



American Planning Association
California Chapter, **Orange Section**
Making Great Communities Happen

BOARD RETREAT AGENDA

February 7, 2015

10:00 AM to 4:00 PM

Kimley-Horn and Associates

765 The City Drive, Suite 200, Orange

Access Code for Office Building: 65378*

Dana's Cell Phone: 949-400-0603

BOARD RETREAT AGENDA

10:00 AM

1. Call to Order

Welcome/Introductions

- Cassandra needs a co-chair for awards
- Michelle Halligan indicated that CPF Auction will be spread among all chairs

2. Business Items

Consideration of Meeting Minutes of November 2014

- Moved by Nick(academic liaison), seconded by Will or Matt
 - a. All voted to approve minutes.

Consideration and approval of Appointed Board Members for 2015

2014 Year End Financial Report

- Underspent goal was to spend into the red since we have so much money

2014 Board Meeting Calendar

- Discussed options for meeting schedules, Last Friday of the month at 8am
- Need to schedule a meeting before march to go over budget for the year
- Dana will send out calendar for monthly meetings

3. Retreat Items

- Conference Issues:
 - a. Dana brought up the conference and its great success of the turnout, but it was not financially successful due to expenses authorized at the conference that we were not part of the original host committee's budget. Approved on site that affected the bottom line. Sponsorships didn't come in that were expected. Everyone agrees that the conference was successful, but financially it was not.
 - b. Minimum goal of 100,000 profit for each conference, the fact that it came in so low is a big hit. State gets a chunk, host gets a check, and other sections get a small amount.
 - i. Starla asked how are we going to keep this from occurring again? A checks and balances?

1. Host committee was never able to get feedback on budget, money coming in or out
 2. Either the host committee has no say or they have complete say.
 3. Oakland already submitted budget, but Dana would like to really make clear what happened at the conference, not what is being said.
- Dana asked everyone to go around the room: what went well, what was successful in 2014?
 - a. Success:
 - i. Silent Auction @ Awards: \$3000
 - ii. Conference
 - iii. AICP informational session with YPG was a huge success
 1. Had a member that was continually rejected to sit for the exam, he made claims as to why he didn't sit and went all the way up to the National level. He was able to work with Starla and Dana helped him in formulating his application to show how ti related to planning and he was successful. 3 members will be sitting for the exam
 - b. Didn't happen as we predicted
 - i. Conference \$\$
 - c. Do better:
 - i. Photos on social media and website
 - ii. Diversity
 - CPF Auction idea
 - a. Maybe a mini-golf tournament with auction?
 - Do we have the same frustrations about APA as last year?
 - a. Cost of membership
 - b. Focus on professionals
 - i. Birth of YPG
 - c. Lack of study groups for AICP?

- i. Starla as a local resource is helpful.
- ii. Information session really helped
- iii. Workshop maybe a yearly occurrence
 - 1. Maybe less formal, like a coffee shop conversation, but would like something of that nature to occur every year
 - a. The other sections aren't doing it, so we may be able to attract other sections members to the meeting.
 - b. Will commented he liked the more formal experience, since it can focus on important information, whereas an informal discussion could get hijacked.
 - c. Matt commented that he felt that getting a more formal presentation is better since it evolves from year to year, so minimizing the commentary from AICP individuals since it may allow for more conversations and discussion
 - d. Starla said the application process changed too, so it may be good to go through it
 - e. Will indicated that the point is to add a benefit to our members, so if only 15 show up it is still successful
 - f. Starla- when does it make sense to schedule the event?
 - g. Stephanie said perhaps since Awards will be in April, then maybe the AICP event can be in May
 - h. Starla, end of april if we want the most impact

d. Awards

- i. When do the awards need to be sent to the state- June
- ii. Michelle says april is pretty ambitious, so May is more likely since were already on

e. Membership: ULI v. APA v. AEP-

- i. Do we see members in all orgs or do they pick one over the other?
- ii. ULI has great events, but they are very expensive

- iii. Most employers will pay for only one membership
 - iv. Dana- I don't know if we are competing with AEP since it is relatively inexpensive to join AEP, but I would say most people will not be ULI and APA since cost
 - v. Planners are more involved in ULI to look at the financial side of planning and development.
 - vi. We were asked by ULI to co-host a holiday party, but ULI wanted to charge \$65, whereas our event is usually \$15. We would lose a lot of planners.
 - vii. We can still be open to planning an event with ULI
 - viii. Directive in the past was let's keep the cost down for our events, so that cost would not be an obstacle for members to attend.
 - ix. Private/Public employers: would they change their tune if the cost were to increase from \$15 to \$35? If the event is more business development then it would likely not be an issue, but if it were more academic then perhaps it would be more of sell to the boss.
 - x. Membership is not has much of a concern, but conference is more of a conversation.
 - xi. Dana-We don't need to necessarily look to other sections, but perhaps looking at raising our prices, as long as it adds a value. Unique to other sections we have an advantage geographically, but we have disadvantage in that we have a smaller section.
- f. Lunch programs- Stephanie and Chris to make an effort to move the events around the county. Stephanie feels that if the topic is worthwhile then we will see more individuals making the trek to the lunch program
- i. There will be people that will complain, but we need to think well f it was in your area would you go? You don't attend anything so perhaps there is a different issue.
 - ii. Put together a helpful guide and live presentation on how to update individual pages, etc
- g. Accountability of board
- i. If you commit to a role you need to do it, holding each other accountable

- ii. If you can't handle something then ask for help
 - iii. If there is a reason we can't get something done then we need to express it
- h. Website- next meeting should be about how to use the website, how to access it, what they can and cannot do
- i. Lack of information about our membership
 - i. WE have taken to steps to combat that
 - ii. It has been completed, but it hasn't gone much further
 - iii. National- doesn't really come from the state or national about new members or folks that have dropped. Will tries to get information from state/national
 - 1. Doesn't receive regular updates, wedont know when members are coming up on their expiration date and cannot remind tehm about ways to renew.
 - iv. Dana- we want members to know they are valued, ULI send out calls, information etc
 - v. Dana to Will – do you get anything from the state?
 - vi. We are doing a lot to welcome the new members, but we don't really do much to bring in new members
 - vii. Email- who do we email to? Has it been updated, in short no. anyone can add themselves to the newsletter via the website, but I have not update it on my own since I have not received updated information to add
 - viii. Starla to ask Betsy, Terry, Laura, if there is a way to get more regular updated contact information.
 - ix. Two parallel tracts retaining and valuing our members and to entice new members. So many individuals are retiring and moving so it is equally as important to outreach to other planners.
 - x. Will- we surveyed the members and we received feedback that those that were members were not satisfied with the membership. Consensus is that we need to really focus on working on creating value for our members and the membership.
 - xi. Dana- lots of national issues, now with the new issues we are hoping that the new direction will provide some guidance.

Nothing under the past administration the idea was nothing was going to change, so this is shaking things up a bit. For existing members, it's really trying to promote and build our membership. Members need to promote their membership. When boss is walking by that it is visible that there is a value for the membership.

- xii. Will- valuable information from a survey. ULI provides so much information. Board members should have to make an effort to reach out to new individuals or talk to someone that they don't know.
 - xiii. Will-our programs are our niche. We do fun things that are pretty great, but it's administrative issues that can be distressing.
 - xiv. ULI, APA, AEP, OC Business Council trying to find ways to connect with them or attend their events.
 - xv. Dana – At a state level it is a goal that we work with other orgs and AEP especially since there is so much overlap.
 - xvi. Dana – If it's a value to add to our website, email, social media, etc, then we post. National was upset that we were promoting other organizations, And sections to decided to post whatever they wanted if they felt it was relevant.
 - xvii. Email newsletters-lets start sending out at 7am on Monday mornings.
- j. Positive or negative from others about APA?
- i. Students don't see the value in belonging
 - 1. Were seeing a reversal of younger planners coming out than veterans
 - 2. What about students as they age out of the student rates. Perhaps we offer to pay for emerging professionals; a lot of people don't know about the new professional category. You have to continue into the new professional category from your student
 - a. Maybe we should be at the job fair and open house at UCI.
 - b. 1 page fact sheet about joining and graduating
 - c. Send email info to Janet Gallagher to send out to UCI students.

- i. UPSA- not super well attended, but discussing better outreach.
 - ii. Perhaps bringing a student once a month to the meetings.
 - iii. Starla- Maryanne talked to the students about AICP
 - iv. APA needs to know what we are doing so we can help the students
 - v. Arlene- Email Janet about when all the events are so OCAPA can plan or not plan around it.
 - vi. Maybe if UCI cannot fit prof orgs into the agenda for open house then maybe we can sponsor a happy hour event similar
 - d. Students would like more prof. development training
 - i. Victor Becerra used to do prof development supplements, but had to stop due to the unions not happy with the “free” education.
 - ii. Nuts and Bolts training sponsored by UPSA
 - iii. Dana- we need to make ourselves available or an option
 - iv. APA is perceived as public agencies
 - v. How does APA help you on a day to do basis; what does it do for me?
 - 1. Dana-Were on the right track.
- Reviewed last year action list
 - a. Member Appreciation Folders, how can we use them for recruitment
- Recognizing new AICP members at Awards Event-done
- Website- Up and running, now need to see how to update
 - a. Talk about how to use it.
 - b. Michelle did updates on website worked well

- c. Draft and print a flier to get out info about newsletter, email, website, social media
- d. Maintenance-
 - i. Need to ask Ron about removing pin to the front page without removing article in newsletter
 - ii. Ask Ron about update search information to read text
 - iii. Contact us/change to email
 - iv. Lindsay to add all minutes 2014 to website
 - v. Ask ron to add a generic image or no image when an image is not uploaded (jobs, events, newsletter, etc.)
 - vi. Email Ron about adding a tracker plugin to the website
- Dana passed around sheet to update contact information from the board.
- Diversity Position- getting more individuals of color into planning, outreach to inner city schools and how planning impacts their communities.
 - a. Planners of color for social equity group at UCI-Prof. Houston is leading it
 - i. Figuring out what they are trying to do
 - ii. Ask Victor Becerra
 - iii. Ana Vidal, LA Section Diversity Rep
 - iv. Compiling list of other events in other sections.
 - v. Will to ask next Diversity summit to get information for the website and events

Board Positions:

- Evaluating positions and who does what? Who should this task fall on?
 - a. Clearly define who does what
- Legislative Position – Bill would like to focus on legislative
- City liaison/Community Outreach – Arlene
- Finance – Charles
- Belinda who is taking over YPG?

- CPF-
 - a. Dana attended CPF retreat, lots of a great input and is moving in a positive direction
 - i. Discussed what to do better
 - b. Dana brought up the idea of 2-\$1000 scholarships guaranteed that we would give to CPF
 - i. Especially since sections were pushing for non-accredited programs then we should give more money.
 - ii. We will stick to silent auction at Awards Program
 - 1. Need to start collecting auction items for the silent auction
 - a. Beauty products, wine, food, tickets to events, Bowers, Oak Creek, tangible items, timeshare, hotel connection, restaurant connection, whale watching
 - b. Michelle can get: Disney, angel baseball, long beach aquarium, San Diego Zoo
 - iii. CPF Event in SoCal-great places
 - 1. Saturday event and all proceeds go to CPF
 - a. \$60-\$65
 - b. Artic?, Hike to Plan, Plan to hike, OC historical society, behind the scenes Disney, Architectural historian tour,
 - c. Consensus too busy of a time to do it during that time period. Maybe if they changed the date to a fall date
 - d. Fundraiser idea-\$5 if you want to participate-heads up/flip a coin game
 - c. Michelle to create a to do/requirements for CPF volunteer and then divvy up the work amongst the group
- 2015 Events
 - a. Earth Day
 - i. Gleaning days?

- b. National APA
- c. PDA-OC-October, Seal Beach Director will organize
- d. Awards
 - i. Artic?
 - ii. Explore Ocean –AECOM did a financial feasibility of expanding the program
 - iii. Needs a co-chair: Jennifer Lilley or Lindsay Ortega
 - iv. Same design as last year and will just change the color from year to year.
 - v. Location? Museum aircraft, lion air museum, Newport Civic Center, artic, auto museum, museo, The Yost,
 - vi. Beer, wine and milk,
 - vii. Nominations notification needs to go out, ASAP.**

- Tim- Golf tournament
- Events?
 - a. Mini golf
 - b. Bowling – Tournament?
 - c. AEP invited us out, so we would like to return the favor
- Starla-we should do an appreciation dinner- Dana will schedule

Newsletter-weekly

Bob Goldin Scholarships - We gave out \$14,000 in scholarships

- Dana believes there maybe \$20000 left in our scholarship fund

Programs:

- February- Form based code workshop; 12 total enrolled, eligible for CM credits and other credits
- Caltrans – District 12 Mr. Kwon- Cal Trans employees have in house training, but could be offered for a few members to attend. From a planners perspective This could be an option for auction items.
- SB 743

- Economic Development
 - Steve, Placeworks
 - Larry Kosmont
- Ethics training
- CEQA and Transit
- Architectural Training for planners-design related-partner with BIA, AIA
-

State Newsletter- would like an article about our section

Great Places in California – We need to develop something to contribute

Feb 20th, all board members must get their budget line items to Dana

Membership cards, we are scrapping it