

# Minutes

Board of Trustees Meeting  
June 28, 2013 *in Columbus*

## **I. Roll Call - Dersi**

### **Present:**

Ann Klavora  
Todd Kinskey  
Rachel Ray  
Nancy Reger  
Wendy Moeller  
Livea Brachman  
Jerry Egan  
Chris Ronayne  
Joyce Braverman  
Patrick Etchie  
Eric Wagner  
Kimberly Wenger  
Kristen Hopkins  
Tim Davis  
Dan Kennedy  
David Edelman  
Katherin Keough  
Jordan Yin  
Christine Dersi

### **Absent:**

Kelly Brooker Scocco  
Jennifer Evans Cowley  
Roxyanne Burrus  
Vince Papsidero

## **II. Motion to follow or amend agenda - Klavora**

Braverman moved to follow the agenda as prepared.

## **III. Approval of Minutes – May 10, 2013 Klavora**

Moved by Ronayne, seconded by Braverman without any changes.  
Motion carried

## **IV. Action & Discussion Agenda**

*2013 Annual Report Klavora*

Refer to president's report for details.

Committee chairs are asked to send committee actions and initiatives to Dersi by the end of the July.  
Financial information is not necessary, just the initiatives and actions.

Scholarship information should also be reported to Dersi by the end of the July from the various sections.

*FAICP Nominations Braverman*

Braverman reported that the National requirement for consideration for FAICP is 15 years, whereas Ohio uses a 20 year requirement.

There are four categories for submittal: Professional, Research, Education and Service. Candidates for consideration for 2013 included Vince Papsidero, Michael Romanos, Bob Brown and Hayden May. Other candidates that don't meet the 20 year requirement and may be considered in 2015 include Terry Schwartz, Kristen Hopkins, and Jaimie Green.

Discussion ensued. Papsidero has stated his interest. No one was familiar with May. Brown had been considered previously but declined because of the time commitment. Ronayne mentioned he thought Mr. Brown might be interested and volunteered to follow up with him. Concern over Romanos appropriateness was voiced. Braverman offered to follow up off-line regarding concerns over Romanos.

Braverman moved to nominate Papsidero and Brown in the Professional Category as 2013 FAICP candidates. Moeller seconded. Motion carried.

#### *2013 State Conference Update Wenger*

Registration is expected to open on Monday, July 1, 2013.

The conference brochure is at the printer and is expected in mid July 7, 2013.

Andrew Howard of the City by City, Block by Block: Building Better Blocks has agreed to be the Keynote. The Gund Foundation awarded the section a \$3500 grant to help pay for him. AICP CM credits are in the process of being secured.

The Conference Team is now focusing on sponsorships. Overall, the conference is coming together although they are finding costs higher than expected.

Ray asked the status of sponsorship commitment. Wengner noted they currently have about \$20,000. However part of that includes waived printing fees. She anticipates they will need at least another \$12,000 - \$15,000 in sponsorships. Ray recommended starting to make targeted calls. Dersi noted there are sponsorship forms available.

#### *Marketing Materials – Polos & Pins Dersi*

Dersi opened the discussion regarding her research about lapel pins or polo shirts for Board Members to use during events as a way to advance the organization's branding. Costs for the items were quoted as \$165 for 500 pins, and \$45 set up plus \$21 per polo shirt.

Braverman noted that lapel pins may not be sufficient to get the branding across, and Moeller agreed. Discussion led toward Dersi sending an email to board members to determine their interest in the polo shirts. Edelman suggested that the Chapter pick up the \$45 set up fee and board members purchase their own shirts. It was agreed that Dersi would do further evaluation on this.

Echie asked if perhaps ribbons on name tags noting board members could also bring attention to the organization.

Edelman and Brachea noted they were having trouble receiving emails from Dersi. Dersi will investigate.

#### *Membership Categories Restructuring Dersi*

Dersi noted the website does not easily accommodate registering "Group" memberships. Group memberships provide a cost savings to entities with 5 or more members.

Dersi recommended eliminating the Group membership option and phase out those that currently exist. Ray asked how many groups we currently have. Hopkins reported 9. Klavora stressed the administrative problems associated with monitoring group memberships as there is a many to one relationship between the membership and individuals, a relationship not accommodated by the website.

Hopkins noted that the Group type of membership was designed to be attractive to public entities in financial straits rather than for private companies. Dersi noted the Central Ohio section offered a discount rate at their P&Z workshop which seemed to accommodate the intent of the Group membership.

Hopkins recommended eliminating the Group membership option. Ray agreed.

Hopkins moved to eliminate the Group membership option and let the existing ones phase out. Edelman seconded. Motion carried.

#### *Conference Agreement Moeller*

Moeller reported on an effort to strengthen the interChapter agreement currently in place between Ohio, Kentucky and Indiana. Recommended modification were included in the packet. The update uses the interstate agreement as a template. She detailed the recommended changes:

- Recommendation to increase conference seed money from \$1000 to \$2000. Basically, due to timing issues associated with initial conference set up fees. The host Chapter would cover any additional seed money.
- Recommending setting a standard goal for sponsorships for regional conference
- Recommends strengthening the cooperative good-faith agreement
- The agreement is streamlined and tied more closely to the manual
- Includes a profit distribution for the regional conference that includes sections.

Hopkins asked whether the P&Z workshop could be kept separate for sections, even if they occur during the regional conference. Moeller stated she would explore.

Moeller is requesting comments on this by July 12<sup>th</sup>.

There will be an email adopting the updated agreement in order for it to be endorsed at the 2012 conference.

#### *Treasurer's Report Ray*

Ray walked through the budget, and noted that items in orange were highlighted as new items, whereas items in green items were highlighted for discussion. The numbers in the report are draft, and similar to last year's budget.

Ray pointed out the imbalance and suggested the board consider ways to increase revenue. Klavora asked to hold off on this discussion until the new website is released.

Dersi noted that there is internal competition for advertisement and conference sponsorships. Discussion followed that this is a common problem.

Ray asked for clarification on whether we receive revenue from the Professional Development Fee or is this pass through money. Further discussion ensued regarding CM fees. Hopkins explained, and it was agreed that additional discussion was needed between Dersi, Ray and Hopkins to clarify webinar fees.

In summary, changes to proposed budget included eliminating the Group Membership type on the revenue side. On the expense side, the Survey Monkey fees will be reduced, and seed money for the OKI conference will be increased to \$2000.

Kennedy moved to approve the budget as modified. Yin seconded. Motion carried.

Braverman moved to approve the Treasurer's Report. Hopkins seconded. Motion carried.

#### *Executive Director's Report Dersi*

Dersi referred to the report included in the packet.

She is participating in a inter State Chapter Administrators Group quarterly calls. Klavora asked how many states are participating. Dersi responded there are currently 8 states involved, and Ohio is by far the best organized.

The Newsletter format is being revised to permit printing. Also, outreach efforts are being modified to include more frequent e-blasts in addition to the regular newsletter. All this because of options associated with the new website.

Dersi reported that the USB's are gone. She attended the Columbus P&Z, and was multi-tasking as she was at the NE Ohio P&Z during the July Board meeting.

- Updates to information on the website include a
- Guide for Sections for Financial Agreements.
- The Chapter calendar is constantly being updated.
- There is no longer an option for paper payment to events through the website, although information is posted to accommodate people who still want to pay through paper checks.
- BZA Handbook from Hamilton County

Dersi is working with the PDO and other states on restructuring the administration of the webcast series. DB Hart be compensated for taking over the registration duties which had been handled through an OSU intern.

Dersi attended a workshop on Health Impact Assessments (HIA). A report is being prepared.

The new website will go live on July 1, 2013.

Hopkins stressed the need to clarify the distinction of the \$1 fee from on-line credit card registration. Sections pay the Chapter \$1/registrant to use the registration module of the website. This is in addition to the credit-card payment fee.

#### **V. Section Reports**

##### Akron Egan

The Section conducted 2 Lunch and Learns and are offering a scholarship.

##### Cincinnati Keough-Jurs

Organizing the 2014 David Allor Workshop, scheduled for January 31<sup>st</sup>. The section is working to increase attendance membership by targeting Boards and Commissions.

Cleveland Wenger

Held a Good Time Boat Cruise in partnership with ALA and AIA groups, during which they raised \$400 for scholarship funds.

Their P&Z workshop attracted 140 people.

There is a ½ day workshop on Watershed Stewardship scheduled for July 26<sup>th</sup>

Central Ohio Brooker Scocco

No report

Miami Valley Davis

They are evaluating ways to increase attendance to their P&Z workshop. They are considering eliminating the Key Note, and would like to talk to Cincinnati about some ideas.

Northwest Ohio Etchie

An organizational meeting is scheduled for July 17.

The P&Z workshop will be held on October 25h. Jennifer Evans Cowley will be the Key Note.

**VI. Other Business**

Brachman reported that the Policy Committee is discussing ways to share information and putting together a policy platform. She is having discussions with MORPC, and also finding ways to participate more collaboratively.

Discussion ensued regarding the Koontz Supreme Court decision. Yin stated that the National APA issued an Amicus Curiae Briefs on the case and asked whether APA-Ohio has the same opinion on the case as the National APA. Brachman stated she would bring that question to the committee.

**VII. Adjournment**

Kenndy moved to adjourn and Ray seconded.

Motion carried.

\*\*\* Next Meeting *Thursday, September 26, 2013* – @ 3 PM in Cleveland (State Conference) \*\*\*

*Minutes prepared by Nancy Reger*