



APA California Northern Minutes of the July 2, 2014, Board Meeting

Meeting Location: ARUP, 560 Mission Street, Suite 700, San Francisco

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

1. Introductions/Welcome

Roll call:

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

x = in person | p = phone

2. Adoption of Minutes

March 5, 2014 Board Meeting Minutes Review and Approval – Corrections to minutes to note that Thalia Leng and Laura Thompson were in attendance.

Motion by Eileen Whitty, second by Jason Su, motion passes unanimously.

3. Mid-year Budget Update

Laura provided the Board with an update on the balances of various budget lines. The Section is on track for mid-year with 41% of expenses spent and 40% income received. Hanson asked if the budget reflected the revenue and expense from the Richmond Trail event, and Laura confirmed that it did. Jeff noted that the RACs have not utilized their funds and inquired about programming. Dahlia responded that the East BAY RAC had co-hosted some events with SF RAC, but that most events had been at no cost. The Section maintains \$78,000 in reserves.

4. Awards Banquet Recap

Eileen provided a brief recount of the banquet. Over 100 people were in attendance, with 14 awards being presented, seven for Excellence, which will move onto the State level. Seven awards for Merit were presented, which are now eligible to compete at the National level. Amanda Becker was a great resource and provided a lot of volunteer coordination for the event. Jeff thanked Eileen and John on their hard work, which was clear during the event. The banquet received praise from the attendees.

5. Holiday Party Planning Committee

Jeff stated that volunteers would be needed to head up the Holiday Party planning. Florentina volunteered as Chair for the event and locations are being evaluated. The Board was supportive of Florentina spearheading the event, Tania and Melissa also volunteered to assist with the planning. Hanson noted the difficulty of finding affordable San Francisco locations; it was a big challenge last year. Typically the Section alternates between San Francisco and Oakland, but the party has taken place in Oakland the last two years due to cost. Sandra inquired as to the budgeted amount for the event and Jeff responded that the total is \$6,500, with it being broken down between venue, food, etc. Attendees for the event range between 80-100 people. In previous years the budget has been \$5,000, but it was increased specifically to allow for a San Francisco location. Cindy recommended a venue called Putt, which has bowling and asked if there was a set format for the event. Brian answered that bowling has been discussed in the past, but never executed. Marco and Sandra also volunteered to assist with the planning.

6. Revenue Enhancement Committee

The new fee structure for advertising packages has been implemented. No one has taken advantage of the option thus far. Scott recommends the Section stay the course on the new advertising rates and continue promoting/outreaching into the fall to encourage advertisers to purchase space. Scott noted that if revenue is a concern then perhaps the Section should reevaluate the policy to not charge for job announcements. The Section has been providing those as a service for free. Ronny commented she would be opposed to charging for this as a large percentage of visitors to the website look at the Jobs section. Scott agreed there are good reasons not to charge, but that it may be an option. Andrea posed the question if the changes in advertising fees are the reason behind fewer advertisements in eNews and the website. She stated that we should stay the course with the new structure. That we have had interest expressed in the new fee options, and that perhaps a discussion on changes can be brought up again in January at the Board Retreat. Jeff agrees that continuing to promote the current fee policies into the fall and reevaluating in January would be a good course of action. The Board will seek volunteers in September to assist with advertising outreach.

7. Conference Committee Update

Hanson provided an update on the status of on-going plans for the upcoming 2015 Oakland conference. The sub-committees have made good progress. The last meeting took place on June 6 and the various subcommittees are continuing to evolve. The Logo for the conference has been

chosen and will be submitted to the Chapter. The two main focuses right now are: 1) developing a fundraising program; and 2) coming up with a draft Request for Proposal for session proposal.

The committee is gearing up to promote Oakland as a destination at the Anaheim conference. The Section is looking for volunteers to donate their time to staff the Oakland conference table. Brian Soland noted that the table would have interactive items for the attendees, e.g. making save the date cards, etc. The next Conference Committee planning meeting will take place August 9. The Chapter has hired a conference director and Hanson/Darcy/Erik will be meeting with them after the Anaheim conference.

8. Board Directors Report

Jeff asked for highlights from the Board Directors.

Mentorship Chair - Thalia reported that a happy hour took place in March with 10-12 attendees. That she has continued to check in with Mentors/Mentees and everything is going well. A survey will be administered in a few weeks to work on future improvements to the program.

Student Representatives - Caroline mentioned she works at the Environmental Design Career Center and there is an interest in a joint APA meet and greet event. Dahlia indicated that the East Bay RAC would be interested in a joint happy hour as well. Melissa informed the Board that some scholarships were available for students to attend the Anaheim Conference and perhaps that individual could also assist with the Oakland Conference booth. Also if any subcommittees required any volunteers to discuss with Melissa. Caroline would also like to plan an event with YPG for incoming Master's students.

International Directors - Hing and Alex provided the Board with an update of the Eastern Europe trip and shared some pictures and stories of the trip. The planners were able to meet up with local planners in the host countries and over 20 hours of meetings with the local planners took place over the course of the trip and an interest on ongoing collaboration was expressed. Alex wanted to thank Hing for all the prep work beforehand and keeping everything on track. Dahlia inquired if there might be a presentation in the future, Hing responded that many photos had been taken and they could be organized and distributed. Jeff noted that the Holiday Party may be a great opportunity to showcase them.

Young Planners Group - Jason mentioned that one or two events have taken place with the SF RAC and one event with the East Bay RAC, and continued partnerships with the RACs will be planned.

AICP Director - Don updated the Board regarding the recent AICP candidates, all that have contacted him passed the exam. Tentative dates for the next AICP test prep have been set. He wanted to thank Amanda for doing a great job in helping with setting up and securing location space for the classes. Don gave a presentation to UC Berkeley students and would like to speak with the Young Planners Group.

Immediate Past Director - Hanson noted that the Planning Roundtable event was scheduled for 7/31 and 8/1 and all Board members were invited. The event would be in San Jose at the St. Claire Hotel.

Planning Commissioner Representative - Janet updated the Board about the conclusion of the Planning Commission series and that attendance has been dropping. She will reach out to other areas and recruit from both further North and South as well as assist with events in other areas.

Diversity Co-Directors - Cindy noted that the Diversity committee had successfully ended the Ambassador program at Fremont and Pittsburgh High Schools. The committee worked with an environmental sciences class in planning at the county level. The Anaheim conference has a heavy focus on diversity. The committee is brainstorming ideas for the 2015 Oakland conference to showcase diversity.

Webmaster - Ronny noted that website visits are down from the last quarter by 10%, eNews link are also down. However the number of pages and the time guests spent on the website are up. Jobs is the top hit, followed with the Home page, Awards program, and Events. Ronny is looking into buttons to add events to our calendar.

Peninsula RAC - Marco attended the San Mateo County event titled "The Last Mile" about the future of transportation. The panel's discussion focused on the future of rail and a demo of the Google driverless cars. He is also looking at partnering with APA for an October event. He is also working with YPG on future events.

Meeting Adjourned: 8:01 p.m.

Next Meeting: Thursday, September 4, at the MetroCenter in Oakland Auditorium (ABAG).