



Orange Section

October 24, 2013
8:00 AM to 10:00 AM

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
Maryann Marks, AICP, Vice Director for AICP Certification
Matt Foulkes, Vice Director for Professional Development
William Hoose, Vice Director of Membership
Cassandra Carlin, Awards Co-Chair
Suzanne Schwab, Awards Co-Chair
Victoria Basolo, Academic Liaison
Belinda Ann Deines, OC Young Planners Group Coordinator
Calvin Chan, Student Representative

Absent:

Lindsay Horn, Vice Director for Public Information
Michelle Halligan, California Planning Foundation Representative
Bill Rodrigues, Legislative Liaison
Chris Dominguez, Social Media
Kelly Hickler, Community Outreach Liaison
Ray Bullard, Web Master
Drew Poulter, OC Young Planners Group Board Member
Allison Crump, OC Young Planners Group Coordinator
Keelie Rocker, Student Representative

2. **Reports**

a. **State Board Meeting highlights**

Jennifer and Dana reported on the State Board Meeting held at the 2013 Visalia Conference. State APA has completed a new strategic plan that is responsive to Section comments. The State APA budget continues to improve such that by 2015 they will not need to use reserves, and State subventions to the Sections will be fully funded (back to 17 percent). The State APA has a designated Historian and Jennifer discussed having such a

person at the Section level. Jennifer will work on finding a volunteer for this. The State is also recommending that Sections have a Planning Commission representative on their Boards. This is a position that can be added once some outreach is completed.

b. **Awards**

Suzanne discussed the change in categories proposed at the National level and discussion ensued regarding categories for the Orange Section. In some cases categories are collapsing, e.g. communications, while new categories are being added.

Action item: Suzanne will send an email to the Board listing the future categories that will remain/are proposed and those that would be eliminated. Board members should respond to her with their opinions.

c. **PDAO Forum Recap**

Matt reported on this event, held October 24th. The event was very successful, with attendance at maximum capacity and a significant number of sponsors. There was general discussion regarding the format, in particular the segment on local jurisdictions.

d. **Membership: Welcome Packet/Membership Packet**

Will showed drafts of the letter, folder and reward card. Specifics of the card were discussed. It was determined that the cards should be trimmed to wallet size. The Board agreed on the method to record participation at events on the card via orange stickers. There will be a meeting to fill envelopes once the materials are ready.

Action Item: Will, Jennifer and Dana will review rules for the reward card, which will be printed and added to the back of the cards, by Nov. 1. Will will work to get the membership cards trimmed.

e. **Holiday Event**

There was discussion regarding menu, giveaways, music and price. It was agreed that the Board would contact other Section Directors to invite them to participate.

Action Item: Jennifer will send out a separate electronic invitation for the party, which will complement the normal eblasts for Section events.

f. **Website**

Jennifer will check with Lindsay on status.

g. **Elections – Nominating Committee**

Jennifer reviewed rules for the elections. The nominating committee was selected and consists of Jennifer, Matt, Chris and Calvin. The committee will approve the slate electronically prior to the November Board meeting.

h. **Young Planners Group: Holidays/Next Year**

There was general discussion regarding better integrating the YPG with Section events. Belinda discussed the coordination that YPG is doing and learning about from other YPGs. For next year, the goal is to have YPG involved with the main holiday party for the Section rather than having a separate one. In addition, YPG should invite Board members to various events, with the goal of Board members being a better resource for YPG. Belinda also discussed the mentor program they are launching and indicated more mentors are needed.

i. **2013 Conference**

Jennifer reported that there will be a forum for feedback and comments regarding the Visalia Conference.

j. **Hike to Plan**

Amy reported the event will be held in the Newport Beach Back Bay on October 26th.

k. **Fall Board Appreciation Event**

The dinner is set for November 15th. Details on location will be sent.

3. Business Items

Minutes of September 27, 2013 were unanimously approved as corrected, Motion Amy, Second Jennifer.

Financial Report/Budget: overview provided by Mary Beth

Request to approve expenditure of approximately \$1,200 for CPF donation items. Motion Jennifer, Second Dana. Approved.

Dana reported on items purchased at the CPF auction – i.e., ethics training and a Place Making workshop. Motion to approve Place Making Workshop Jennifer, Second Cassandra. Approved.

Jennifer encouraged Board members to build a reward into their portfolios as they plan for next year's budget.

4. Other Reports and Announcements

Jennifer noted that people are making hotel reservations for the 2014 Conference already.

5. Adjourn – Motion Amy, Second Maryann, Approved; Next meeting will be November 22th.