



APA California Northern Minutes of the November 7, 2012 Board Meeting

Meeting Location: the City of San Leandro Main Library, 300 Estudillo Avenue, San Leandro

Board meeting called to order at 6:30 p.m.
Attenuating Circumstances: no regular phone line

1. Introductions/Welcome

Roll call:

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

x = in person | p = phone

Guests: Alex Hinds, Aaron Ackerman

2. Adoption of Minutes

Motion by Jeff Baker to approve the September 6, 2012, meeting minutes with no corrections, seconded by Erik Balsley, approved with two abstentions (Whitty, Castañeda).

3. International Co-Director Positions

Hanson indicated that Rob Eastwood has stepped down and did a great job during his six years as director. At our executive committee meeting in October, there was a discussion about possibly expansion of the role of this director position. Hing Wong and Alex Hinds submitted a proposal to co-chair the position and do more with the program, including an emphasis and attention on global planning.

Alex wants to grow and expand the position. He asks what do we do in between trips and how do we build on the trips? Hing offered to continue Rob’s role of planning an international trip and Alex would be willing to be co-director to develop an international program. Suggestions included creating a job shadow program; growing the concept of urban planning without borders; and exploring other international planning opportunities.

Hing indicated that in the past decade there have been four international trips: Cuba, China, India and Brazil. There has been a lot of enthusiasm, many have gone multiple times and continue to go to see how planning works internationally. Hing wants to continue planning these educational trips.

Erik asked where we are going next. How are we going to branch out? Where would the preliminary pilot start? Alex responded that he would like to collaborate with the Board on the decision making process. Look at the Pacific Rim; look at where we went, where we would like to go back; spend time there and establish connections. Hing responded that two places that would be interesting – Russia or Eastern Europe or Southeast Asia; he will start organizing now to start meeting next year. Janet is interested in Russia as she has family there. She suggested thinking about Australia also, but because it is so far to get to, it would be great to spend 2 to 3 weeks there. South Africa was also suggested as a country that is applying innovative planning. Hing indicated that South Africa is an option, but we must take under consideration time and travel constraints.

Naphtali supported connecting with planners overseas; take advantage of that and establish internships. Hing agreed and said Alex would take the lead on internships. Alex said we should post intern opportunities online. Hing mentioned maybe having a sister city relationship and look at what other organizations are doing in this area.

Hanson agreed with Janet and felt Hing would be very suitable for filling Rob's shoes; he is a great organizer. He thanked Alex for his willingness to step in, and felt he would bring a great perspective to the Board. He said that a motion to establish co-directors is not necessary.

Motion by Don Bradley to appoint Hing Wong as Co-International Director, seconded by Janet Palma, approved with one abstention (Wong).

Motion by Eileen Whitty to appoint Alex Hinds as Co-International Director, seconded by Miroo Desai, approved unanimously.

4. CPF Liaison Position

Hanson indicated that with Hing assuming the Co-International Director position, he will step down as CPF Liaison. He nominated Darcy to assume this position since she is on the CPF Board.

Motion by Hanson Hom to appoint Darcy Kremin as CPF Liaison, seconded Juan Borrelli, approved unanimously.

5. Monterey RAC Chair

Aaron indicated that he has submitted his application for RAC Monterey Chair and presented a summary of his cover letter. Hanson indicated that the Monterey RAC Chair is a very important position, and because this chair serves a remote portion of our membership, he/she needs to function fairly independently. He asked what kind of activities he has in mind. Aaron responded

that he will look to the past for what's been done before for ideas; he would like to prepare joint events with San Jose, and will bring examples of planning to our mixers.

Motion by Juan Borrelli to appoint Aaron Ackerman as Monterey RAC Chair, seconded by Eileen Whitty, approved unanimously.

Aaron will meet with Elizabeth Caraker, outgoing RAC Chair, to go over logistics. Juan suggested that one thing that has worked well is co-sponsoring events with AEP and engineering organizations.

6. Board Director/Elections

Jeff indicated that we had candidates for both the Administrative Director and Director-Elect positions. Justin Meek is a candidate for a second term as Administrative Director and Andrea Ouse has stepped up to run for the Director-Elect position. Erik will distribute the ballot through the e-News; it will include the candidate statements.

Hanson reminded that ballots are out for the California Chapter Board election with a deadline of November 15. Janet Palma is running for the Planning Commissioner position. Erik noted that the deadline for voting is midnight Pacific Time on November 15.

7. By-law amendment

Hanson indicated that at the September Board meeting a by-law amendment was suggested to change the name of Regional Advisory Council (RAC) since the name was considered confusing as it is not really a council. A suggestion was made to change the by-laws to rename RAC to Regional Activity Coordinator. Because a supermajority is needed for any by-law amendment and one was not present tonight, it was decided that the item should be deferred until the Board retreat in January; otherwise, it was felt the change was logical and appropriate.

8. Chapter Board meeting

Hanson summarized the highlights of the Chapter Board meeting at the annual state conference in Rancho Mirage on October 21. There was a presentation on the Community Planning Assistance Team (CPAT) and strong encouragement to get involved. A webpage is provided on the APA national website about CPAT. APA national selects a community planning event for the CPAT and the California Chapter was encouraged to propose a project. They need volunteers who are willing to donate 4 or 5 days to go to a site and work on a community planning project. They are also looking for community projects that can be done in a day or so. Our Section can also propose a project. Anyone interested in participating should submit an application and are encouraged to suggest any communities where a project could be suitable. Since environmental justice and disadvantaged communities are an emphasis of CPAT, it would be suitable to have a project in the Northern Section.

A lot of discussion surrounded adoption of the 2013 budget. Because the Board previously voted to increase Chapter due, which becomes effective at the beginning of 2013, we will not be

asked to forgo \$4,000 of our membership subventions which we offered at our January Board retreat to help close the structural deficit. Additionally, the current 40/20/20 split of conference revenue (Chapter 40%, host section 20%, and remaining 20% split among all other sections) will not change for the time-being.

Hanson reported that he prepared a Section Director's report covering all of our activities during 2012 to date, and this was distributed at the Chapter Board meeting along with the other section directors' reports. The Northern Section, as always, is an extremely active section due to the efforts of all our Board members and volunteers. The report was emailed to Board members earlier.

Hanson indicated that with the increased importance of marketing and membership, the Chapter Board decided to turn the currently appointed Marketing Director into an elected position with an appointed team under that person. This will occur in approximately two years. This decision was an outgrowth of the discussion on membership dues.

Paul Farmer, APA Executive Director, discussed a proposal entitled "One APA" to hold national and state APA elections concurrently, which might reduce costs and increase voter response. Elections are currently held independently, and exploring the possibility of coordinating with section elections was also suggested.

Paul Farmer also indicated that APA national will be auditing AICP CM courses to monitor the quality and types of courses that are being offered. There have been concerns that some of the courses are not meeting the expectations for AICP CM certification.

The California Chapter pays for a link to Capital Track Links, which is a software service that provides the status of state legislation and proposed bills. This software that is very useful for those involved in California politics. It is also useful for APA members that may wish to follow the Chapter's involvement and position on various state legislation and bills. The Board approved a proposal to allow each section to provide a link to this service on its own website for a modest annual fee to be covered by the Chapter. The benefit is that it would increase access to this service for members and would better inform members about the Chapter's active involvement on legislative issues. Eileen uses this service and said it is a nice new piece of software for following what goes on in Sacramento. Hanson added that the Chapter web site currently does not provide a good update on state legislation so Capital Track Links will fill this need.

Hanson congratulated Miroo who succeeded Connie Galambos Malloy as Inclusion Director for Northern California. Anna Vidal was appointed the Inclusion Director for Southern California.

Hing provided an update on the redesign of the APA California Chapter website. It is still a work in progress, and will takes time to update. Another month or so will be spent on reviewing multiple pages. The Chapter website was untouched for over 10 years. Hing was commended for the latest issue of the Cal Planner which is a significantly improvement over past issues.

Discussion occurred about AICP CM credits: courses need to be accessible, affordable and high quality; some courses do not have good scores; and providers with consistent poor evaluations

will get audited. Tania indicated that we get 4 and 5 stars for our events. Organizers were reminded to have attendees sign in and to ask attendees to complete the on-line survey when logging in their credits. In addition to certification for transportation planning, a certification for urban design is in development. APA national will discontinue the CD lending library as a method for completing CM credits; credits via this method will be available through 2013 and then there will be a switch to streaming video/audio products.

9. Holiday Party

Florentina indicated that the Holiday Party flyer was sent to the full Board to distribute. Emy is getting volunteers to help out. We will have a large Board presence at the event and it will be a great networking opportunity. Brian will put together the slide show; Board members were reminded to please load their event photos onto the Section's Picasa website. She asked for sponsors for who were willing to contribute a registration fee for volunteers. The CPF auction is moving along, and Board members were asked to assist with soliciting additional donations.

10. Section Annual Retreat

Jeff indicated that we are looking at two weekends for the retreat: Saturday January 19 or January 26, which conflicts with the CPF board meeting and a law seminar. The retreat was set for January 19. We are looking at a couple of locations – Burlingame library, with a brewery nearby for a potential after retreat activity. Other locations considered were San Leandro Library, Santa Cruz and Half Moon Bay. Attendance is highly recommended as the meeting is important to set the framework and priorities for the year.

11. 2015 Chapter Conference

Hanson indicated that the Northern Section will be hosting the 2015 state APA conference. He will form a Site Selection Committee with the goal of finalizing a location by June 2013 or sooner. Lynne Bynder will be sending out the request for proposals in December that will outline the minimum requirements for hosting the conference. We will be exploring the feasibility of other locations in addition to San Francisco and Monterey, such as Oakland, Santa Rosa and Sonoma. Hing mentioned things to consider include: is the site big enough with enough hotel rooms, a large meeting space and multiple rooms for break-out sessions? He added that convenient access to public transit should be an important consideration.

A Site Selection Committee was formed to include Board members Hanson Hom, Darcy Kremin, Erik Balsley, Florentina Craciun, Hing Wong, Avalon Schultz, Janet Palma, and Jeff Baker, with additional volunteer Lesley Lowe. [Andrea Ouse was later added to the committee as the incoming Director-Elect.]

12. Board Director Reports

Naphtali indicated that issuu.com has changed ways on reporting web traffic; he does not know if the statistics are clear.

James has moved his event to the middle or late January. Event will share experiences from different agencies on Agro-Tourism. He will do outreach for participation and is considering a location in Redwood City.

Alexandra indicated that the article she prepared for the Newsletter and her Board report are the same. Her report covers the end of the legislation session and discusses new CEQA exemptions, proposals to reform/replace redevelopment, and financing for transportation and infrastructure.

Hanson reported out for Kristine who has jumpstarted her planning for next year with brown bags covering transportation funding and planning for the aging population. She has struggled with events in Solano County that has had a low attendance.

Katja is working with other organizations to get CM credits. She organized a tour of Newby Island Land Fill, and Naphtali will write something about it.

Tania said 51 people registered via Event Brite to attend the smart parking workshop seminar. We have received the credit card reader and will try to use the Event Brite app at the Holiday Party to charge people at the door who want to pay with credit card. Hanson added that the smart parking workshop include a facilitated small group discussion on AB 904. He also passed around thank you cards from the SJSU Graduate Planning Program Chair expressing appreciation for the Northern Section's financial support of their community planning project and the UPC student symposium.

Janet indicated that she is planning another series of Planning Commissioner Workshops for next year with dates to be determined. Janet Ruggiero has once again agreed to assist in organizing and speaking at the workshops. Janet will put a blurb on the Planning Commissioners webpage to advertise the workshops.

Juan provided an update on the Section archive page. He has added Northern Section events to the Cal Chapter website. He provided a donation of several of his photographs to the CPF auction at the state conference. The bulk of his recent work has been scanning and archiving copies of the Northern News, which goes back now to 1976.

Erik indicated that Facebook traffic is back up and he is looking into our Twitter account usage.

Don is continuing to organize AICP training classes, and suggested having information at the Holiday Party for signing up for the classes. He mentioned that the Northern Section got kudos at conference because we were the only section that submitted nominees for the Planner Emeritus Network (PEN).

Alex announced a December 3rd annual planning conference by Tom Jacobson that he is involved in organizing.

Eileen announced that the League of Women Voters will hold its annual event on Saturday February 2nd. It will be advertised for five AICP CM credits and the topic will be **Water California Code 2013 (?)**. She said the Awards Program is being planned and posters are being prepared to advertise the event. The gala awards dinner will be held on May 17, 2013 at Scott's Seafood Restaurant in Oakland.

Miroo said she is planning another mixer and would like to brainstorm more activities, perhaps at the January retreat. She has two schools lined up for presentations about planning, and plans to beef up the diversity webpage.

Hing reported that his last action as CPF Liaison was putting together the section challenge for the CPF auction at the state conference. Juan donated art work and Hanson donated a stay at his Lake Tahoe condo. Our section won the section challenge by a large margin!

Florentina is trying to reach out and increase our non-planner membership base. She went to a career fair at San Francisco State to promote the planning profession.

Meeting Adjourned: 8:35 p.m.

Prepared by: Florentina Craciun/Hanson Hom