



APA California Northern Minutes of the July 11, 2012 Board Meeting

Meeting Location: the URS Corporation, 1333 Broadway, Suite 800, Oakland, CA

Board meeting called to order at 6:30 p.m.

1. Introductions/Welcome

Roll call:

x	Alexandra Barnhill	Don Bradley	x	Janet Palma	x	Miroo Desai	Scott Edmondson	
x	Andrea Ouse	x	Eileen Whitty	p	Jeff Baker	Naphtali Knox	Stephen Avis	
	Andy Waggoner	Elizabeth Caraker	x	Joanna Jensen	x	Natalie de Leon	p	Tania Sheyner
x	Avalon Schultz	x	Emy Mendoza	x	Juan Borrelli	Rob Eastwood	Theresa Alster	
x	Brian Soland	x	Erik Balsley	x	Justin Meek	x	Ronny Kraft	
	Colette Meunier	x	Hanson Hom	x	Katja Irvin	Ruth Miller		
x	Darcy Kremin	x	Hing Wong		Kristine Gaspar	Scott Davidson		
x	David Keyon	x	James Castañeda	x	Laura Thompson			

x = in person | p = phone

Guests:

- Florentina Craciun, Environmental Planner II, URS (Membership Director candidate)
- Josh Holn, Coordinator, Planners Working Group on Energy and the Built Environment
- Jason Su, Urban Planning Coalition President, SJSU Graduate Planning Student
- Veronica Flores, SJSU Graduate Planning Student (APA Student Representative candidate)
- Valerie Knepper, Transportation Planner, Metropolitan Transportation Commission

2. Adoption of May 3 Minutes

May Meeting Minutes Review and Approval - A few corrections were identified. On page two, first bullet, Andrea and Ronny prepared the program, not flyer. On the same page, second bullet under Brazil Trip, only one, not two, groups went to India. California Planning Foundation was misspelled on page one, under the first Director's Update. No other text edits, issues or questions were raised regarding the previous minutes.

Motion by James Castañeda to approve the May 3, 2012, meeting minutes with the aforementioned corrections, seconded by Juan Borrelli, approved with five abstentions.

3. AB 904

Valerie Knepper was in attendance to discuss AB 904. She noted that the issue of lowering parking standards for developments near quality transit was re-crafted for the second time. (Last year AB 710 [Skinner] died on the Senate floor.) Since the APA California Chapter has taken a

position in opposition to the current bill, she would like to discuss the issue with the aim of facilitating a constructive dialog.

Valerie noted that while MTC did not have an opportunity to take a position on the current bill before it was tabled, it did take a position in support of AB 710 last year. She clarified that AB 904 would not set parking maximums. For areas near quality transit (generally at least 15 minute headways during commute hours, details defined in the bill), the bill is looking to create a default “maximum minimum” for off-street parking space requirements. These include:

- One parking space per residential unit (for non-income restricted residential projects);
- Two parking spaces per 1,000 square feet for nonresidential projects (including commercial, industrial, institutional, or any other nonresidential projects regardless of type of use); and
- Lower parking requirements for income restricted residential projects.

While the details are complicated, the bill’s intent is to open up the market for new development and redevelopment for less auto-oriented type employment and housing projects near transit. The bill would address the fact that suburban parking standards are commonly used for development near transit.

Valerie noted that there are specific provisions in the bill for opting out. Cities that do not see the approach as effective in their community can opt out by making any of the following findings for a particular area:

- There isn't sufficient walkability;
- There isn't sufficient level of transit service or bike access to provide viable alternatives to the car;
- The lower standards undermine existing parking standards that create effective incentives for transit-oriented development or affordable housing production, or both; and
- The standards conflict with a station area plan in effect as of January 1, 2013, that provides reduced off-street parking compared to standard zoning required outside the transit-intensive area.

She further noted that it costs cities a significant amount of money, time and political will to change parking standards, so the bill would help interested cities by lowering default standards without going through the time-consuming and expensive process of revising a city’s zoning code. She concluded by saying that she looks forward to having a constructive correspondence with APA.

Hanson noted while AB 904 was not discussed at the Northern Section level, there was a dialogue at the APA California Chapter level. Since the Chapter is opposed to the bill unless amended, he has asked David Snow, Chapter Vice President of Policy and Legislation, what are the amendments the Chapter would like to see. Hanson also noted that he would like to organize a solution-oriented dialogue to see if there are positions the Section could suggest the Chapter take in support of the bill. The League of Cities might be involved, too. Justin and Alexandra agreed to participate in this effort by helping organize a workshop on the matter.

Hing commented that the next issue of *CalPlanner* (www.calapa.org/en/cms/?92) will have an article on AB 904, which will include comments by a number of key figures. A number of planners have commented so far; many are *generally* for it, others are *somewhat* against it.

In response to a question by Miroo about the timeframe for a workshop, Hanson indicated that there is time because the bill is currently tabled. Therefore, an event could be organized sometime in the fall.

Eileen noted that this year's legislative session ends August 31. Because "everything ends" on this date, a bill "either goes to the Governor or dies." Since AB 904 is currently tabled, a new bill will have to be drafted in 2013 for the next version of the bill to be considered.

In response to Brian's inquiry about how APA decisions are made at the state level, Hanson explained that Dave Snow and Sande George represent the Chapter's legislative positions. (Dave Snow serves as APA California Vice President of Policy and Legislation and Sande George is APA California's Executive Director and Lobbyist.) They work together with a committee to advocate certain issues and take positions on planning-related bills.

In response to a "process question" raised by Valerie concerning how the State Chapter takes an official position, Hanson noted that Dave and Sande do not go before the Section and Chapter leadership for a vote.

Juan noted that there is an amicus committee which works with the Chapter President Kevin Keller.

Eileen offered that there is a volunteer group that works with Sande and Dave. This "legislative team" includes northern and southern subgroups. Any interested Board members can take part in conference calls.

Hanson commented that Sande and Dave work closely with the League of California Cities also.

Juan suggested that the workshop organizers apply for CM law credits.

In response to a question by Valerie about the format and number of speakers, Hanson indicated that these details will be worked out later. In noting that the League of Cities has provided an explanation of their opposition to AB 904, he suggested that this might provide a framework for discussing the matter at the future event.

Board members interested in working on organizing an event to facilitate a constructive dialog on parking standards for developments near transit are Justin, Alexandra, Miroo, Emy, Hanson, and Jeff.

4. Website Check-in

Ronny provided a summary of recent changes to the Section's new website, which is now up and running. She highlighted some recent functional updates to the home page. For example, upcoming events can be expanded (and then condensed again) all at once with a click of a

button. Job postings can be easily shared to various social networks (e.g., LinkedIn, Facebook, etc.). Jobs can also be submitted online by anyone. There is a simple form to be filled out. Once submitted, an email gets automatically sent to Scott Davidson. He has the ability to post the job announcement.

Ronny noted that pictures from recent events are easy to post to the site. Members simply need to upload photographs they have taken to the Section's Picasa site. Regarding the "rotating photos" folder that was set up for the purpose of showing photographs on the Section's homepage, since the web developer Devin Dombroski took photographs from a number of photograph-related folders, instead of just the one set up for this purpose, Ronny requested getting approval for some of the photographs now shown on the homepage. In particular, she referred to the CPF picture folder. After all, she would like to give credit to the individuals who took these photographs. The Board agreed that credit should be acknowledged on the website.

Ronny noted that web hits remain steady. Most find the site through search. Only 16 percent find it through referrals by clicking on a link in *Northern News*. Only 41 percent are new visitors. At present, a majority of returning visitors are probably Board members. Typically, individuals spend a minute and a half, which in Ronny's estimation is pretty good.

In terms of mobile devices, the most common devices are the iPhone and iPad. Because of this fact, she will work with Devin on making the website especially nice for viewing on the iPhone and iPad.

Jason Su commented that an image's file name is important to how it is pulled up through Google image search. He recommended renamed all image files to represent what the photograph is of, and, therefore, make it easier to find online.

Juan noted that he entered captions for photos he uploaded to the Section's Picasa site. He offered to work with Ronny to provide her with captions for photos in need of them. Hanson, too, offered to help.

5. Communications Director Position

Hanson noted that while Rodrigo Orduña has resigned as Membership Director, he will stay on to send out *eNews* blasts until the Board finds a replacement. Hanson also stated that he thinks the responsibilities of this position should be divided between two positions, like how they were a few years ago. In other words, re-establish the Communications Director, and amend the duties of the Membership Director. Hanson prepared a short memorandum that describes his recommendation in detail, which was included in the meeting's agenda packet.

Darcy stated that she was in favor of recreating the Communications Director position. She further recommended that the Communications Director should help get a better foothold in developing and maintaining the Section's use of social media.

Motion by Darcy Kremin to reestablish the Communications Director and amend the Section's By-laws as proposed in the memorandum prepared by Hanson Hom, seconded by Andrea Ouse, approved unanimously.

6. Board Appointments

Membership Director candidate: Florentina Craciun

Florentina Craciun is a colleague of Darcy's at URS. She has worked as an environmental planner for two and a half months. As described in the cover letter she submitted to the Board, she formerly worked as the Program Director at UCLA's Lewis Center. She received a Masters of Arts in Urban Planning in 2011 from UCLA, too. (Note: she was the student commencement speaker for her graduating class.) She has good ideas for increasing APA's membership, especially as she has experience with reaching out to non-APA professionals not aware of APA.

Motion by Miroo Desai to appoint Florentina Craciun as the Membership Director, seconded by Erik Balsley, approved unanimously.

Hanson suggested borrowing some of the ideas the San Diego Section has for conducting membership outreach.

Communications Director candidate: Erik Balsley

Hanson stated that Erik Balsley was the logical candidate for this position, given his experience with preparing the newsletter. Erik has been an Associate Editor of *Northern News* for the past year. He does not plan to give up serving as an Associate Editor, for the time being.

Erik was also on the committee that oversaw the recent redesign of the Section's website. He knows how the website, newsletter and *eNews* interconnect and has ideas on how to make them better support one another. For example, he hopes to drive more traffic from *eNews* blasts to the website, which will be an up-to-date source of information. In this way, he sees his work as a coordinator.

Darcy requested that Erik, as Communications Director, take on LinkedIn responsibilities, too.

In inquiring about how many Board members use the social media Twitter, Emy discovered that only one has an active Twitter feed, and just a few more are followers; whereas, every Board member indicated that they were members of LinkedIn.

Darcy stated that the Northern Section should focus on utilizing LinkedIn, because the Section is a professional group. She opined that Facebook and Twitter are better messengers for event announcements and other last minute announcements.

Andrea noted that she would like to continue to have the ability to use *eNews* to broadcast special event announcements, like what she has done for the awards program and holiday party. She also noted that the last time there were two separate positions for the Membership and Communications Directors, roles were not clear. She stated that it is important to have a clear division of roles and responsibilities.

Hanson stated that the amended By-laws clearly describe their respective roles.

Darcy suggested that the for-board-members-only online page provide information on "who does what." This information would need to be updated whenever the By-laws are amended.

In response to the confusion about to whom event announcements should be submitted, Justin and Hanson clarified that all events go to Justin for posting on the website. Calendar listings will no longer be in the newsletter; rather, readers of *Northern News* will be directed to find them on the website.

Motion by Darcy Kremin to appoint Erik Balsley as the Communications Director, seconded by Janet Palma, approved unanimously.

7. SJSU APA Representative

David introduced Veronica Flores, a second year graduate planning student at San José State University, as his replacement as APA Student Representative. She also works for the City of San Francisco on their Better Market Street campaign. (For more information, go to <http://bettermarketstreetsf.org/>). She noted that the first workshop is coming up soon.

Motion by Hing Wong to appoint Veronica Flores as the SJSU APA Student Representative, seconded by Emy Mendoza, approved unanimously.

8. Board Director Report

Hanson noted that a Chapter Board meeting was held on Friday, June 8. At this meeting, a committee was formed to oversee the next election cycle for 2012. This will be the first year to implement the new election guidelines, which institute a more systematic process. Since a current or past Northern Section Board member who did not have Chapter representation experience was requested for the Nomination Committee, Hanson reached out to Allen Tai, who accepted the position. He and other representatives will solicit nominations, review submittals, and nominate a slate of candidates.

The main item of discussion at the Chapter Board meeting was increasing chapter dues. Hanson noted that the Chapter is operating a structural deficit of \$50,000 per year. Dues therefore need to be raised, but Chapter Board members had strong differences of opinion on when to increase them. Nevertheless, a motion passed eight to six to increase dues from \$85 to \$105, which will take effect on the first of the year. Six out of eight Section Directors opposed the dues increase. (Note: APA National has approved increasing national APA dues by \$10.)

Hanson stressed the need to orchestrate an effort to advertise membership benefits. This would also involve explaining what has been done to cut costs. The focus over the next few months and at the upcoming state conference in the fall will be on how to launch the communication effort explaining the dues increase. Hanson noted that Jeff Baker is participating on the state-level membership committee responsible for this effort.

Jeff summarized the committee's recent discussions. The committee is going to focus on a multi-phase approach. For people who have let their membership lapse, they intend to conduct outreach targeted to reengage them. A survey will be released to find out what members are most interested in. This will be used to understand what members consider beneficial and, therefore, how to entice them to maintain their membership. The committee will prepare promotional material. This will likely be modeled after APA National materials and will be made available at a booth at the state conference and upcoming local events.

Hanson indicated that he expects a slight drop-off of membership, despite these efforts.

Miroo inquired if it was known how many members' dues are paid by their employers.

In discussing who will likely let their membership lapse, Hanson opined that it will probably be younger planners. Because of this expectation, attendees of the Chapter Board meeting discussed a graduated fee structure based on whether members fell within the following categories: young planner, recent graduate, and/or low income.

9. Mid-Year Budget Review

Laura Thompson provided a review of the Section's budget at mid-year. As of June 29, 2012, the Section is on track. In terms of income, most of the expected money for various line items have been raised and/or received (e.g., the Section has received the entire budgeted conference rebate amount of \$3,187.00). The one main exception is item 50.1, Calling Cards, which is only at 26 percent (\$2,580.00) of budgeted income.

Hanson noted that the budget for subventions (line item 70) should be increased by \$4,000, since the previously approved reduction will not be charged to the Section.

Regarding expenses, Laura noted that only two RAC chairs have submitted receipts for expenses so far. She also noted that there is an accounting error for line item 503.1, eNews (it is 58 percent, not zero). The expense amount for line item 601, Awards Banquet, should be \$1,000 less than what's indicated (\$7,772.54).

Hanson stated that the Section is in good shape.

In response to a question by Juan about whether the income from the Awards Event (item 62) was \$4,000 or \$5,000, Eileen clarified that the correct amount should be \$4,000.

In response to a question concerning how financial contributions for holding events are handed in the budget, Laura indicated that sponsorships do not provide additional income to the committee or event organizer and, therefore, do not have a line item. Nevertheless, event organizers should continue to seek out financial contributions from co-sponsors to help defray costs. Katja has been fairly successful in obtaining such contributions. It was also recommended that a flyer be put together that describes different sponsorship levels, as a way to encourage potential sponsors to contribute more towards holding events.

To be more fiscally responsible, Hanson suggested creating a line item for sponsorships in the amount of \$1,000. This would represent an aspirational goal, but not income that must be raised.

Hanson also noted that the budgeted amount for RAC events is not a firm cap. RAC Chairs have been in the past reimbursed for event expenses that exceed their annual budget of \$500.

In response to Janet's question about charging for events, Hanson suggested charging a nominal fee for non-APA members. Katja noted, however, that many venues do not allow charging for attendance at events. This is typically the case for places that are themselves free of charge.

Juan stated that the goal for obtaining money for sponsorships could be under a new line item 42.3. He noted that "income" from co-sponsorships has already been credited in the budget under line item 42.1, Section Programs. While North and South Bay RAC Chairs are obtaining co-sponsorships, which may help displace spending on events, he inquired as to why the RAC budget is not being spent. Are other RAC Chairs getting sponsorships, too? Or are they not holding events?

In response, Hanson noted that Stephen Avis gets a fair number of sponsorships. Informally, RAC Chairs should seek more sponsorships whenever possible. He liked the idea of preparing a flyer for various sponsorship levels. This is important because income will be stretched in the future, and the Section may not continue enjoying the luxury of having large reserves.

Katja estimated the amount of money she should be able to bring in for upcoming events. She suggested increasing the goal two to three hundred dollars.

Hanson reassured Katja that there were no attempts to limit her events.

Motion by Katja Irvin to create a line item 43.2, Event Sponsorships, in the amount of \$1,500, seconded by Janet Palma, approved with one opposed.

In response to a question concerning subventions, Hanson clarified that since the Section would not be giving \$4,000 to the state Chapter, the Section would keep the full, original amount of \$11,000 and this should be reflected in the budget.

Three proposals were addressed next.

1. SJSU Graduate Urban Planning Student Project Sponsorship Request. Hanson noted that since \$1,000 was previously allocated to fund a graduate planning student project in Biloxi, Mississippi, which unfortunately fell through, he encouraged Rick Kos to submit another proposal for funding. The new proposal would help fund studying a neighborhood south of the SJUS campus. In return for receiving the \$1,000 to fund the effort, Rick has committed his students to do three things: involve San José planning staff on preliminary findings; produce an article for *Northern News*; and put together a workshop with the UPC and YPG as co-sponsors.

Justin explained the connection between the class and CommUniverCity, and Emy helped explain the service-learning component of various classes at SJSU.

David, who was a student of Justin's in last year's class, noted it was a good experience. He appreciated the challenging aspects of it, and explained the class was organized to work much like a consulting firm. "It seemed like a job." He and other students were proud of the report they prepared and presentation they gave at the end of the class.

Emy noted how CommUniverCity's Director Dayana Salazar was recognized by the University's President at a recent formal inauguration. Dayana was given a faculty leadership award.

Juan expressed his support of the proposal. In light of the dissolution of San José's Redevelopment Agency and their Strong Neighborhood program, he thinks this type of community planning effort is needed.

In response to Juan's question about where this proposal fits in the budget, Hanson recommended increasing line item 400.3, Co-sponsorships, to cover the requested amount.

In response to Katja's concerns about the proposal and financial accountability, Darcy indicated that the instructors of the class would be allowed to use their discretion to pay for needed expenses. She also noted that accountability would take the form of a newsletter article and workshop presentation of the student's work and findings. This workshop could be open to more than just UPC and YPG members – all would be welcome to attend.

Motion by Juan Borrelli to (1) approve the proposal with an amendment requiring the presentation seek CM credits and be open to all APA members and (2) increase line item 400.3 from \$750 to \$1,750 to cover proposal costs, seconded by Janet Palma, approved with one abstention.

2. Energy Working Group Budget Request. Josh Hohn first talked about work he has accomplished with the funding he received from the Board since May 2011 and then made the case for his present budget request. See the handout Request for 2012 Energy Working Group Budget for further details.

In particular, Josh noted that he has developed a nucleus of invested people who are working on organizing an event that will be co-sponsored by SPUR. He expects more people to attend events and then join the working group.

Hanson noted that the Section authorized \$800 last year. Janet stated she liked the events she attended. Juan also supported the proposal.

In response to Juan's question concerning which line item this proposal request would be funded out of, Hanson responded that money would come out of 400.3, Co-sponsorships.

Eileen suggested coordinating with Pacific Energy Center. She goes to two of their events every year, which typically have an attendance of 40 people.

Motion by Juan Borrelli to approve the proposal as submitted and allocate to line item 400.3, Co-sponsorships, the requested amount of \$425, seconded by Erik Balsley, approved unanimously.

3. SJSU Student Symposium. Hanson noted that last year the Section funded the very successful and well-attended UPC symposium on the future of planning. Jason Su, UPC President, and David Keyon, former APA Student Representative, described this year's symposium, which will focus on public-private partnerships (PPPs). Unlike past symposiums or workshops on the topic, this one will focus on PPPs in a post-redevelopment agency world. The expected audience includes planning students (from SJSU, Stanford, Berkeley, Sonoma

State, and potentially other schools), working professionals, advocacy groups (e.g., Greenbelt Alliance), other organizations (e.g., ULI), and the general public. In addition, the symposium will serve to introduce the Urban and Regional Planning Department's new program that will focus on private sector development.

In response to Natalie's question about whether or not there would be a fee to attend, Jason said there would be a graduated fee: \$10 for students, \$12 to \$15 for APA members, and \$20 non-APA members (i.e., the general public).

Hing pointed out that symposiums on the subject of PPPs have been held before, in the mid 1990s, early 2000s, and mid 2000s. He also praised the UPC for holding consecutive symposiums – a first!

In response to Janet's inquiry on whether panelists had been selected, Jason indicated that there were only topics at present. Janet noted that there may be potential panelists from her city.

In response to Tania's inquiry about how many CM credits they would apply for, Jason clarified that it would be four.

The Board discussed where to take money out of the budget to fund this year's symposium. Tania offered \$500 from Professional Events (line item 400.4), the same amount she contributed to last year's event.

The Board noted that an additional \$500 would need to come from another line item in the Section's budget.

Jason reiterated that the symposium is not intended exclusively for students. Professionals, the general public, and members of other groups (e.g., Greenbelt, SPUR, ULI) would be welcome to attend.

Hanson suggested that the UPC work with SJSU DURP Alumni Group.

In response to Tania's question about when the event will be held, Jason indicated that is scheduled for September 29, 2012, from 11:00 AM to 3:30 PM. Lunch will be provided.

Motion by Janet Palma to Co-sponsor the UPC Symposium and allocate \$500 from line item 400.4, Professional Events, and allocate \$500 from line item 301.2, Students, after increasing the budget from \$300 to \$800, seconded by Darcy Kremin, approved unanimously.

10. Section Events

Awards Banquet Review. Hanson noted that Andrea Ouse and Eileen Whitty have once again done a great job. He received a number of positive comments.

Andrea noted that she is helping coordinate the awards program at the Chapter level. While winners have not been announced publicly yet, she indicated that three of the winners are from Northern Section. She feels that they are strong contenders for a National award as well. She

also noted that she will be attempting to “create some buzz” to get more, good quality applicants for next year’s program.

Holiday Party Committee. While Darcy oversaw last year’s holiday party, she plans to be just an adviser for this year’s party. Florentina offered to take the lead in organizing this year’s holiday party, and will work on forming a committee.

Darcy noted that the party will be located once again in the East Bay. The date is set for the first Friday of December (12/2/12).

Brian, Tania and Hanson offered to help out.

Darcy said she would send out an email to the group to get organized. First on the agenda will be to get a place pronto! She noted how tough it was last year to find a good venue in San Francisco. It is important to start early in finding a venue.

Photographs. Hanson asked that Board members upload their photographs to the Section’s Picasa account. These photographs will be used for the year-end slideshow at the Holiday Party.

Events Planning for Second Half of 2012. Hanson noted that the number of events have been light of late. In wanting to make sure the Section is planning good events, he suggested a series of possible event ideas: parking workshop, Treasure Island tour, food trucks. He requested that the RAC Chairs think about good events for the coming months.

Justin and Katja noted that they have built a relationship with SPUR San José for co-sponsoring events. They recently met with Leah Toeniskoetter, SPUR’s San José’s Director, over lunch to discuss coordinating future events.

Hanson commended Katja for having organized a number of good and well attended events.

Katja announced that she has an upcoming event scheduled for the first week of September and sometime in October. The former will be a nighttime event, while the later will be a daytime event.

California Planning Foundation. Hing made a last minute announcement. CPF winners included Jason Su, Ruth Miller, Veronica Flores and David Keyon, three of whom were in attendance at tonight’s Board meeting.

Northern News. Hanson and Erik noted that the deadline to submit an article for the July/August newsletter is July 24.

11. Director's Report

Due to the lack of time, the Section Directors did not expand beyond what was provided in the handout Northern Section Board Reports.

Meeting Adjourned: 8:42 p.m.

Next Meeting: Thursday, September 6, at TBD

Summary of Action Items:

1. Hanson to set up a conference call for interested Board members to discuss organizing a workshop on AB 904.
2. Board members to upload photographs to the Section's Picasa site.
3. RAC Chairs to come up with ideas for holding events in the next few months.