



Orange Section

Board Meeting – April 21, 2017
City of Brea
8:00am-10:00am

Minutes

Attendees:

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

i. 8:00am: Call to Order

ii. Business Items

- A. March 2017 Board Meeting Minutes: Jennifer motioned to approve the minutes from the March Board Meeting. Amy Vasquez seconded. All approved.
- B. Appointment of Marlon Regisford as Diversity Chair: Amy Vasquez motioned to approve the appointment of Marlon Regisford as Diversity Chair. Charles seconded. All approved.
- C. Bob Goldin Scholarships Funding and Disbursements: Jennifer provided a helpful summary and history of the Bob Goldin Scholarship Program, and fielded various questions from the Board. With this context in mind, the Board concurred with Jennifer’s recommendations:
- APA Board members Jennifer Lilley, Dana Privitt, and Charles Smith will attempt to “true up” scholarship fund receipts and disbursements for APA, PDAOC, and ICC, with the objective of confirming scholarship income and distributions from 2012-present.
 - Proceeds are to be divided in half for years in which the golf tournament income involved APA and PDAOC, and divided in thirds for years in which the tournament also involved ICC.

- The review will also attempt to identify whether there was ever a transfer of money to PDAOC for their portion of scholarship funds.
 - The Board agreed that the Orange Section should determine how much money to disburse annually for scholarships. After some discussion, Jennifer motioned to allocate \$5,000 for 2017 as well as for future years, subject to availability of funds (i.e., the Board can ultimately elect to increase or decrease this amount, but it is the default unless agreed to otherwise). Dana seconded. All approved.
 - A future meeting with PDAOC will be scheduled once the financial review noted above is completed.
- D. Internships Program: Belinda advised that the program will be deferred for a few months. Amy will schedule a meeting with Nick and Belinda (as well as other interested Board members) at that time to discuss development of the program.

iii. Discussion Items/Reports

Elected Positions

1. Section Director (Amy S)

No updates this month.

2. Section Director Elect (Nick)

No updates this month.

3. Vice Director for Administration & Finance (Charles)

Charles advised that he conducted a further review of 2016 income and expenses, and categorized various items previously “uncategorized.” He will update the 2017 budget spreadsheet to reflect these changes.

Charles confirmed that he has made the first two payments for the Awards Program venue.

4. Vice Director for Professional Development (Belinda)

Belinda announced that a private walking tour of Old Town Orange has been scheduled for April 29. She will send follow up details in a subsequent email to the Board.

The Mentor Program is going well. Belinda will coordinate the issuance of certificates to participants.

5. Vice Director for Programs (Stephanie)

Leadership and Management Institute: Steve Preston is developing this June 2event as a condensed version of the California Planning Roundtable half-day workshop. A discounted registration rate of \$15-20 is anticipated for APA members.

Ethics training (instructed by Carol Barrett) will be scheduled for August, in Irvine.

6. Vice Director for Public Information (Lindsay)

Awards Program ticket sales will be publicized on the Orange Section website starting next week. At present, we have 10 sponsors from the 2016 awards event that we have continued to feature on the website.

The Board discussed “Build Your Own Sponsorship” options. Lindsay will distribute an “a la carte” sponsorship menu with pricing, to be discussed at the May Board meeting. Charles suggested that we also consider subscription-based renewals, whereby we invoice sponsors annually for the continuation of their existing package (or any changes they may wish to make). Jennifer shared the Los Angeles Section’s model with fixed packages and pricing.

7. Vice Director for Membership (Matt)

Dana (for Matt) confirmed that the PDAOC Forum has been scheduled for October 5 at the Nixon Library, and that the Angels vs. Red Sox baseball game (co-sponsored with AEP) is scheduled for July 21.

8. Vice Director for AICP Certification (Starla)

An AICP Information Session has been scheduled for May 10. We have received 10 RSVPs to date.

An APA/AEP Board Mixer may be scheduled for a Thursday in June. Details TBD.

Starla will coordinate with Amy Vasquez regarding plaques for AICP awardees.

Appointed Positions

9. Academic Liaison (Sanjoy – via email)

Sanjoy has been working on and spreading information about the Bob Golden and CPF scholarships. He is also hoping to have lunch with students to introduce them to APA and the Orange Section programs, and to promote their participation.

Sanjoy acknowledged Stephanie’s question regarding whether to add other schools (e.g., USC, UCLA, UCSD, SDSU, CalPoly) to our liaison list. Given that some of these are in chapters different from ours, it raises the question of how far should our reach be. The Board’s consensus was that we should include these schools in an attempt to capture students who attend there, but live (or definitely plan to live) in Orange County.

Sanjoy noted that the CalPlanner 17|01 (March 2017 issue) has an article regarding community engagement, written by Sanjoy and his student Kristin Kaczmarek.

10. Legislative Liaison (Bill)

No updates this month.

11. Awards Chair (Amy V)

The 2017 Awards Program is scheduled for Wed, May 24, to be held at the “Estate on 2nd” in Santa Ana, featuring a buffet-style dinner in the Santa Ana Arts District. Amy is developing a budget for the event and will send to Charles.

A total of nine (9) awards nominations have been received.

Five (5) jurors are confirmed. Awards winners will be notified the week of May 1.

Jennifer Lilley will host the silent auction. Each Orange Section Board member is expected to donate a gift (typically on behalf of their employer).

Lindsay will explore setting up a PayPal link for event registration.

12. Web Master (Lindsay/Ashley)

No updates this month.

13. Student Representative (Victoria)

Victoria has sent emails to USC, UCLA, UCI, CSU Fullerton, and Cal Poly Pomona.

She is working with UCI on an auction item donation of signed books for the Awards Program.

Victoria is exploring the idea of hosting a SoCal Young Planners Happy Hour at the State Conference in September. She will discuss with the Los Angeles and San Diego sections regarding their interest and an approach to sharing costs.

14. Diversity Chair (Marlon)

Marlon advised that a Diversity Panel/Town Hall discussion is being planned for the State conference. A walking tour of the Oak Park neighborhood in Sacramento is also under consideration.

Marlon plans to meet with one or more UCI professors to discuss diversity-related topics.

15. Social Media (Maria)

No updates this month.

16. Historian (Gus)

No updates this month.

17. Community and Agency Outreach (Leila)

No updates this month.

18. Golf Tournament (Tim – via email)

The event will likely be held in August 10 or September 7 at Oak Creek Golf Course, in Irvine. APA is hosting this year (PDAOC hosted in 2016, ICC in 2015).

19. Young Planners Group (Aileen, Feng, Cynthia)

YPG is planning an Earth Day event on April 22.

Feng has drafted a note to Planning Commissioners to encourage their involvement in APA.

There has been a big push to drive participation on social media. The Facebook group has about 280-300 members.

20. California Planning Foundation Representative (Dana)

Dana confirmed that the Orange Section traditionally funds about \$2,000 for the Section's CPF scholarship (see 2017 budget line item 4008.03, CPF Auction & Scholarships).

Soka University (Dr. Deike Peters) has reached out to explore the possibility in getting involved with APA.

Adjourn

Next Meeting: The next Board meeting is scheduled for Friday, May 19, from 8:00am-10:00am, at ICF, in Irvine.