

Minutes

Board of Trustees Meeting
December 13, 2013 *in Columbus*

I. Introductions

II. Roll Call & Communications

Klavora called the meeting to order at 10:06am.

Present: Braverman; Burrus; Davis; Egan; Etchie; Kennedy; Keough-Jurs; Kinskey; Klavora; Moeller; Papsidero; Ray; Reger; Ronayne; Scocco; Wagner; Yin

Absent: Brachman; Edelman; Hopkins; Wenger

Others Present: Dersi

III. Motion to Follow or Amend Agenda

A motion was made by Braverman and seconded by Ray to approve the agenda. Motion passed.

IV. Approval of Minutes from the September 26, 2013 Board Meeting

A motion was made by Braverman and seconded by Papsidero to approve the minutes from the September 26, 2013 Board meeting. Motion passed.

V. Action and Discussion Agenda

President's Report

Klavora referenced her President's Report and summarized the major events that occurred at the Fall Leadership meeting.

Klavora announced that Paul Farmer, President of APA, will be retiring in July 2014.

Ronayne said he is hopeful we as a Chapter can have a "rep" in the process of hiring a new Paul Farmer.

Moeller suggested the succession plan has some internal workings that have not been announced yet.

Klavora referenced the initial post State Conference report.

Dersi will email the remaining attachments of the President's Report.

Board Member Resignation

Klavora reported that Jennifer Evans Cowley, due to time issues, has stepped down after almost 10 years of service on the Board.

Her term as Citizen Planner expires at the end of 2014. Bylaws state that a majority Board vote is activated to fill the spot.

Braverman said that in the past the Citizen Planner position has been filled by attorneys, real estate professionals, professors, etc.

Scocco suggested Kyle Ezell, Associate Professor of Practice and Undergraduate Chair, City and Regional Planning Section at The Ohio State University. Scocco said he was interested in becoming more involved with APA Ohio.

Papsidero suggested Dr. Jesus Lara, Associate Professor, City and Regional Planning Section at The Ohio State University.

Klavora suggests that Scocco approach Ezell and ask if he would be willing to fill the slot. Klavora will follow up. If Ezell is interested, Klavora will send an email for an electronic board vote.

2014 OKI Regional Conference Update

Keough-Jurs reported that the regional conference will take place Oct 1-3 2014 at the Hyatt in downtown Lexington KY.

She reported that the Inner Chapter Agreement has been signed.

Keough-Jurs asked if any Mayors might be interested in traveling to Lexington for a Mayor Round Table.

Burrus suggests the mayor of Lexington approach other mayors.

Wagner knows the campaign manager for Toledo's Mayor and is aware he is pro planning. He will get in contact with the campaign manager.

Klavora stated that the \$2,000.00 seed money check must be approved and cut.

A motion was made by Kinskey and seconded by Reger to approve the \$2,000.00 seed money to the KY Chapter. Motion passed.

National Conference Joint Reception

Moeller reported that the Indiana Chapter is planning the joint reception. UC, OSU, Ball State, have all committed \$500.

The reception will take place Monday, April 28.

Moeller said APA is planning an all-student reception on the same night as our joint reception on Monday from 6:30-8:00 at the conference hotel.

The joint reception might be earlier at 5:30-7:30. Indiana has put in \$1,000 and has asked KY and OH to do the same.

Ray says we are budgeting for \$600.00. Moeller said Ohio put in \$1,000.00 last year.

A motion was made by Kinskey and seconded by Reger to approve the \$1,000.00 reception money to the IN Chapter. Motion passed.

2015 State Conference

Etchie reported he held a section meeting recently and it had a lot of interest. He's planning on another meeting to confirm a committee team next month.

Etchie reported that TMACOG, the local MPO, is on board as well as the local Chamber of Commerce. He reported the committee will be made up of a core 10-12 people.

Etchie said he will be approaching SEMSOG to solicit planners to come over from Southeast Michigan. He is thinking of some mobile workshops to downtown Detroit.

Kinskey asked the distance from Toledo to Detroit. Etchie said 45 minutes.

Klavora suggests in lieu of a PDW, we might have an all-day event in Detroit. And then the other two days focus on Ohio specifically.

Klavora asked if there is enough to do mobile workshops. Etchie mentioned the Mud Hens and new Toledo Walleye Hockey Stadium are just a few options.

Etchie reported the convention center is probable venue. The Park Inn is attached to the convention center.

Jack Dorsey, the founder of twitter, is a possible keynote speaker. Dan Burden, walkability expert, is another possibility.

A motion was made by Moeller and seconded by Keough-Jurs to approve Toledo as the 2015 State Conference location. Motion passed.

Leadership Award

Reger reported that the Nominating Committee has put together a CPC Leadership Award for PDO Recognition nomination for Jennifer Evans Cowley.

A motion was made by Braverman and seconded by Reger to approve the nomination. Motion passed.

Treasurer's Report

Ray referenced her report in the Boardbook which included account balances as of November 14, summary of accounts as of November 14, summary of income and expenses compared to budget as of November 14, and the quarterly APA rebate analysis.

A motion was made by Papsidero and seconded by Davis to approve the Treasurer's report. Motion passed.

Webcast Consortium

Dersi reported that a separate checking account has been opened to use specifically for the Webcast Consortium.

Dersi reported Chapter/Division enrollment will open soon on the APA OH website.

Dersi reported after a survey was taken, 1 ethics and 1 law session will be applied for DE each quarter.

Dersi also reported the APA Florida AICP study program and the possibility of collaborating with the series.

Executive Director's Report

Dersi referred to the report in in the boardbook and summarized the major activities related to the newsletter, section support, membership, website, board member/committee support, and workshop/conference assistance.

Dersi asked Board Members to look at page 19 and see a new section of the ED report – *Membership Reporting and On the Horizon*.

Newsletter Format

Based on research and conversations with other Chapter ED's, Dersi recommended to the Board that the online bi-monthly newsletter be transitioned into a PDF quarterly newsletter.

She explained the weekly eNEWS will continue to serve as the more timely news outlet while the quarterly newsletter will have more editorial, purposeful content.

Dersi suggested each Section appoint a "regional reporter" that will be responsible for soliciting content of at least 1 article each quarter from their section. This will ensure all areas of Ohio are receiving the same amount of content in the newsletter. Dersi also said it is easier for sections to know what the hot topics are in their areas because they are local to it.

A motion was made by Papsidero and seconded by Scocco to approve the PDF quarterly newsletter transition. Motion passed.

Website Issues

Dersi wrote a letter of concern to YourMembership.com based on the various issues, both serious and minor, in hopes of receiving feedback and better service.

Dersi spoke with a representative who offered his apologies and offered a 6 month credit for January 2014-June 2014 services.

Dersi and Klavora spoke and are still not convinced the services are going to improve. Stay tuned!

Advertising Options

Dersi reminded the Board of the September 2013 discussion of new advertising methods. She stated there are 2 options: (1) Standardizing sponsorships across the P&Z workshops and the

State Chapter – either state sponsorships that offer local level options or local sponsorships that offer state level options and (2) an Annual campaign.

Kinskey agreed these are good options for a starting point.

Klavora asked Dersi to work up a proposal and be prepared to present the options at our February meeting.

Awards Manual Update

A motion was made by Papsidero and seconded by Kinskey to approve the Awards Manual update. Motion passed.

Citizen Planner/BZA Handbook

Yin reported his interest in forming a certificate driven statewide citizen planner training program.

Yin said the target groups would be planning commissioners, BZA members, city managers - not a professional planner but those still part of the planning process.

APA Michigan tags their program onto the state conference. Others have online programs.

Yin suggested the schools would be a great resource to help the collaboration.

This would be a joint project between the Education Committee and Young Professionals Committee.

Yin said he will come back in February with something substantive.

Ronayne agreed this is an excellent idea and should focus on resources and relevancy.

Yin says APA Indiana has a nice guide but what they are missing is the delivery. Something that is in person with our own set of copyrighted set of materials.

Entire thing could be videotaped and an online source that could live on and be viewed later.

Consolidated Elections

Papsidero reported there are 9 seats up at the end of 2014.

Klavora says consolidated elections will occur beginning in 2015. APA is looking for a test run in 2014.

Section Reports

Cincinnati

- World Town Planning Day event in November with 65 people in attendance
- October AICP review event
- Sponsored several events
- Hosted December happy hour

- Getting ready for their Planning & Zoning Workshop on January 31

Akron

- Section will host a Planning & Zoning Workshop in May
- Had a gathering in October

Central Ohio

- Couple events – brown bag lunch
- Holiday happy hour in December that was well attended and also served as recruitment of new leadership
- Section treasurer Matt Shad is involved with the German Village historic place initiative.

Miami Valley

- Planning & Zoning Workshop was held last week. 100 did not attend due to weather.

Northwest Ohio

- Starting conference committee
- Looking to do a few half day workshops to generate revenue
- Hosted Planning & Zoning Workshop on October 25.

VI. Other Business

Klavora reported the 2014 meeting schedule is being passed out.

VII. Adjournment

A motion was made by Klavora at 12:53 pm to adjourn the meeting. Motion passed.