



BOARD RETREAT – MEETING MINUTES

January 13, 2018

9:00 AM to 2:00 PM

Kimley-Horn

Attendees:

X Nicholas Chen	X Amy Vasquez	Tim Erney
X Amy Stonich	X Surabhi Barbhaya	X Eddie Torres
X Charles Smith	Scott Koehm	Maria Morris
X Belinda Deines	X Laurel Reimer	X Alia Hokuki
X Stephanie Roxas	X Victoria Chung	X Sabrina Alonso
X Lindsay Ortega	X Gustavo Gonzalez	X Molly Mendoza
X Matt Foulkes	X Martin Mares	X Sureena Basra
X Starla Barker	X Bill Rodrigues	X Eunice Im
Sanjoy Mozumdar	X Adrienne Gladson	X Leila Carver
X Dana Privitt	X Marlon Regisford	Jennifer Lilley

1. Call to Order 9:00 AM

Welcome/Introductions

2. Business Items 9:25 AM

Consideration and approval of Appointed Board Members for 2018

Nick motioned to approve the Board Appointments, Amy S seconded, all approved.

2017 Year End Financial Report

Charles advised that the 2017 Year End Financial Report is currently being prepared by the Chapter's new bookkeeper. Charles will report status at the next Board meeting.

2018 Board Meeting Calendar (locations to hold meetings)

Prospective Board Meeting locations for 2018 were identified as Kimley-Horn, ICF, and Michael Baker International, to be held the third Friday of every month from 8-10:00am. Nick will distribute a meeting schedule.

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3. Retreat Items 10:30 AM

a) Overview of Position Descriptions (attached) and goals for each position

Elected Positions

A. Section Director (Nick Chen)

i. Thank our Board members stepping down

Nick thanked Amy Stonich (past Section Director) and Stephanie Roxas (past Programs) for their outstanding service. Amy will step into the Programs Chair role for 2018.

ii. Recap of last Section Directors call

Nick advised that the two topics discussed were: 1) transitioning to the Statewide bookkeeping; and 2) Housing and population trends.

iii. Monthly board meeting locations

See above.

iv. Increased coordination with other professional organizations

The Section will continue to grow its relationships with other organizations such as AEP, AIA, and ULI. We will be actively looking for opportunities to collaborate and co-sponsor events.

v. Participation in ICC/PDAOC Golf Tournament (new strategies to improve attendance?)

Matt Foulkes led a discussion of the golf tournament history and considerations moving forward. Among the three participating organizations, APA typically has the fewest participants, and ICC has the most. While the tournament has often been held at the Strawberry Farms or Oak Creek golf courses, we have found that the tournament is most profitable when held at higher-end courses such as Pelican Hill. Although the tournament lost money in 2017, Matt advocated for APA's continuing participation with priority given to securing a course such as Pelican Hill or Los Coyotes Country Club. He will look into arrangements for booking such a venue.

B. Past Section Director Elect (Amy Stonich)

Amy is transitioning into the Programs Chair role. She will be looking for continuing opportunities to team with groups such as Planners4Health, with an emphasis on training and professional development (rather than simply turning a profit on events). She will consider locations such as co-op work spaces.

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Overall, she is envisioning 5-6 independent programs in 2018, alongside special events (e.g., awards program, holiday mixer), the State conference.

We will continue to ensure that our programs are AICP certification maintenance-eligible events. We have a fast-track to obtaining quick approval, in comparison to other groups such as AEP.

A survey will be posted to the Section website to solicit program topic ideas.

With respect to co-sponsoring events with other organizations such as AEP, AIA, and ULI, there are typically three approaches: 1) jointly plan; 2) we plan and others join; or 3) others plan and we join. All three approaches can work successfully and will be considered on a program-by-program basis.

C. Vice Director for Administration and Finance (Charles Smith)

i. 2018 Budget

Charles summarized the approach for compiling and approving the annual budget. This year is unusual since all Sections are transitioning their financial records (including budget setup and accounting) to the Chapter's new bookkeeper.

Charles requested that all Board members with budget input provide their estimates (for income and expenses) to him by January 24. Charles will input to the 2018 budget spreadsheet, consolidating or removing line items no longer needed. The remaining line items will be included as Section-specific "Products and Services" in the new Statewide budget. The Section budget will ideally be completed for Board adoption in February.

ii. Financial report transition to Statewide bookkeeper

Moving forward, Charles anticipates that the Section Finance Director will continue to code income and expenses in Quickbooks; however, the Chapter bookkeeper will handle all quarterly and annual reporting.

iii. Debit Cards

Charles will coordinate with Nick (new Section Director) and Leila (future Finance Director) to obtain bank debit cards, to facilitate ease of payments for programs and related needs in 2018.

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D. Vice Director for Professional Development (Belinda Deines)

i. Quarterly Seminars

Belinda anticipates that the Section will continue to plan quarterly seminars, the first of which is planned to be the Nuts n' Bolts program in February; Belinda and Stephanie will coordinate.

ii. 2018 Mentor Program – APA Orange PEEL

Applications for the 2018 PEEL mentorship program are available now. The program kickoff is January 31, and will run through June.

iii. Sponsorship activities (conference stipends, scholarships)

The conference stipend program will again be available for the State conference. In 2017, we awards stipends to five students. We may consider expanding the program for attendance at the national conference.

Scholarships are available for planning students that live, work, or attend school in Orange County. Typically, we have few applicants so we will aim to drive better awareness.

Bob Goldin scholarships are coordinated with PDAOC by Jennifer Lilley. Two priorities for 2018 are: 1) revisiting logistics and commitments around the golf tournament (see above); and 2) scholarship funding levels (i.e., reaffirming our annual commitment, to be adjusted based upon the financial success of the golf tournament).

E. Vice Director for Programs (Amy Stonich and Leila Carver)

i. Tentative monthly luncheons

See above 3 a) B.

F. Vice Director for Public Information (Lindsay Ortega)

i. How to update the website Website/social media - Passwords and expectations

Lindsay presented a PowerPoint summarizing how to update the website. She emailed instructions to the Board.

ii. How to submit events, articles, etc. for the website and newsletter

Lindsay encouraged Board members to submit input for the website. Dana suggested a full website refresh; we can include in the 2018 budget.

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iii. Schedule for regular contributions

Lindsay solicited volunteers to author monthly website input, beginning with Nick's "Director's Vision for 2018." She populated and distributed a schedule for reference and updates throughout the year. Input can be varied: articles, informal blog style, or links to other articles seen elsewhere via professional journals or social media.

G. Vice Director for Membership (Matt Foulkes and Eddie Torres)

Two membership programs are planned for 2018: the Angels game (July) and holiday mixer (December). AEP has the lead on hosting this year's holiday mixer. For the mixer raffle, we will revisit both the number of items and the process for raffling in order to keep the event fun and fast-paced.

Membership expenses in 2018 are anticipated to include new folders (for handing out Section information), a table top skirt (for displays), and miscellaneous "swag" (giveaways such as pens, mugs, keychains, etc.).

A priority for 2018 will be encouraging increased membership from local Planning Commissioners.

H. Vice Director for AICP Certification (Starla Barker)

i. AICP Info Session

The Information Session is scheduled for May, with exam registration beginning in June.

ii. AICP Candidate Pilot Program

Starla will work with YPG on this program, which enables participants to take the AICP exam prior to fulfilling work experience requirements.

iii. AICP Study Session

The Sections are considering a Statewide study session. Additional details will be provided as developed.

iv. AICP Recognition

Recognition of applicants having recently passed the AICP exam has historically been done at both the holiday mixer and awards program events. Starla suggested, and the Board agreed, that moving forward the recognition would all be done at the awards program in order to ensure a sufficient level of focused recognition.

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Appointed Positions

A. Academic Liaison (Sanjoy Mazumdar)

- i. Expand list of other academic contacts

Sanjoy is interested in broadening the number of schools and contacts. Board members with local university contacts are requested to send to Sanjoy.

- ii. Potentially find a co-liaison

This item will be discussed at a future Board meeting.

B. Legislative Liaison (Bill Rodrigues)

The annual legislative update is planned for March (April if necessary). The presentation will include discussion from the State legislative call scheduled for February.

Bill will send content to Lindsay for posting on the Section website.

C. Awards Chair (Amy Vazquez, Scott Koehm, Surabhi Barbhaya, Laurel Reimer)

The annual awards program is tentatively planned for Wed, May 16, location TBD. The Board may consider rescheduling the silent auction to a standalone event in August, so that the awards program can more exclusively focus on the projects to be awarded.

Calls for project nominations may be sent out earlier this year, in an attempt to generate more applicants.

D. Web Master (Lindsay Ortega)

See above Item 3 a) F.

E. Student Representative (Sureena Basra and Molly Mendoza)

The Board welcomed new student representatives Sureena Basra and Molly Mendoza.

F. Diversity Chair (Marlon Regisford)

Marlon plans to attend a Diversity Panel discussion January 23 at UC Irvine. He will provide an update at the February Board meeting.

Marlon will reach out to the APA San Diego Section to assist in planning a diversity panel at the State Conference.

G. Social Media (Maria Morris)

- i. How to advertise events via social media

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No updates this month. Maria is on maternity leave.

H. Historian (Gus Gonzalez)

- i. 2018 Historical Symposium to take place in October/November

The 2018 program will likely feature the City of Irvine, specific topics TBD. Suggestions should be sent to Gus.

I. Community and Agency Outreach (Leila Carver)

Leila is available to help and/or collaborate on programs planning. She is considering planning an APA/AEP mixer in early 2018.

Leila will start “shadowing” Charles’ finance activities in preparation for assuming the role in 2019.

J. Planning Commission Representative (Adrienne Gladson)

Adrienne is seeking any Board members interested in helping her develop the Planning Commissioners track for the 2018 PDAOC Forum. Training ideas include ethics.

K. Auction Representative (Jennifer Lilley)

No updates this month.

Young Planners Group

L. Stephanie Roxas/Martin Mares

- i. Update on YPG and upcoming events

YPG held 8 happy hours in 2017, along with other programs. A similar level of activity is anticipated for 2018.

- ii. January 24 YPG Kick Off/Board Recruitment

YPG will require applications for Board positions, beginning this year. The idea is to increase the level of commitment and accountability.

12:00-12:30 Break for lunch

- b) Overview of How to Prepare the Board Budget for 2017 **1:00 PM**

See above Item 3 a) C.

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- c) Look Back to 2016, Look Forward to 2017(Amy)
 - a. Finalized 2017 Bylaws update

Amy suggested that a bi-annual (every two year) calendar item be added to review the Bylaws.
 - b. Initiate bookkeeping coordination with State

In progress. See above Item 3 a) C.
 - c. Coordinated with other Sections and Boards for training programs

2018 Section Goals and Strategy:

- Increase coordination with other professional organizations (AIA, ULI, ASLA, and AEP)
- Smoothly transition to new Statewide bookkeeping system
- Consider seeking corporate sponsorship or support “in kind” (e.g., donations, conference room space)
- Establish a new appointed position for “Sponsorship” (volunteered by Sabrina Alonso, and approved by Board).
- Schedule a Board Appreciation Event. Send suggestions to Nick.
- Nick will update the Board roster.

2:00 Adjourn to February 16th Board meeting (Location TBD)

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Annual Calendar

January – Retreat (Orange Section and State)

- New Board assumes office and appointed positions chosen
- Implement Annual Calendar

February –

- Adopt budget

April/ May –

- Section Awards Nominations and Event
- Earth Day participation (optional)

June –

- State Board Meeting
- Section check due to CPF for scholarships

July/August –

- Mid-year budget check-in; begin drafting next year's Budget
- Student Members, outreach for new appointments
- CPF auction item for State Conference

Sept/October --

- State Conference Oct. 7 - 10, 2018 (San Diego)
- State Board Meeting in-Person
- Form Election Committee

October --

- National Planning Month

October/November --

- Finalize Budget preparations
- 2018 Historical Symposium

November –

- Election: Deadline for submission of nomination petitions and candidates' statements

December –

- Final date for Section members to return ballots to the Tally Committee