

**APA California – Northern Section**

**2015 Board Retreat**

*MEETING MINUTES*

January 25, 2015

10am – 2pm

MIG/ 800 Hearst Ave., Berkeley, CA 94710

New Member Orientation (9am – 10am)

* Budget/ Presentation
* Web Master tutorial of services
* Board Communications
* Questions / comments: none

1. INTRODUCTIONS

See attached roster/ sign in sheet (see attachment 2)

1. BOARD APPOINTMENTS

* Nov. 2014 Board report approval

Motion approved, (7 abstain)

Board Appointments

* Awards Co-chair:

Carmela Campbell, AICP

* Presentation of quals (candidate leaves rm.)
* Discussion and comments
* Move to close discussion, second nomination
* Motion is approved
* East Bay RAC Co-chair:

Andrew Mogensen, AICP

Leann Taagepera

* Discussion, encompass more East Bay/ eastern regions, centrally located
* Presentation of quals (candidate leaves rm.)
* Discussion: resumes are attached to Agenda
* add (1) co-chair, Dalia will continue as RAC, (Leann/Benicia candidate not present)
* Maybe make co-chair position and a North Bay representative
* 2 candidates, 1 selected
* Motion, second, Motion is approved.
* Legislative Director:

Stephen Velyvis

Steve presents quals. as *Interim* Legislative Director

Vote is not required

Alexandria, out on Maternity, Steve likes to stay on when Alex returns

3. BUDGET LINE ITEM ADDITIONS

Laura Thompson, Treasurer / presents

* Draft 2015 Budget
* Line items
* Conference is a large item

- Orange County Conv. budget analysis

- approx. $1K transfers from 2014 Conference

- 2015 budget doesn’t rely on 14 conf line item going forward

- 2015 budget priorities are: healthy conference *goals, sponsorship, and revenue*

* DRAFT 2015 Budget presentation
* 2014, 14-actual budget, 2015 budget
* Accounting discussion
  + Line items, ex; income….
  + Budgeting revenue
  + Sources of revenue, coming in
  + RAQ sections; provide important services, and provide income, sponsors help defray costs, sponsorship is not required to make money
  + Opposed to charge fees to members for RAQ events, rather depend on event sponsors/ speakers, and non-member fees, etc.
  + Zero out RAQ budget lines; no objections, work w sponsorships for revenue
  + Section Events;
    - special events line
    - may be an expense item, not income
    - Holiday Party; discussion…
  + Reserves; rebate funding to budget
  + Calling cards/budget; (refer to Treasurer’s spreadsheet for amounts)
  + Advertisement
  + Conference rebates (previous year/ 2014)
  + APA chapter Presidents Council Grant: $2,000
    - income or expense
    - add to line 73.1 or other, and track (18 mo. Duration)
    - split appropriation: $1,000/2015, $1,000/2016

What is reviewed today is used for discussion and adjustments during the year, quarterly and for final budget statement.

* Expenses
* Monthly meetings
* Board Retreat Meeting
* Holiday Party
* RAC’s outreach
  + Allow student/ Univ. reps a budget in addition to RAQ sections
* Provides outreach to 5 or so university students
* Professional Development
  + CM, ethics, diversity, young planners forums,
  + Sustainability Initiative co-sponsor w SPUR, etc.
  + Example; Co-sponsoring, APE, SJSU,
* Newsletter
  + Northern news, provide more text/words, and images
  + May need more budget with conference coming up, but this budget is not the vehicle to prom this conference…
  + Website coordination between state and Nat’l websites, Ronny Kraft ok with allocation as shown
  + E news
* Public relations
* Membership, general, goal is to increase membership; to increase revenue
* Chapter dues are significantly less than Nat’l,
* Item 704 - 2015 State Conference
* A working budget; it doesn’t need to start out low
* Student teaching, mentoring, and scholarships
* Coordination with all universities for attendance and involvement
* AICP Exam, includes a scholarship program
  + Planners and students in financial need
* Reserve
* Profit/loss (-$32,000) is realistic

4. BUDGET REVIEW AND APPROVAL

* Motion to approve 2015 Budget, (no objections)
* Budget Approved

5. LUNCH BREAK

6. 2015 State Conference Updates

* Deadline for presentations and mobile workshops is 2/6!
* The Oct. 3 schedule is out (tentative)
* Northern Section-RAQs information
  + everything is available on the website…
* Ask conference chairpersons: Darcy and Eric if you have questions
* Conference fees: tbd / should know in February

Will be adjusted; considering the presenters, days, and other issues

* Hotels room quantities, locations, and room rates in the development
* Presentations: rooms need flexibility for projected attendance size of presentations
* Keynote speakers: Invitation to the Governor Brown, not confirmed
* Looking for keynotes speakers
* Volunteer planning always in need, students etc.
* Feb. 7 is next Local Host Committee meeting

7. Presentation of Break-Out Groups

* Executive Committee / Board Reporting
* Membership Services
* Communications/ Social Media
* Other

8. Break-Out Group Discussions (see attachment 1)

* Set 3 goals
* Set benchmarks
* Set completion dates

9. Group Reporting

* Executive Committee/Board Reporting
* Membership Services
* Communications/ Social Media

10. Board Meeting and Publication Dates

* 2015 Executive Board Meeting dates:
* - Wednesday, March 4, 2015
* - Thursday, May 7, 2015
* - Wednesday, July 1, 2015
* - Thursday, September 3, 2015

- Wednesday, November 4, 2015

* Vote on schedule
* Second motion to approve, schedule is approved…

11. Open Discussion - Closing remarks

* Thank you to Scott Davidson, MIG for hosting
* Meeting adjourned

end/