



Orange Section

April 26, 2013
8:00 AM to 10:00 AM

APPROVED MINUTES

1. **Call to Order** (8:15 AM)

Present: Jennifer Lilley, AICP, Section Director
Dana Privitt, AICP, Section Director Elect
Amy Stonich, AICP, Vice Director of Programs
Mary Beth Broeren, AICP, Vice Director of Admin. and Finance
Matt Foulkes, Vice Director for Professional Development
William Hoose, Vice Director of Membership
Allison Crump, OC Young Planners Group Coordinator
Bill Rodrigues, Legislative Liaison
Keelie Rucker, Student Representative
Calvin Chan, Student Representative
Cassandra Carlin, Awards Co-Chair
Suzanne Schwab, Awards Co-Chair
Chris Dominguez, Social Media
Kelly Hickler, Community Outreach Liaison
Maryann Marks, AICP, Vice Director for AICP Certification
Lindsay Horn, Vice Director for Public Information

Absent:

Victoria Basolo, Academic Liaison
Ray Bullard, Web Master
Belinda Ann Deines, OC Young Planners Group Coordinator
Michelle Halligan, California Planning Foundation Representative

2. **Business Items**

Minutes of March 21, 2013

Motion to approve, Amy; 2nd by Matt Foulkes. Unanimous.

Financial Report/Budget: overview provided by Dana Privitt

3. **Reports (8:20 AM)**

a. **Membership:**

Will: With respect to the Welcome packet, his firm will not be able to underwrite the design (passport, reward card, design, etc.).

Jennifer: motion to get bids for design and printing firms. There is an existing budget for this item. Motion approved

Action item: Get Bids for Welcome Packet design and production

Will indicated that he needs assistance on day-to-day functions (fliers, coordination, etc.). Pei-Ming Chou (in his office) has volunteered to help.

Perhaps we need an additional person for special events: Summer events and Holiday party, etc. so Will can focus on other membership activities.

b. **Awards 2013**

Board needs to register. Due by May 2
50 attendees so far
6 sponsors (\$1,050)
Need more social media posts

Recognizing AICP (Dana: motion to underwrite attendees; Amy: second)
For this year: underwrite one ticket for each nominee; Motion: 8 at \$30;
Lindsay: second); Motion approved
Raffle prizes: USGBC; Lilley Planning

Volunteers: Keelie, Calvin, Lindsay

Suggestion for next year: add another jurist (e.g., Healthy Communities representative)

Locations for next year are already being considered; same as jurists. Send in your suggestions to Award Co-Chairs.

Recognize new AICP members at Awards Program

c. **Website**

Lindsay indicated that they just received a revised website design based on our input.

Additional cost (\$350) to allow access of all board members to update pages. Motion to amend budget: Lindsay; second: Maryann; approved.

Deadline for feedback: next week.

Next steps: content; suggestion: look at websites from other APA sections

Target for going live: June

d. **Marketing Materials:**

Matt reported that Ray has indicated he will not be able to help with designs for t-shirts. A budget adjustment will be needed for t-shirt production, which is expected to cost \$25-27/shirt.

Action item: Need t-shirt sizes (e-mail to Matt)

Need to decide who gets a t-shirt: board, conference committee; other? Perhaps order more for 2014 conference.

Banner and Pop Up are still in progress.

Find one firm that can do banner, t-shirts, membership portfolios

e. **CM Credits**

Maryann reported that for lunch programs to achieve 1.5 hours of CM credit need to tell persons to come 10-15 minutes early, or run the program till 1:15.

It is requested that opportunity for written feedback be provided at each program. Jennifer will follow up with California Board regarding how this would be implemented, i.e. what to do with the forms.

FAICP: State is requesting a current FAICP member in each section to mentor.

Also they want the AICP contact to provide outreach to potential candidates.

f. **2014 Conference**

Still looking for conference theme

Launching committee chairs in May

Focus on budget and logo; RRM has volunteered to design the logo

g. **Programs and Events**

Amy reviewed the following and there was discussion regarding the various events/ideas.

May: Awards Program

June: Ethics

August: Matt

September: Hike to Plan, Plan to Hike: intent is to raise money for scholarships

Action Item: Jennifer to email Stan and Linda Tatum to get their assistance

Baseball Game: AEP has already bought tickets: July 19; we will use their PayPal

Laguna Beach Art Walk and Happy Hour: first week of June (first Thursday)

Santa Ana or Fullerton in July

Whale Watching: August

h. **Holiday Party**: need to pick a date and location

Action Item: Send ideas to Will by second week of May; Maryann will find out the dates of other organizations' holiday parties

4. **Other**

Kelly reviewed the upcoming Bolsa Chica Fun Run on Saturday, with proceeds going toward solar initiatives at local schools

The first 2013 Newsletter issue is going out next week.

Kelly to get article to Lindsay no later than Monday on the Fun Run

UCI MURP is having a Career Fair

City of Tustin: recruiting for a paid intern

Students are looking for internships for the summer

5. **Adjourn (10:05 AM)**

Motion: Amy; Second: Matt