



## APA California Northern Minutes of the March 5, 2014, Board Meeting

Meeting Location: SPUR, 654 Mission Street, San Francisco

*Board meeting called to order at 6:32 p.m.*

### 1. Introductions/Welcome

Roll call:

p	Aaron Ackerman	x	Dahlia Chazan	x	Hanson Hom	x	Juan Borrelli	x	Ronny Kraft
	Alex Hinds	p	Darcy Kremin	x	Hing Wong		Justin Meek		Sandra Hamlet
p	Alexandra Barnhill		Dave Javid	x	James Castañeda		Katja Irvin		Scott Davidson
x	Amanda Becker	x	Don Bradley	p	Janet Palma	p	Kristine Gaspar	x	Shannon Fiala
	Andrea Ouse	x	Eileen Whitty		Jason Su		Laura Thompson		Stephen Avis
	Brian Soland		Erik Balsley	x	Jeff Baker		Miroo Desai	x	Tania Sheyner
x	Cindy Ma	x	Florentina Craciun	p	John Cook	x	Naphtali Knox		Thalia Leng
	Colette Meunier		Geoff Bradley		Jonathan Schuppert		Natalie de Leon		

x = in person | p = phone

Guests: Marco Arguelles and Josh Hohn

### 2. Adoption of Minutes

**January 25, 2014 Annual Board Meeting Minutes Review and Approval** – Corrections to minutes to note that Cindy Ma was not in attendance and Kristine Gaspar was in attendance.

*Motion by Eileen Whitty, second by James Castañeda , abstention by Naphtali Knox, motion passes.*

### 3. Board Appointments

#### **Peninsula RAC candidate: Marco Arguelles**

Jeff introduced Marco Arguelles to the Board. Marco gave a brief presentation on his background and qualifications as well as his interest in the position and why the position suits his personality. Jeff stated that we have been trying to fill the position since December when it was vacated by James’ transition to the Communication Director position. Marco is a graduate student at San Jose State University with a background in events coordination. Hing stated he knew Marco from SJSU and felt he would be a good fit.

*Motion by Hanson Hom, seconded by Florentina Craciun, approved unanimously.*

#### 4. Healthy Communities Training

Sonoma County received a grant to spread the word on healthy communities criteria and has also received AIA funds to sponsor the initiative. Kristine Gaspar provided background on the request for sponsorship and stated that she would provide \$250 from the North Bay RAC budget to support the training. The training would consist of four trainings for 2.5 hours each. The grant funds were only sufficient to cover space rental fees, but not cost of food and additional items for the trainings and is asking APA for funds for food for each of the meetings. Kristine wanted to know if other RACs were interested in contributing also contribute and asked if the Board was willing to support the endeavor. Don asked what the four programs would consist of, Kristine referred to the attachments in the packet but didn't have any further info. Juan asked if all four events would take place in Santa Rosa? Naphtali questioned if the event was requesting CM credits and Kristine answered there would be eight. Naphtali asked if Kristine would be interested in writing an article for the newsletter and if so she would need to submit it by March 17. Hanson stated in the past the most we have ever funded was \$1000 for a symposium at San Jose State, \$1600 seemed a bit expensive. Florentina stated that if the organizer was willing to have an event in the East Bay perhaps the East Bay RAC would be willing to give her some funds for food. Kristine stated the organizer would likely be interested in presenting in other areas if the RACs were willing to host her. Ronny asked if we typically required a fee for CM events, Florentina noted that it not necessary. Hanson stated that at most the Board could consider funding \$500. Kristine volunteered assist the organizer in reaching out to other sponsors for the event.

*Motion by Hanson Hom to allocate a max of \$500, including the \$250 from the RAC budget for the workshop series, seconded by Eileen, approved unanimously.*

#### 5. Request by Professor Bergman

Due to technical issues with the phones Jeff gave an overview Prof. Bergman's request of asking APA members for feedback on a book the Prof. Bergman is writing. Naphtali said he didn't see any harm and was an appropriate request. Jeff stated the book would be a valuable tool for planners. Juan commented that perhaps Prof. Bergman could present her findings as a professional development event opportunity. Ronny asked if we would allow this for anyone doing research? Naphtali responded that was the question. He said precedent was a concern for him as well, but doesn't expect it to be a problem. Florentina stated she felt the request was not an advertisement since the research would be beneficial to the profession and a researcher going to the source and is akin information gathering. Hanson stated he didn't think there would be a likelihood that this will be a frequent request and could be mutually beneficial. Jeff stated if we could get a written report and presentation for the future.

*Motion by Naphtali Knox to approve Prof. Bergman's request, seconded by Don Bradley, approved unanimously.*

## 6. Energy Working Group Update

Josh gave an update on the progress of the Energy Working Group (EWG) and what they worked on in 2013 and plans for 2014. The EWG is an initiative established by the Board due to interest in energy use and is now firmly established. The group took on a project with Office of Planning and Research (OPR) as part of their general guidelines templates. EWG provided OPR with interns and feedback. In 2014 the focus will be on presentations every other month with guest speakers and networking opportunities. There are several presentations that have been pitched for the 2014 state conference and the EWG is waiting to hear back on their acceptance. EWG will also partner with the Sustainability Committee where appropriate, apply for sponsorships jointly and pool resources. Members of the group are getting ready to submit presentations for the 2015 Oakland conference. The EWG provides a valuable resource on energy use and allows the Northern chapter to be a leader on energy issues. Naphtali asked if Josh would like to write an article for the newsletter, Josh felt that some members of the group may be interested.

## 7. Awards Banquet Update

Eileen Whitty presented an overview of where the Awards Directors are with the Banquet. There will be six jurors for the awards banquet at 6:30 in San Francisco on May 16, 2014. Applications have been posted on website and an article was published in Northern News and E-News. The Co-Directors are working on CM credit for the event. Also working on setting up an Eventbrite/Paypal website with Ronny Kraft. The deadline for nominations is March 20, 2014. On April 18, 2014 jurors will be meeting and announcing the winners. Eileen requested some volunteers with whom Amanda Becker will work with at the event, Amanda will also be the photographer for the banquet. Juan Borrelli will be responsible for the framing of the certificates. Winners are always invited and the event of paid for them. John will prepare the presentation for the event. Naphtali Know asked is another flier was going to be created for the newsletter, if so needed it would be needed by March 17, 2014. The event is \$40 per person.

## 8. Conference Committee Update

Hanson noted that the third conference committee meeting took place on February 1, 2014 and the attendance continues to be strong with 50 volunteers in attendance. The Committee now entails nine sub-committees and finalizing which planners are involved with each of those sub committees. Each co-chair will oversee three sub committees each. The three co-chairs are working on a conference time schedule for the workshops. Ronny has set up google drive to share documents -between the volunteers. Key focus for the moment is highlighting all the great things in Oakland as part of the publicity leading up to the conference. Publicity committee will hold a logo contest around the "Rooted in Authenticity" theme. Florentina's committee hospitality will be looking at possible venues on March 15, 2014. Next meeting is April 5, 2014 at ABAG and on June 7, 2014 at URS and Board members are encouraged to participate.

## 9. Board Directors Report

Jeff asked for highlights from the Board Directors.

**Director**-Jeff shared an update from the monthly Section Director's conference call. They are working on Chapter policies with respect to- the Director Elect attending the annual Chapter Board Retreat the year prior to becoming Section Director in order to get acquainted with the Chapter. Hanson asked if there was an update on hiring a new conference coordinator? Hing responded that the State Chapter is going out for bids and have received three bids and the chapter has begun reviewing them and should have an update in three to four weeks.

**Immediate Past Director**-Hanson stated that the Ethics and Law workshop has 50 guests registered. The California Planning Roundtable (CPR) is hosting a hike on April 19, 2014 in Richmond with local planners. A CPR event is being planned for this summer, most likely August 1, 2014 date in San Jose ,and all Board members are invited to attend.

**International Director**-Hing stated the Eastern European tour has space for one or two more persons. Alex has been working on a pilot exchange program. The packet has draft agreement and work plan. The people in Sao Paulo includes the mayor and once the contract has been finalized Jeff Baker will be responsible for reviewing and authorizing the agreement. For the future the co-Directors are looking at a possibility for an internship and hoping to expand to other countries as well. Vote will likely occur at the May Board meeting.

**East Bay RAC**-Dahlia stated they are planning some upcoming events. Florentina stated they are collaborating with AIA on an event about sustainable infrastructure.

**Section Historian**-Juan added to the report that he is investigating and submitting for an award category. That he is working on determining who should be nominated for the National Recreation Area award. He asked if any board members had any additional contacts to let him know as it would be appreciated. First Planning Commissioner's Workshop in San Jose was quite successful.

**Communication Director**-James stated we are trying to post at least daily items on Facebook and the events calendar is looking pretty full. The Facebook posts are intended to advertise for the events and generate interest.

**Young Planners Group Co-Directors**-Shannon and Jason met with Natalie Avalon in getting some background information for the group. An event with the Transportation Planners Group is in the works. The co-Directors have met with Urban Land Institute, University of California Berkeley, and San Jose State University.

**Newsletter Editor**-Naphtali made a request for a lead article for the March 19, 2014 deadline.

**AICP Director**-Don reported that there are 17 members of the AICP exam group, with one LA resident in attendance. Two more workshops are scheduled. Alexandra Barnhill will be presenting the Law section.

**Student Representative**-Amanda reported that on February 27, 2014 the Urban Planning Coalition hosted a resume event with a panel of public/private sector individuals providing insight into what hiring managers look for in interview candidates and the event was well received by the students. Another event is scheduled for April 19, 2014 with site plan reading being the focus of the event. If any board members are interested or know anyone who might be please get in touch with Amanda.

**Webmaster**-Ronny is participating on the publicity committee and working on the design logo. Naphtali congratulated Ronny on how far the website has come in the past year.

**Planning Diversity Director**-Cindy reported that she and Miroo have finalized a high school outreach event for April and May and asked the Board for contacts with local high schools about giving a presentation. Dave mentioned that ULI has a similar program Urban Plan that could be a good resource. They are working with the state diversity chapter on a forum for the upcoming conference and deciding on panelists.

**Meeting Adjourned:** 8:14 p.m.

**Next Meeting:** Thursday, May 1, at location ARUP 560 Mission Street in San Francisco.