for both internal and external communication*
- *Determine dates for the newsletter*
- *Determine a day of the week for email blasts*
- *An Annual Report should be put together for the Chapter to present at its annual meeting*
  - *Determine a framework for the kinds of information to include*
  - *Prepare first Annual Report for the 2013 State Conference*
- Incorporating the Business Meeting into the Awards Lunch might be useful since the Annual Business Meeting sees so few attendees from membership
  - Some Board Members feel there is already a time crunch in getting the Awards program completed in the allotted time
  - Some Board Members suggested increasing the time allotment for the Awards Lunch to incorporate a brief Annual Report summary
- Braverman mentioned that the National Conference conducts their Annual Reporting at the Plenary session
- Moeller suggested a website policy be established
- Moeller has a synopsis of APA Ohio's history for the website as well
- Ray suggested goals be established to incorporate more media such as YouTube videos and social media such as Facebook and/or Twitter

### **Outreach**

- *Identify partnership/connections and find/utilize other groups conducting planning related efforts*
- The Board discussed identifying speaking opportunities, telling the planning story to other groups, increasing tabling/booths at conferences, videos and social media, working with APA Divisions, and coordinating with organizations such as AIA/ASLA/ULI

### **Education**

- *Look at the GTPO and discuss updating/reformatting it*
- *Kinskey introduced the BZA handbook at the last meeting; perhaps that could get incorporated into a new publication*
  - *This is a venue to increase value of APA Ohio memberships*

- Kinskey agreed that it would be beneficial to connect citizen planners with an understanding of what the Chapter does. He also stated that there is a disconnect between citizen planners – BZA’s and ARB’s – who do not know we even exist
- Braverman agreed suggested the Board find a way to educate elected officials and citizen planners
- Braverman suggested the Board consider different kinds of outreach besides the P&Z Workshops
- Braverman asked if national has any programs to use as best practice
- Many Board Members agreed that the GTPO is in some cases to high level for citizen planners
- Moeller mentioned that the Indiana Chapter had PDF’s by topic on their website
- Evans-Cowley agrees with the Indiana Chapter method and likes the technical report ideas that are topic specific
- Reger suggested best practices might be a good topic to discuss
- The Board discussed smaller technical reports or even videos as an option
- Brooker Scocco suggested Sections should make goals to conduct educational events for their members
- Wenger suggested coordinating when sections have events so everyone knows when events are happening statewide
- Kinskey suggested challenging each section to do one (1) event a year that involves high school/middle school kids
- Moeller suggested the Committee look at new CM procedures

### **Membership**

- *Conduct another membership survey; the last survey was done in 2008 and compiled in 2009*
- *Differentiate between member/non-member registration fees at P&Z Workshops to give more reason to become a member and to keep membership*
- Board Members brainstormed the following possibilities to increase membership retention:
  - Plan for diversity
  - Congratulations letters to graduating students
  - Welcome letters to new members
- Another membership survey should be discussed and include questions about what other organizations our members belong to
- Braverman suggested brainstorming ways to reach out to the CDCs

### AOED Contract Agreement

Hartt said he is still not interested in having this contract on an hourly basis but there are a few reasons for an adjustment to the monthly retainer currently set at \$3,000.00:

- Dersi’s compensation changes now that we are in year three (3)
- Bigger portion of request:
  - Membership and website
  - Events and responsibilities are occurring more often now

Hartt is requested another 8-10 hours a month at the rate of another \$500.00/month

Braverman asked Moeller and Klavora to speak on their reaction to the request

Both Moeller and Klavora agree the request is justified

Kinsky agreed that there is a lot more coordination going on

Klavora suggests this is a benefit to our membership to have the type of services

A motion was made by Braverman and seconded by Kennedy to increase the monthly retainer by \$500.00. Motion passes.

### Treasurer's Report

Ray summarized the Report which included:

- Account balances
- Summary of accounts year to date
- Income/expenses compared to budget
- OKI Conference revenue
- New accounting code of 710 – rebates: money coming in and going back out

Ray summarized her goals for 2013:

- Prepare a draft budget to be discussed at the May Board Meeting
  - Incorporate committee budget items
- Prepare for an internal audit
- Draft a finance calendar and coordinate among sections
- Prepare policies and updates across the board about accounting related procedures

Klavora said the two (2) \$300 scholarships from OKI should come from the OPF funds

Reger mentioned that membership numbers are down which is okay for now because of the boost in profits from the OKI Conference. She is concerned that as those funds are reduced, the budget might face some trouble

A motion was made by Moeller and seconded by Reger to amend budget to reflect \$6,000 AEOD increase beginning March 1, 2013. Motion passes.

A motion was made by Braverman and seconded by Kennedy to approve the Financial Report. Motion passes.

### 2013 State Conference Update

Wenger reported the following:

- A contract with the CCC has been signed
- A request for AV materials has been sent and the group is waiting to hear back about pricing and a contract
- An RFP went out to the downtown hotels
  - The Marriott across the street from the CCC will be the primary hotel
- The Sub-committees are at work

- A call for sessions and sponsors will occur at the beginning of March
- The Conference theme is *Planning in the New Normal*
- Studio Graphique came up with Conference logo
- A draft budget is included in the Boardbook
  - Close to \$10,000 in expenses without room fees, AV and food
  - The CEC came up with a registration rate structure
  - Rates have gone up a little to accommodate the increase price
  - The CEC is sensitive to pricing the P&Z Workshop on Friday to make sure folks can attend
- There will be four (4) mobile workshops – two (2) per day
- There will be a professional development workshop on Wednesday

A motion was made by Braverman and seconded by Brooker Scocco to approve the APA Ohio and APA Cleveland 2013 State Conference Agreement. Motion passes.

A motion was made by Ray and seconded by Kennedy to approve the 2013 State Conference draft budget. Motion passes.

#### 2013 National Conference Update

Moeller reported the following:

- There will be a joint reception
- Deadline was missed for getting the info to the final program – may or may not be there
- The joint reception includes the following groups and dollar amounts:
  - Cleveland State University - \$500.00
  - Ball State University - \$500.00
  - Ohio State University - \$500.00
  - University of Cincinnati - \$500.00
  - Ohio Chapter - \$1,000.00
  - Kentucky Chapter - \$500.00
  - Indiana Chapter - \$1,000.00
- The reception will take place at the Emerald Loop which is an Irish bar two (2) blocks from the Hyatt on Monday from 5:30-8:30
  - We will have the first floor for three (3) hours. Paid drinks go towards the cost which is \$3,000.00
  - Should we consider a drink ticket besides appetizers?

Klavora reported there is a delegates assembly on Saturday from 3:00-5:00 in the afternoon

- Three (3) delegates from the Ohio Chapter may attend

#### OKI Chapter Agreement

Moeller reported the following:

- The Chapter should change the agreement and be clear about the elements to include best practices/lessons learned from past conferences
- It should be sent to the Governance Committee who would then approve it and present to the Board and then to the other Chapters
- It would include an addendum for each Chapter

#### Photo Auction

Klavora reported:

- APA National did this last year too and is more formalized this year
- National is asking each chapter to donate a photo from the Chapter that reflects the conference theme – “Plan Big”
  - There will be a silent auction of these prints in support of student scholarships
- Each Chapter must submit a digital image by March 9, 2013
- The Chapter will place a call for images, post them for a Board vote.

#### AICP CM Changes

Klavora forwarded an email to the Board from National that discussed changes to the AICP CM Handbook

- The Handbook summarized the results of a member/provider survey

Klavora reported that there were complaints of a miss match between what the session/event said it was about and what was actually offered

Klavora said that National will now do audits to ensure the quality of the events

Cowley reported that our Chapter should not worry because we have good ratings

Klavora reported the frustration by providers was that National made these changes without getting feedback from the PDO’s

#### Sponsorship Request

Moeller reported that she recently received a sponsorship request from the Ohio Chapter of the Development Finance Association (COFA)

Moeller said the lowest sponsorship level is \$750.00

Reger asked the Board if she can ask APA Ohio to sponsor an event related to her place of employment and if such a question is ethical

Kinskey suggested that it is ethical as long as Reger does not vote

The Board determined that no action will be taken on the sponsorship as it is not directly related to the mission of the Chapter

#### Executive Director’s Report

Dersi directed the Board to the Boardbook for a summary of happenings from the administrative level and time allocations.

Dersi highlighted the following from her report:

- She attended the Farmland Preservation Summit as a sponsor and was surprised to find that many attendants either did not know who APA Ohio was, or had misconceptions of the mission and motives behind our Chapter
- There have been numerous issues with the membership database portion of the website

- The Chapter website provider (Affiniscap) has recently merged with another organization (YourMembership) and because of the issues with Affiniscap, we will be one of the first to transition to the new platform
- Chapter-only membership renewal is down this year. Email reminders and letters were sent out at the beginning of February.

### Section Reports

#### Akron:

- Sponsored an event this past January 2013
- There will be a Lunch 'n Learn at the end of February 2013
- The Section is sponsoring an event in March 2013
- There may be a P&Z Workshop on May 10, 2013

#### Cincinnati:

- Had a P&Z Workshop in February with ~120 people in attendance
- Profits are in the \$4,000.00-\$5,000.00 range

#### Cleveland:

- Working on the 2013 State Conference
- Section Scholarship Committee is setting up a fundraising event
  - Thinking about a tour of the CSU Mather Mansion
- There will be a bike or walking tour of UCI in April 2013
- Section is giving out a number of stipends for students to attending the National Conference

#### Central:

- Section will host a P&Z Workshop on May 27, 2013
  - First time in around 10 years
- They are looking for a reasonably priced keynote – Jordan Yin?!
- Section is hosting an event in March 2013 in conjunction with OSU to introduce the new Planning Chair
- Section hosting a reception in April 2013 to welcome William Murdock to MORPC
- Section also has a few Lunch 'n Learns planned

#### Miami Valley:

- Planning to host another P&Z Workshop in late fall 2013
- Tim Davis is new Section Director and is transitioning into the position now

## **VI. Other Business**

THANK YOU to Wendy Moeller for her most recent role as President of APA Ohio!

## **VII. Adjournment**

A motion was made by Klavora at 1:52 pm to adjourn the meeting. Motion passes.