



Board Retreat – January 30, 2016
ICF International
1 Ada, Suite 100, Irvine, CA 92618
8:30 AM – 2:00 PM

Orange Section

Minutes

Attendees:

Amy Stonich	Yuritzzy Randle
Starla Barker	Sanjoy Mazumdar
Nick Chen	Christina Martinez
Belinda Deines	Ariel Pepper
Chris Dominguez	Dana Privitt
Tim Erney	Bill Rodrigues
Matt Foulkes	Stephanie Roxas
Ashley Hefner	Charles Smith
Lindsey Horn-Ortega	Alison Walker
Alesia Hsiao	

Absentees:

Gustavo Gonzalez	Will Hoose
Arlene Granadosin	Scott Koehm
Michelle Halligan	

1. Call to Order 8:30 AM

a. Welcome/Introductions

The Board members each introduced themselves and shared some background on their involvement with APA.

2. Business Items 8:45 AM

a. Consideration of Meeting Minutes of November 2015

Amy moved to approve the November 2015 minutes. Nick seconded the approval. All voted to approve.

b. Consideration and approval of Appointed Board Members for 2016

Amy moved to approve the Appointed Board Members for 2016. Matt seconded the approval. All voted to approve.

c. 2015 Year End Financial Report

Charles distributed the Section's 2015 Profit & Loss Statement, and provided a summary. The Section is in good financial shape. We are in the process of moving our financial accounts from Citibank over to Chase.

Matt and Dana advised that we are holding some PDA/OC funds in our account for the Bob Goldin Scholarship Fund. Matt will follow up with his PDA/OC contact so we can discuss the appropriate disposition of funds.

d. 2016 Board Meeting Calendar

The Board agreed to continue holding its monthly meetings on the third Friday of each month from 8-10:00am. Location each month TBD, but may rotate among ICF International, Michael Baker International, Kimley-Horn, and the City of Anaheim.

3. Retreat Items 9:15 AM

a. Debrief of APA California Chapter Retreat

- i. Conference (Feb 10th deadline for session proposals)
- ii. Finance/Budget

Amy advised that the CA Chapter is evaluating approaches to efficiently manage conference costs such as registration and food. More information will be forthcoming once shared by the Chapter.

- iii. Communication/social media

Communications strategies, to include the increased use of social media, will be a priority at the Chapter and Section levels in 2016.

- iv. Membership

The Chapter is continuing to evaluate ways to steadily grow its membership. It is recognized that employer-paid annual dues are critical, as is the increase in dues when transitioning from student to employed status.

b. Overview of Position Descriptions (attached) and goals for each position **9:30 AM**

Board members presented a current status of their positions. Current priorities and action items are presented below.

Elected Positions

A. Section Director (Amy)

Amy provided in intro at the start of the meeting and indicated that some of her goals for the coming year is to lead efficient meetings, work with students and YPG on an intern program, and to meet the goals of the Section.

B. Vice Director for Administration and Finance (Charles)

Charles presented a template for Board members to identify draft budget allocations for 2016. He will distribute an Excel spreadsheet version. Board input is due to Charles by Feb 12.

Dana recommended that the Section upgrade its PayPal account so that we are not limited to a ceiling of \$500 when transferring funds. Charles, Dana, and Michelle Halligan will discuss and identify any associated monthly fees.

C. Vice Director for Professional Development (Belinda)

The YPG Mentorship Program kicked off successfully in 2015, with over 20 protégés. An end-of-school year event is tentatively planned for April 2016.

One or more workshops are anticipated to be developed for 2016. Details TBD.

Belinda suggested that various parts of the Board (e.g., Programs, Professional Development, others) strengthen our collaboration this year in order to maximize opportunities for offering CM credits for various events.

D. Vice Director for Programs (Stephanie)

Stephanie provided a summary of 2015 programs, which included five successful luncheons, one half-day student workshop, a new partnership with Caltrans (we sent 8 Section members), and an end-of-year survey (we received 40 responses).

A list of potential luncheon topics will be developed for 2016. Prospective speakers will be screened to ensure they are sufficiently prepared in advance.

Other events to include in the 2016 calendar include: the APA National Conference in Phoenix (Apr 2-5), Earth Day (Apr 22), OC Historian Program (Aug), PDA/OC (Sep/Oct), National Planning Month (Oct), and the CA State Conference in Pasadena (Oct).

Several Board members expressed an interest in pursuing the joint sponsorship of activities with other professional organizations, such as ULI, AEP, SMPS-OC, BDA/OC, and others.

E. Vice Director for Public Information (Lindsay)

Lindsay presented a PowerPoint summary of the Section website. Board members are encouraged to maintain their own page; Lindsay will distribute instructions.

Section email blasts will continue to be sent out on Monday mornings.

Lindsay, Charles, and Jennifer Lilley met in late-2015 to review corporate sponsorship packages and develop a new approach for 2016, using tiered benefit levels (silver, Gold, Platinum, Build Your Own). Lindsay will distribute the draft approach to the Board for review and comment.

Lindsay requested that all Board members email her a photo for use on the OCAPA website.

F. Vice Director for Membership (Matt)

Matt advised that the Orange Section has 525 members as of 12/31/15. Popular drivers for membership include event giveaways, and the annual holiday mixer.

The Board discussed various strategies to boost membership, to include expanding solicitations to planning commissioners and retirees.

Retention challenges tend to surface most frequently during the transition from student membership (which is discounted) to regular membership (which may, or may not, be paid for by an employer).

G. Vice Director for AICP Certification (Starla)

Starla reported that 7 of 12 applicants passed the AICP exam in November 2015.

The Orange Section can now self-certify for Continuing Maintenance (CM) credits.

Starla plans to organize an exam information session, and study session, in 2016.

H. Past Section Director (Dana)

Dana thanked the 2015 Board members for their service last year. She will continue to be available for continuity and to assist with the success of the 2016 Board.

Appointed Positions

Amy requested that Board members review the existing Section Bylaws, and be prepared to discuss at the February Board meeting. One item to consider would give the Section Director the discretion to add new appointed positions. Dana will distribute a Word file to the Board, for review and return.

A. Academic Liaison (Sanjoy)

Sanjoy expressed an interest in encouraging increased involvement in APA by university staff and students. He plans to submit a proposal addressing this topic.

B. Legislative Liaison (Ashley/Bill)

Stefan-George Associates will be hosting a conference call in March 2016 to discuss pending legislation.

The Board expressed interest in developing a means of better tracking legislation potentially affecting Orange County.

C. Awards Chair (Amy V)

The Section is considering hosting the annual awards event at the Port Theater in Corona Del Mar. Amy Vazquez will tour the facility the week of February 1st.

Nick and Dana will serve as California Planning Foundation (CPF) liaisons for the silent auction. The Board will consider strategies to promote participation using social media (e.g., Twitter, Instagram, Facebook).

D. Web Master (Lindsay)

See notes above, for Vice Director for Public Information.

E. Student Representative (Ariel/Yuritzzy)

The 2016 Board welcomed new student representatives Ariel Pepper and Yuritzzy Randle.

The 2015 Nuts & Bolts Workshop was a big success. The Board anticipates scheduling a similar event in 2016.

Ariel and Yuritzzy will develop a plan to offer student volunteer opportunities at APA events (for example, manning the registration table).

F. Diversity Chair (Alesia Hsiao)

The Diversity Chair is a new position on the 2016 Board.

Planned activities this year include a monthly call among all Section Diversity Chairs statewide, and a Diversity Summit to be held in Los Angeles.

G. Social Media (Michelle)

Michelle was not available to attend the Board meeting. A social media update will be provided at a later date.

H. Historian (Gus)

Gus was not available to attend the Board meeting. An historian update will be provided at a later date.

I. Community and Agency Outreach (Arlene)

Arlene was not available to attend the Board meeting. An outreach update will be provided at a later date.

Young Planners Group

J. Nick Chen, Chair

Nick provided a recap of successful activities from 2015, and planned activities for 2016. YPG plans to host monthly YPG leadership meetings, monthly social outings, a bi-monthly statewide conference call, and offer various volunteer opportunities.

The Section Board may consider identifying a student representative for undergraduates at UCI.

11:30 -12:00 Break for lunch

c. Overview of How to Prepare the Board Budget for 2016 **12:00 PM**

Charles provided a brief overview of the 2016 budgeting process. He will distribute an Excel workbook to solicit Board member input by February 12.

d. Look Back to 2015, Look Forward to 2016

- Did we accomplish our 2015 goals? (Dana)
- 2016 Section Goals and Strategy:

Annual report (Jan. 29), Coordination with PEN, Coordinate with Inland Empire and LA Chapters for training, AEP, APA Achieves budgeting next year, CalPlanner material/liaison, CPF Liaison; Section Historian

Planners Emeritus Network (PEN) contact Stan Hoffman is requesting PEN nominations. Stan plans to email Amy.

Monthly

April/ May

- Section Awards Event
- Earth Day participation (optional)

May

- Section Board Meeting In-person

- Implement Annual Calendar

June

- State Board Meeting (1/2 day conference call)
- Section check due to CPF for scholarships

July/August

- Section Board summer Meeting In-person
- Form Election Committee
- Mid-year budget check-in; begin drafting next year's Budget
- Student Members, outreach for new appointments
- CPF auction item for State Conference
- Progress on Board Action Plan
- Implement Annual Calendar

September/October

- State Conference (Pasadena)
- State Board Meeting in-Person

October

- National Planning Month
- Section events, agency resolutions, other ideas

October/November

- Finalize Budget preparations

2:00pm Adjourn

Next Meeting: February 19, 2016, at 8:00 am