



## APA California Northern Minutes of the January 25, 2014, Board Retreat

Meeting Location: California Pacific Medical Center, 2333 Buchanan Street, San Francisco, CA

*Board meeting called to order at 10:15 a.m.*

### 1. Introductions/Welcome

Roll call:

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

x = in person | p = phone

Guests:

Shannon Fiala, YPG co-director candidate  
 Jason Su, YPG co-director candidate

### 1. Review Retreat Agenda

Jeff welcomed the attendees and provided Board members an overview of the goals for the retreat and the year ahead. The primary purpose of the retreat is to go over last year’s goals and accomplishments and set new goals for the upcoming year. Board members introduced themselves.

### 2. Adoption of Minutes

**Septembers 5, 2013, Meeting Minutes Review and Approval** – No text edits, issues or questions were raised regarding the previous minutes.

**November 6, 2013, Meeting Minutes Review and Approval** – No text edits, issues or questions were raised regarding the previous minutes.

*Motion by Eileen Whitty to approve the September 5, 2013, and November 6, 2013 meetings minutes, seconded by Katja Irvin, approved unanimously.*

### 3. Board Appointments

#### Young Planner's Group candidates: Shannon Fiala, Jason Su, Deland Chan, Sherrie Wayman

Discussion amongst the Board on who to nominate for the positions. The Board discussed the desire for candidates with ties to SJSU and UC Berkeley. There was a discussion of appointing Shannon and Jason as co-YPG coordinators, Deland to the Peninsula RAC, and Syd to further assist with the 2015 Conference planning. Presentation given by Shannon on her interest in the position and her past experiences and suitability for the role.

*Motion by Sandra Hamlet to appoint Shannon Fiala and Jason Su as Young Planner's Group Co-Coordinators, seconded by James Castaneda, approved unanimously.*

### 4. California Chapter update

[Jeff provided and update on the chapter retreat] presented a brief summary of the California Chapter's board retreat. Key points were that the finances were in better shape as a result of the Visalia conference which earned \$140,000, a new record [Northern Section lead the Chapter with 36 CM credit events – nex closest was Sacramento Section with 14 events. Proposal for Director Elect to attend Chapter retreat to get acquainted with the Board and role one year before taking office as Director. The Chapter terminated contract with event coordinator for Chapter conferences. Preparing an RFP to select a new event coordinator.]. A new conference coordinator would be hired. Discussion among the board about the changes to the Conference format, specifically with starting on Saturday and ending Tuesday.

### 5. Goal Setting

#### Review of Goals and Accomplishments for 2013

Jeff led the Board in a discussion and group exercise to review the goals and accomplishments that were achieved during 2013. Each of the Board Members shared their major successes during the year. Some of the major accomplishments of note were that the Northern section led the State in offering CM credits to the members by a wide margin. Erik mentioned that the number of activity on our social media has increased greatly. Ronny noted that our website views are up 40% in 2013. Following this discussion, the members rated the Board's overall accomplish of each 2013 Goal. The Goals were printed on large sheets of paper and members affixed dots to those Goals they felt were achieved over the course of the year.

The following is a list of the 2013 Goals and accomplishment ratings by the Board:

Category	2013 Goals/Actions/Targets	Accomplishment Rating
Chapter Conference	Begin to prepare for the 2015 conference	16
Revenue	Find ways to enhance/diversify revenue	4
RAC	Organize more high-quality events and create a checklist	6
Sustainability	Continue to enhance the initiative	1
	Continue to write Plan-It Sustainably newsletter column	1

Publicity and Communications	Determine how to reformat the newsletter for ease of use	7
Membership	Improve the Section's marketing and outreach program	3
Professional Development	Explore other types of events, such as webinars/podcasts	11
	Organize ethics/law workshop	7
	Reformat AICP Materials	1
University Outreach	Increase student interest and involvement	1
Website	Create "how to navigate the website" video	3
	Update website content regularly	15
International	Plan a trip abroad and develop additional program ideas	7
Publicity/RAC	Prepare articles for the newsletter about RAC events	0
Diversity	Organize planner of color events	3
YPG	Conduct outreach through social media	4
Section History	Promote APA Great Places and Planning Landmark Award	1
Awards Program	Increase number and quality of submittals	8
Energy Working Group	Expand program visibility through newsletter article	1
	Incorporate into sustainability Committee	0

### Setting Goals for 2014

Jeff and Andrea then led the Board in a Goals setting exercise for 2014. Using the 2013 goals as a basis, the Board identified the goals they felt had been achieved and new goals that should be added for 2014. Once the list of 2014 Goals were established, the members participated in an exercise to prioritize those goals by placing dots next to the goals they felt were most important.

Based on the dot exercise it was noted that the Board's priorities for the current year are: 1) to prepare for the 2015 conference; 2) conduct proactive outreach to advertisers; 3) increase coordination between the RACs and YPG; 4) encourage increased membership coordination between the Northern Section and the State Chapter; 5) plan a trip abroad and develop additional international programs; and 6) increase YPG coordination with RACs and other committees.

The following is a list of the 2014 Goals and prioritization:

Category	2014 Goals/Actions/Targets	Prioritization
Chapter Conference	Begin to prepare for the 2015 conference	12
Revenue	Proactive outreach to increase advertisers	10
RAC	Increase coordination between RACs	6
	Expand RAC programs	3
Sustainability	Continue to enhance the initiative	0
	Hold at least one event that qualifies for CM credit	5
Publicity and Communications	Format the newsletter to be web-enabled for ease of use	2
Membership	Encourage membership coordination between Section and Chapter	6

	Improve the Section's marketing and outreach program	1
	Distribute membership postcards to event coordinators	4
Professional Development	Explore other types of events, such as webinars/podcasts	1
	Launch lending library	4
	Organize ethics/law workshop	1
University Outreach	Increase student interest and involvement	2
Website	Update website content regularly	0
	Revise/update webpages and keep content current	4
International	Plan a trip abroad and develop additional program ideas	6
Publicity/RAC	Prepare articles for the newsletter about RAC events	0
Diversity	Organize planner of color events	2
	Hold at least one event that qualifies for CM Credit	1
YPG	Conduct outreach through social media	0
	Coordination with other committees including RACS	7
Section History	Promote APA Great Places and Planning Landmark Award	0
Awards Program	Increase number and quality of submittals	4
Energy Working Group	Expand program visibility through newsletter article	0

## 6. Website training

Ronny provided training on how to update the Northern Section website. She provided information on who is responsible for the content and encouraged the Directors to maintain their information.]Ronny presented the video she created for Board members to learn how to update the website.

## 7. 2014 Budget

Laura gave an overview of the 2014 budget. The Section was on track in 2013 and did a good job of staying within the budget and estimating expenses. The budget is consistent with the reserve policy. Discussion ensued among members about adjusting the amounts in various categories. Eric requested an increase the amount in the Holiday Party to \$6,500, Florentina concurred due to the high cost of San Francisco locations. Funding for International development increase due to the trip and the proposed new program.

*Motion to adopt 2014 budget by Hanson Ho, seconded by Andrea Ouse, approved unanimously.*

## 8. 2015 Conference

Eric updated the Board regarding the 2015 Conference. Due to Hing's recent election to the State Board, there could be a potential conflict with Hing being the Conference co-director. As a result Eric asked that Darcy Kremin and Hanson Hom should be added to the Conference Committee.

*Motion by Eric, seconded by Jeff, approved unanimously.*

Andrea discussed rolling out a comprehensive publicity campaign highlighting Oakland and Conference in the newsletter and on the Section's social media pages. The newsletter would publish monthly articles highlighting and promoting Oakland as a destination. A design competition to engage the community was also proposed and will be held to create a design for the Conference.

## 9. Advertising Report

Scott discussed the addition on sponsor logos on the website and provided visuals on how they would appear.

## 10. Planning Landmarks and Planning Pioneers

John informed the Board about these Planning Landmarks awards. We also had a brainstorming session. John encouraged members to submit additional ideas to Juan Borrelli.]Board members discussed nominating the Base reuse, Presidio, and the Bay Bridge as projects worthy contenders. Golden Gate Nation Recreation Area, Presidio Public/Private Partnership, Bay Bridge eastern span, SF Ferry Building, Devil's Slide Tunnel.

## 11. International Report

Hing informed the Board that there are almost 30 people interested in the International tour to Eastern Europe. The Northern Section is one of a few sections that does plan an international tour. Hing asked if the members had any contacts in the cities that were on the tour to let him know.

Alex discussed a Planners Collaboration and Exchange program with two components focusing on both students and professionals. The process of an agreement with Brazil and institutions in Sao Paolo is under way.

**Meeting Adjourned:** 3:35 p.m.

**Next Meeting:** Wednesday, March 5, at SPUR.