



Orange Section

May 31, 2013
8:00 AM to 10:00 AM

APPROVED MINUTES

1. **Call to Order** (8:00 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
Lindsay Horn, Vice Director for Public Information
Cassandra Carlin, Awards Co-Chair
Suzanne Schwab, Awards Co-Chair
Victoria Basolo, Academic Liaison
Allison Crump, OC Young Planners Group Coordinator
Calvin Chan, Student Representative
Chris Dominguez, Social Media
Kelly Hickler, Community Outreach Liaison

Absent: Maryann Marks, AICP, Vice Director for AICP Certification
William Hoose, Vice Director of Membership
Bill Rodrigues, Legislative Liaison
Ray Bullard, Web Master
Belinda Ann Deines, OC Young Planners Group Coordinator
Michelle Halligan, California Planning Foundation Representative
Keelie Rucker, Student Representative

2. **Business Items**

Minutes of April 26, 2013

Motion to approve, Amy; 2nd by Lindsay. Unanimously approved.

Financial Report/Budget: overview provided by Dana Privitt

3. Reports (8:20 AM)

a. Awards 2013

The May event was a success. There were approximately 130 attendees and the overall feedback was very positive.

Five awards are being submitted to the State. CCAPA changed the awards program policy in January but that wasn't communicated to the local chapters. For next year, we need to revisit the awards categories for consistency between the State and chapter categories.

Jennifer suggested that a powerpoint/video of the winning awards with judges' comments be prepared and made available on the webpage. For next year, it was determined that there needs to be better web access to the awards section. In addition, we need to reach out to previous sponsors to ascertain their interest in sponsoring future award sessions.

Don Lamb has volunteered to attend the City Council meetings for the award winners. Jennifer will fill in if he is not available.

Action item: Suzanne and Cassandra will work on the powerpoint/video of winning entries.

Action item: Cassandra will coordinate with Don and target the City Council visits for June and July

b. **Membership:**

On behalf of William, Jennifer reported that he has the ULI membership packet to look at as a template and is working on a draft welcome letter. We're anticipating that the packet will contain a four page pamphlet, with sections regarding APA and its services.

We have received two proposals to design and produce membership promotional items: one for \$1,150 and the other at \$3,200.

Motion by Jennifer to authorize \$1,500 for the \$1,150 proposal and \$275 for a pop up; 2nd by Matt. Unanimously approved.

Action item: Matt will follow up with selected bidder: DSYL.

In developing the membership database, we have the Orange Section list of members, but we need to add those people who attend events as guests.

c. **Website**

There was discussion regarding the difficulty with getting eblasts out in a timely manner and then getting information posted to the website.

Action Item: Suzanne and Lindsay will get together on procedures, and Lindsay will take responsibility for Wednesday distribution of eblasts.

Lindsay reported on the creation of the new website. The goal is to "go live" by the end of June. We will use existing photos for the web page at this point, e.g. can use photos from award entries. Lindsay will check on how we update the calendar on an on-going basis and will add a Director's corner. She will give the final approval on layout and content. She also reported that the website will be set up so that job postings can easily be uploaded.

Action Item: Lindsay will develop a template for content and send out assignments to Board members by June 2nd, with responses due by June 9.

Action Item: Dana will update the roster.

Dana suggested that the calling cards section of the webpage be reviewed and updated. We need to ensure that previous award sponsors are acknowledged on the webpage.

d. **National Community Planning Month: Great Places in the OC**

Kelly reported the categories will mimic those of the national promotion but that she expects we will add at least nine more.

Action Item: Kelly will email the categories to the Board by June 7th for review and suggestions.

She discussed developing a calendar that highlights the great places in OC. Another idea was to have a bingo card, which could be filled out in August through September, for visiting all of the places.

There was discussion about sending out an eblast to the membership with an entry form and to do direct outreach to each city in June, with submittals due in mid-July and winners announced in August.

e. **Marketing Materials:**

Matt is working on the logo and will follow up with DSYL per b. above.

f. **2014 Conference**

The Conference Board is still evaluating conference theme suggestions. RRM will design the logo once the theme is finalized. The committee chairs have mostly been selected and committee members will be identified in June. Work to identify a conference tchotchke will soon begin.

g. **Summer Events**

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

June: Ethics lunch program on the 20th.

July: Angel's Game, July 19th, 7:05 PM. \$16, includes tailgate.

Aug: Fullerton Art Walk, Aug 2nd, 6-10 PM. Amy will work on getting a docent.

Hike to Plan, Plan to Hike is still in the planning stage. Al Zelinka will be leading this.

4. **Other**

William is working on the location for the holiday party. The tentative date is Dec. 4th. The ULI party is Dec. 5th.

Jennifer has been contacted by those interested in a bike tour of Orange County. Lindsay indicated that there is another group working on a similar idea. There was discussion regarding whether we should sponsor a smaller tour, perhaps along the Santa Ana River.

Action Item: Amy will look into options for a bike tour.

Action Item: Mary Beth will contact CAAPA rep regarding insurance requirements.

Jennifer discussed the Red Shirt Fridays organization, which shows support for military personnel by wearing red shirts on Fridays, and whether there was a support role for the Orange County Section. There was general discussion about how the Section could implement that and whether it was germane to the Section's functions and purpose. Dana suggested having an informational item in the newsletter and the membership thought that was a viable option.

Action Item: Jennifer will contact CAAPA for feedback.

5. **Adjourn (10:15 AM)**