



Annual Board Retreat – January 7, 2017
Kimley-Horn, Orange
10:00am – 2:00pm

Orange Section

Minutes

Attendees:

- | | | |
|-------------------|--------------------|-------------------|
| X Amy Stonich | Amy Vasquez | X Dana Privitt |
| X Nick Chen | X Surabhi Barbhaya | X Aileen Camargo |
| X Charles Smith | Scott Koehm | X Cynthia Campana |
| X Belinda Deines | X Laurel Reimer | X Maria Manalili |
| X Stephanie Roxas | X Yuritz Randle | X Leila Carver |
| X Lindsay Ortega | Ariel Pepper | X Fang-Zhao Zhao |
| X Matt Foulkes | X Ashley McCoy | Tim Erney |
| X Starla Barker | X Victoria Chung | X Jennifer Lilley |
| X Sanjoy Mozumdar | X Alesia Hsiao | |
| Bill Rodrigues | X Gustavo Gonzalez | |

i. 10:00: Call to Order

ii. Business Items

- A. November 2016 Meeting Minutes: Amy motioned to approve the minutes from the November meeting. Belinda seconded. All approved.
- B. 2017 Appointed Board Members: Amy announced each of the 2017 appointees, and Jennifer motioned to approve. Matt seconded. All approved.
 - a. The appointments are as follows:

Academic Liaison

Sanjoy Mazumdar, Ph.D.

Legislative Liaison

Bill Rodrigues

Awards

**Amy Vazquez
Surabhi Barbhaya
Scott Koehm
Laurel Reimer
Yuritz Randle
Ariel Pepper**

Web Master	Lindsay Ortega Ashley McCoy
Student Representative	Victoria Chung
Social Media	Maria Manalili
Historian	Gustavo Gonzalez
California Planning Foundation (CPF) Representative	Dana C. Privitt, AICP Nick Chen
Community and Agency Outreach Liaison	Leila Carver
OC Young Planners Group Coordinators	Aileen (Aly) Camargo Cynthia Campana – OC YPG
Bob Goldin Golf Tournament	Tim Erney
Planning Directors of Orange County Liaison	Matt Foulkes, LEED AP
Diversity Liaison	Alesia Hsiao
Planning Commission Representative	Fang Zhou
Auction Representative	Jennifer Lilley, AICP
California Planning Roundtable	Dana Privitt, AICP

- C. 2016 Year End Financial and Annual Report: Amy reviewed the Annual report and thanked contributors for their input. Amy will submit a summary 2-page version to the State.
- D. 2017 Board Meeting Calendar: Amy distributed a draft 2017 Board meeting calendar. Monthly meetings will remain on Fridays, and will be held among several locations (ICF, Stantec, Anaheim, Fullerton, others TBD).

iii. Discussion Items/Reports

Elected Positions

1. Section Director (Amy S)

Comprehensive Bylaws Amendment Review: Amy acknowledged the proposed revisions to the draft Bylaws. The draft will be posted on the APA Orange Section website for 30 days. The Bylaws are planned to be sent to the California Chapter in January, followed by adoption in February 2017.

Amy reviewed the annual calendar (see last page of Board Retreat agenda).

2. Section Director Elect (Nick)

Nick noted that he was happy to be elected to the position and to be handing off the YPG position to the new appointees.

3. Vice Director for Administration & Finance (Charles)

Charles provided an update on 2017 budget preparation and Board input received to date. He will consolidate all input and present the budget to the Board for approval at the February Board meeting.

The California Chapter Treasurer advised that a phishing scam was attempted statewide. The Orange Section's accounts will be refreshed at Chase Bank to prevent any hacking attempts.

The Board expressed interest in establishing a separate checking account at Chase in order to facilitate the receipt and disbursement of scholarship- and PDAOC-related funds separate from our current checking account. Charles, Amy, and Dana completed this on 1/7/17, after the Board Retreat. Charles will follow up with a subset of the Board (Charles, Amy, Dana, Nick, Matt, Stephanie, Jennifer, Belinda) to discuss any follow up accounting-related actions.

Dana plans to close the remaining Citibank checking account and transfer funds to our Chase account in January 2017.

Charles reviewed the process for requesting expense reimbursement.

4. Vice Director for Professional Development (Belinda)

Belinda would like to develop an internship program and has discussed with Sanjoy. The Board expressed interest in the idea. Amy will put on the February Board meeting agenda for discussion.

Quarterly seminars are planned in 2017 to replace the former half-day program. More information to be presented once available.

The 2017 Mentorship Program – affectionately referred to as the Orange County PEEL (Planning, Education, Experience, and Leadership) – kicks off January 31. All levels of experience are welcome and applications are being solicited now.

Belinda has budgeted \$3,000 for conference stipends for 2017.

5. Vice Director for Programs (Stephanie)

The Board thanked Stephanie for her outstanding efforts towards a successful year of programs in 2016!

2016 survey results were distributed for Board review, and will be posted to the website.

The Board discussed strategies to promote variety in our programming (e.g., topics, format, time), as well as public- vs. private-sector participation. Stephanie plans to initiate a “call for programs” to solicit topics of interest. There is interest in cross-promoting and/or sponsoring programs with other organizations such as AEP and ULI.

The January 26 lunch program has been scheduled at Turtle Rock Community Park, with a presentation by the California Sign Association.

A Programs Steering Committee has been formed to help balance workload associated with planning and conducting programs. Participants are Stephanie, Laurel, Surabhi, Maria, Leila, Lindsay, Victoria and Ashley. Each participant commits to attending three or more lunch programs, and would take the lead on planning one event/year. Student volunteers can attend lunch events for free.

6. Vice Director for Public Information (Lindsay)

Lindsay discussed how Board members can post jobs and events directly to the website. She requested that she be notified for approval within 24 hours of such posting.

Lindsay would like to see more content, rather than just events, posted to the website. The Board was requested to include Lindsay, Ashley, Maria, and Stephanie on related correspondence.

Website formatting will be reviewed and cleaned up.

7. Vice Director for Membership (Matt)

Section E-Blasts are reportedly not received by staff at various cities, possibly due to spam filters. Matt will look into this.

A “Spring Cleaning” flyer will be distributed to Orange Section members to confirm their profiles.

Matt would like to see an increase in the number of local planning commissioners who are members of APA. Plans will be developed to encourage participation.

APA/AEP Holiday Mixer planning will commence soon. The event may be held again at ChocXO, due to its success last year.

8. Vice Director for AICP Certification (Starla)

2016 was a successful year for the Orange Section, with 50 new AICP members.

Starla advised that the AICP exam is scheduled to be updated in May 2017. An information session will be scheduled in June to provide guidance to interested planners.

Appointed Positions

9. Academic Liaison (Sanjoy)

Sanjoy is planning a lunch meeting with representatives from other schools. He asked for Orange Section information folders (Matt and/or Belinda can provide).

Sanjoy suggested that internships be posted to the website, once that program is developed.

10. Legislative Liaison (Bill)

The legislative update program will be scheduled in early-2017. One possibility is to co-sponsor the PDAOC update scheduled for February, featuring Sande George and Kevin Ennis. Matt will follow up with Bill to discuss any opportunities to co-sponsor.

11. Awards Chair (Amy V)

The 2017 Awards Program is tentatively scheduled for May, location TBD.

12. Web Master (Lindsay/Ashley)

See above Item #6, Public Information.

13. Student Representative (Victoria)

Yuritzky noted that Victoria Chung was appointed as the new Student Representative.

Victoria introduced herself said she is looking forward to filling the position.

14. Diversity Chair (Alesia)

Alesia will continue to participate in the monthly statewide diversity call. No updates this month.

15. Social Media (Maria)

Maria reviewed the primary purposes of our various social media platforms:

- Facebook: Direct traffic to our website.
- LinkedIn: Post announcements and articles of professional interest.
- Twitter: Publicize planning-related publications/content.

Maria will look for opportunities to cross-reference content across platforms to promote exposure and viewer engagement.

16. Historian (Gus)

The inaugural Historical Symposium was a great success. Gus is reviewing prospective topics/locations for 2017, to include downtown Santa Ana.

17. Community and Agency Outreach (Leila)

Leila remains interested in developing a program to promote planning careers at high school events in 2017.

A recycling container will be provided at APA Lunch Program events, as part of our “Keep America Beautiful” pledge.

18. Planning Commission Representative (Fang)

See above Item #7, Membership. Fang will coordinate with Matt to promote an increase in the number of local planning commissioners who are members of APA. Plans will be developed to encourage participation, and could include planning commissioner training/forum, invitations to APA Orange Section events, and other outreach. The \$50 membership dues for planning commissioners should be a great selling point.

19. Auction Representative (Jennifer)

Jennifer is moving up the schedule for collecting donations, and plans to start soon.

20. Young Planners Group (Aileen/Cynthia)

The following two events are scheduled for January:

- Jan 15 – Potter’s Lane (veteran’s housing)
- Jan 19 – Open Board meeting at Wood Ranch, Irvine Spectrum

Adjourn

Next Meeting: The next Board meeting is scheduled for Friday, February 17, from 8:00am-10:00am, at ICF, 1 Ada, Suite 100, Irvine.