



APA California Northern Minutes of the March 6, 2013, Board Meeting

Meeting Location: Arup, 560 Mission Street, Suite 700, San Francisco, CA

Board meeting called to order at 6:31 p.m.

1. Introductions/Welcome

Roll call:

Alex Hinds	x	Dahlia Chazan		Hanson Hom	x	Justin Meek	x	Scott Davidson
Alexandra Barnhill		Darcy Kremin		Hing Wong	p	Katja Irvin		Stephen Avis
Andrea Ouse	x	Dave Javid	x	James Castañeda	p	Kristine Gaspar	x	Tania Sheyner
p Aaron Ackerman	x	Don Bradley		Janet Palma	x	Laura Thompson		Veronica Flores
p Avalon Schultz	x	Eileen Whitty	x	Jeff Baker	x	Miroo Desai		
x Brian Soland		Emy Mendoza	x	John Cook	x	Naphtali Knox		
x Cindy Ma	x	Erik Balsley	x	Jonathan Schuppert	p	Natalie de Leon		
Colette Meunier		Florentina Craciun	p	Juan Borrelli	x	Ronny Kraft		

x = in person | p = phone

Guests:

- Ted Graves, UC Berkeley Student Representative candidate
- Thalia Leng, Mentorship Chair candidate
- Josh Hohn, Planners Working Group on Energy and the Built Environment Chair

2. Adoption of Minutes

November 7, 2012, Meeting Minutes Review and Approval - One correction was identified. On page 1, under section 3 (International Co-Director Positions), Juan indicated that the phrase “Rob Eastwood has resigned...” be replaced with “Rob Eastwood has stepped down...” No other text edits, issues or questions were raised regarding the previous minutes.

Motion by James Castañeda to approve the November 7, 2012, meeting minutes with the aforementioned correction, seconded by Eileen Whitty, approved unanimously.

January 19, 2013, Meeting Minutes Review and Approval - While no corrections were identified, Naphtali asked to clarify what the green and red colors signified for the Section’s 2013 goals. As described on page 10, green represents major successes for last year, and red priorities for this year. No other text edits, issues or questions were raised regarding the previous minutes.

Motion by Eileen Whitty to approve the January 19, 2013, meeting minutes, seconded by Tania Sheyner, approved with two abstentions.

3. Chapter Update

Jeff provided an update on recent APA California Chapter matters, including the following:

- A new website will be launched soon.
- The Chapter will be conducting outreach to Sections for information on how they engage Planning Commissioners.
- The Chapter has adopted new award categories to be consistent with the APA National award categories. (Eileen noted that the award categories used up until now at the Section level will not change until next year.)
- The release of a portion of the 2012 conference subvention money to the Sections will be delayed.
- A marketing and membership committee will be formed soon, comprised mainly of Membership Directors from each Section.
- A “best practices manual” will be created to support professional development efforts. This manual will allow the Sections throughout the state to share useful information and shall be made available for download on the website once prepared.
- To build excitement about attending the State conference in Visalia, a “celebrity” will be featured. (Stay tuned for who this individual will be.)
- Each Section may have their own booth at the State conference to highlight activities. (There has also been discussion about Sections putting on workshops to encourage members to become more involved in APA.)

4. Board Appointments

Mentorship Chair candidate: Thalia Leng

Thalia Leng, AICP, LEED AP, is originally from the Bay Area. She went to UC Berkeley for an undergraduate degree in architecture, and later to Penn for a Masters of City Planning. As described in her resume, she has urban design and planning experience. Having moved back to the Bay Area, she currently works as a transportation planner for HNTB Corporation. She is looking forward to serving as the mentorship chair.

Motion by Don Bradley to appoint Thalia Leng as the Mentorship Chair, seconded by Ronny Kraft, approved unanimously.

UC Berkeley Student Representative candidate: Ted Graves

Jeff welcomed Ted Graves, who replaces Ruth Miller as the APA student representative for UC Berkeley. Jeff indicated that there is no need to officially appoint Ted to the position.

5. Board Retreat Follow-Up Items

Adoption 2013 Goals

Jeff drew the Board’s attention to the Section’s 2013 goals and asked for any thoughts on them. No one offered any comments.

Motion by Eileen Whitty to adopt the 2013 California-Northern Section Goals, seconded by Erik Balsley, approved unanimously.

Advertising/Sponsorship Committee

Scott noted that the Advertising/Sponsorship Committee met in February and earlier in the day to discuss revenue enhancement ideas. He commented that the Section has a fabulous tool in the website.

He plans to focus on the following three things:

1. **Job ads.** Since job ads are the biggest draw to the website, he thinks they should remain free. Ronny offered the idea that a “premium placement” option might be made available to firms that wish to post ads for a fee. This would be designed to enhance the ads’ visibility. Planetizen would be the model to follow.
2. **Member survey.** Scott will be leading the effort to develop a survey, which he intends to send out around the same time as the award ceremony. He would like to offer a prize to those who complete the survey to incentive a greater response rate.
3. **Young planners.** Since many young planners have allowed their membership to laps, he will focus on attracting them to rejoin APA.

Scott noted that he will have specific recommendations for enhancing advertising revenue by the next Board meeting. His goal is to keep it simple, yet provide options to firms that wish to advertise through the website to maximize their visibility.

Ronny discussed the premium placement idea. In terms of what this would look like, the ads could be posted on the jobs page and front page of the website to maximize visibility.

Scott asked whether or not the Board supported the idea of a give-away prize to incentivize a greater survey response rate. In response to a question about the dollar amount for the prize, Scott noted that he had in mind an iPad Mini for the prize, which starts at \$329 and is around \$360 with tax.

Ronny suggested that the survey represents a larger opportunity to ask members useful questions for Section activities and outreach.

For comparison purposes, Tania noted that the survey conducted a few years ago had a 10 percent response rate. Juan indicated the recent election had a 15 percent response rate.

The Board discussed having multiple smaller prizes instead of one big one. More than one prize might create a greater incentive for members to take the survey. Items such as a \$50 Target gift card and a \$20 Peets gift card were identified as potential gift options.

Jeff suggested a budget of \$200 dollars and for the committee to come up with a list of gift options.

While there was no need to offer a motion to allocate \$200 towards purchasing gifts, the Board took a unanimous vote in favor of doing so, with the condition that Board members are ineligible from receiving a prize for filling out the survey.

Ronny recommended that the future Membership Director should help coordinate developing and administering the survey.

RAC Committee

Jeff noted that RAC events ranked high on the Section's goals. In an effort to spur additional activities, he suggested that one of the RAC chairs work with the other chairs to hold more events and coordinate with Tania to organize professional development activities. Brian stated that he would welcome having someone to "bounce off ideas." James offered to serve in this capacity, since he currently sits on the Executive Committee. He noted that he plans to hold a conference call with his fellow RAC chairs, which he thinks will provide a good brainstorming opportunity. Jeff and Tania offered to talk with James about ideas they have for helping to foster additional activities.

Jonathan noted that he plans to survey the members in his region. He intends to ask them about good times to hold events and topics they are interested in. He suggested that these questions might be incorporated into the main survey under development.

Erik concurred that they could be incorporated into the main survey. He also stated that the Board should be careful not to contact our members with too many surveys.

In response to Scott's request for ideas, Jeff asked Board members to think about suggestions and share them at the end of the meeting.

Membership Director Committee

Jeff asked if anyone on the Board knows of someone interested in filling the vacant Membership Director position. He also asked for ideas on advertising the vacancy to elicit submittals. Erik offered to put a note in the next *eNews* blast and to put an announcement on the website. Hopefully, there will be a candidate by the end of the month.

6. Awards Program Update

John noted that the Awards Committee has had biweekly conference calls to plan the awards program. Nominations are due by March 22. A number of individuals have peppered him already with questions on submitting an application. The jury, whose members are being kept confidential, will meet on April 19 to review submissions.

Eileen noted that an Eventbrite registration site is up (thanks to Ronny) and that there is a great group of volunteers for the awards ceremony. She requested that Board members purchase a second ticket so volunteers can go for free. As with previous awards ceremonies, there are sponsorship options. Darcy is putting together a list of prospective individuals and firms to give to Emy, who will send out letters to inquire whether or not they are interested in sponsoring the event. Jeff will invite Brook Peterson (sp.). CPF winners will be invited, too.

The award ceremony will be held at Scotts Seafood in Oakland. It is within walking distance from BART and has plenty of parking.

7. Diversity Program Funding—Envision Tomorrow

Miroo requested that the Board support sponsoring the Envision Tomorrow program. UC Berkeley staff, in collaboration with the Martinez Unified School District, will be engaging 9th and 10th grade students in Alhambra and Vicente High Schools to provide them insight on

career opportunities in planning and related fields, such as architecture, civil engineering, etc. (For additional program details, see Attachment 4 on pages 29-31 of the Board packet.) She noted that the mission of this program matches closely her goals as Diversity Director. The program has a number of sponsors to pay for the program cost of \$11,000. Miroo is intending to spend \$750 of the Section's Diversity budget of \$1,200 towards this program. She stated that this would leave enough money to do other activities throughout the rest of the year.

Naphtali asked if this will be an ongoing project. Miroo noted that this is the first time for the program, and she does not know if it will be repeated next year.

In response to a question on sponsors, Miroo noted that Wells Fargo, local businesses and the school district are also helping to fund the program.

Jeff commented that the program should branch out and cover a wider portion of our region— i.e., to include more than two schools. He suggested that Miroo encourage them to expand the program to include additional schools in the future to better represent the Section.

In response to a question on what the sponsorship money would be spent on, Miroo stated that it would help cover UC Berkeley staff time.

In response to Naphtali's question on how APA would get credit for sponsoring the program, Miroo offered to write a newsletter article about it. She will also think about other ideas.

Motion by Naphtali Knox to approve the expenditure of \$750 from the Diversity budget (expense item 400.2) to help sponsor "Envision Tomorrow: A Professional Development Program for High School Students," seconded by Don Bradley, approved unanimously.

8. Energy Working Group Presentation

Josh thanked the Board for financial support and provided a summary of the Energy Working Group activities. In 2010 and 2011, he held a series of presentations and workshops for planners and related professionals to discuss interrelated energy and environmental issues. The intent was to demystify energy issues and find ways to more easily talk about them. Following these events, Josh formed the Energy Working Group in 2012. With the understanding that there is only so much land in the desert available for renewable energy facilities, prospective sites will invariably be near to us. And since the Governor has set a goal of 12 Gigawatts (12,000 Megawatts) for distributed renewable energy – which is a lot – there is a need for discussing in advance the myriad of complex issues related to siting wind and solar facilities.

The Energy Working Group has 30 members and meets bimonthly. The group is made up of a diverse range of professionals, including consultants, developers, planners, and even PG&E staff. The group continues to grow, as a representative of Chevron recently joined.

Last fall Josh organized a co-sponsored event at SPUR. This event had standing room only.

The funds from the Section go to pay for dinner food and beverages.

Josh has a project to work with the Governor's Office of Planning and Research (OPR) to create a renewable energy resource.¹ Since OPR needs help with conducting research, the project involves developing a questionnaire to find out "who is doing what" with respect to energy. Fifteen UC Berkeley students have been (will be?) hired to work on this project over the summer. A draft report is scheduled for this Fall and should be useful for providing General Plan policy guidance.

In addition to this project, Josh submitted a proposal for holding a session at the next State conference. The session title is "Renewable Energy Future."

His plans for this year are to continue to meet bimonthly and potentially organize an event later in the year. He noted that the past funding has been helpful for providing snacks and drinks for these events.

In response to Tania's question on whether or not he plans to organize a CM accredited event, John indicated that he would organize one based on the OPR research project, once information has been collected on what others are doing that is sufficient to report back on. He also noted that a colleague might organize a presentation on smart grids. He will look into other worthwhile event ideas.

With no further questions, Jeff thanked Josh for the update.

9. Conference Site Selection and Committee Formation

Since Hanson was not able to attend the meeting, Jeff directed the Board to Hanson's report, which includes a discussion on the APA California Chapter conference site selection for 2015. Jeff noted that of the three locations under consideration (San Francisco, Oakland and Monterey), the Conference Committee selected downtown Oakland as the location for the conference, and will make a formal recommendation to the Chapter Board at a future date. Lastly, Jeff noted that the Conference Chair and Co-chair positions are available and will be considered at the next Board meeting.

10. Board Directors Report

Administrative Director. Justin did not have anything more to report.

Communications Director. Erik noted that *eNews* now includes a sidebar with "more stuff," such as a link to the jobs page to further increase traffic to the website. He also noted that there are over 800 members on LinkedIn, but only around 300 on Facebook. Lastly, he noted that the pull-down link to the Bylaws page has been updated to say "Board Bylaws/Policies," since it now includes selected Board policies (financial reserves policy, policy and criteria for sponsorships and calendar listings, and social networking policy).

Regional Activity Coordinators. Various RAC chairs inquired about obtaining an updated list for members in their regions. In the past, the Membership Director provided these lists. Since

¹ This resource may help guide future policy decisions at the local, regional and state level on siting distributed renewable energy facilities.

the position is currently vacant, and no one was assigned to do this task, Brian volunteered to set up the lists for each RAC. He will coordinate with Erik.

Natalie asked that a list of student members and those under the age of 35 be provided for YPG's use.

Professional Development Director. Tania noted that she is assisting the YPG with hosting a resume review workshop at San José State University on March 14. She is looking for experienced planners to participate—i.e., to review resumes and provide constructive feedback.

International Directors. Jeff noted that both Hing and Alex could not attend because they were teaching classes.

Section Historian. Juan highlighted the bullet on building the Section's awards archive. He has been coordinating with Eileen and John. Once the list of prior award winners are collected, they will be posted on the website's Awards page. This list should be useful for recalling past award-winning projects and provide good examples to emulate in the future (e.g., what does a good General Plan look like?).

Planning Commissioner Representative. Janet could not attend the meeting tonight. However, she has organized another planning commissioner workshop series.

California Planning Foundation Liaison. Jeff noted that Darcy is working on setting up a CPF walking tour for May 3.

Planning Diversity Directors. Cindy commented that she was pleased that the Board supported the high school program. She also noted that she recently visited some high schools and is working on a presentation. Miroo noted that there will be a Planners of Color Social Mixer in late April, after the APA National Conference.

Mentorship Program Committee. Nothing to report.

University Liaison. Nothing to report.

Student Representatives. Nothing more to report.

AICP Director. Don reported that he has held a few AICP Exam Prep meetings. Russell Levitt (sp.) spoke at one, and Avalon has been invited to speak at another. Kimberley will be presenting at the next meeting, on March 16. There are two more after that. (See the Upcoming Events page for dates and times.) He plans to organize more workshops in the Fall.

Don also acknowledged Ronny's help with putting his study materials "in the cloud."

Legislative Director. In Alexandra's Board report, she provided a summary on major bills and court decisions. This information is repeated below.

February 22, 2013 was the deadline to introduce bills for this 2013 Legislative Session. Of the more than 2,200 bills, constitutional amendments, and resolutions introduced, approximately 800 were introduced on the final deadline date. Among the bills submitted are an unusually high number of "spot bills," which are introduced as placeholders for future use.

California Environmental Quality Act (CEQA) reform legislation appears to be one of the Legislature's top priorities. Approximately 26 of the new bills appear designed to reform specific aspects of the CEQA process. For example, the bills include proposals to: create new CEQA compliance courts, require translation of environmental documents and notices under certain circumstances, and mandate analysis of the environment's impact on that project (not just the other way around as is currently required). However, since there are so many spot bills, as noted above, many of the CEQA reform bills contain only intent language. These bills are expected to be fleshed out after the 30-day waiting period to amend the spot bills passes.

One of the main advocates for CEQA reform, Sen. Michael Rubio, suddenly resigned in the middle of his term to take a job with Chevron. In the absence of Rubio's leadership, some expect CEQA reform to be more moderate. One bill to watch is SB 731, introduced by Senate leader Darrell Steinberg. This placeholder bill currently calls for statewide significance thresholds on noise, aesthetics, parking, and traffic levels of service as well as land use impacts – a potentially significant shift.

Post-Redevelopment Activity

Last year, Gov. Brown and the Legislature abolished local redevelopment agencies in a cost-cutting move to address the state's budget deficit. In response to the end of redevelopment, more than 40 lawsuits have been filed against the Department of Finance. These suits relate to disputes about redevelopment funds that city and county officials argue should be returned to or should not be charged to their agencies. For example, some cities and counties are arguing that certain funds were loans that should be repaid while the DOF argues that those funds should be redistributed to all the taxing agencies in the county – cities, schools, special districts and the county – as is typically done with property taxes. Even more suits may be in the works.

Judicial Activity

In February, the California Supreme Court agreed to review the decision in *Tuolumne Jobs & Small Business Alliance v. Superior Court (Wal-Mart Stores, Inc.)*. That case is in direct conflict with the 2004 *Native American Sacred Site & Environmental Protection Association v. City of San Juan Capistrano* case, which held that when a city council adopts a voter-sponsored initiative, CEQA is not required. The Tuolumne court found that by opting to adopt a voter-sponsored initiative, the council was exercising discretion and therefore compliance with CEQA is required. This conflict will be decided by the California Supreme Court in the coming months.

Erik noted that Alexandra did a great job organizing the law/ethics event over the weekend.

Sustainability Committee Co-chair. Dave noted the number of items the Sustainability Committee have been working on, which are described in detail in the Board Report.

Newsletter Editor. Naphtali reported that he is proceeding with revising the newsletter, based on what was discussed at the recent Board Retreat. Articles are being redesigned to look like

Planetizen articles. He noted problems still with the virtual magazine displaying the online newsletter on mobile devices.

As he has been talking with the newsletter layout designer about changing the look of the newsletter, expect to see a new look to *Northern News* in upcoming issues. He noted that Flipboard and Site.com are examples of good interfaces.

Webmaster. Ronny noted that the Board of Directors page now has individual pictures for each member, instead of a group photograph. (Note: these can easily be swapped out for different photographs.) She is also working on an email to send out to new and current members with standard information they should know.

Ronny also commented that the website design is too wide. To help correct this, a sidebar area has been created for each website section, save for the Upcoming Events page. This sidebar provides relevant information and offers an opportunity to place advertisements on the website.

Ronny noted that upcoming event announcements are now automatically pushed to Twitter.

Regional Activity Coordinators. Kristine (North Bay RAC Chair) noted that she will be putting on a social event next month.

Dahlia (East Bay RAC Chair) noted that there are a number of events organized for the East Bay region. (See her list of events in the Board Report.)

Aaron (Monterey Bay RAC Chair) reported that he worked with his counterpart AEP representative for the Monterey Bay region to send out a short survey that produced useful information for holding future events.

James (Peninsula RAC Chair) noted that he is working with Tania to organize a walking tour at SFO.

Stephen (Redwood Coast RAC Chair) is organizing a social get-together in Chicago during the APA National conference.

Brian (San Francisco RAC Chair) reported that after a short hiatus, he is coordinating with SPUR to host some events. He noted that he is going to hold, in May, a "TOB" (transit-oriented beer) happy hour event, too. He is also thinking about organizing a walking tour for the summer and asked for Board members to send him ideas. Lastly, he noted that a group called Cities Alive will be hosting, in October, a "green building, living wall" conference in San Francisco and have inquired about seeking CM credits. He will work with them to identify relevant sessions worthy of CM credits.

Jonathan (South Bay RAC Chair) is working out the logistics for holding a NASA Ames event (scheduled for May).

Professional Development Director. Tania noted that Justin is the holder of the Board Roster. (To clarify, Justin recreated the Board Roster as an online spreadsheet file using the Section's Google account. As such, any Board member can log onto the account, open the Google Drive

file "APA Board Roster," and update their contact information. See the email sent out on January 27, 2013, for the username and password to access the account.)

Young Planners Group Co-directors. Natalie noted that the YPG has organized an upcoming Habitat for Humanity event. She and Avalon will be reaching out to the East Bay RAC Chair to co-organize an event, too.

Returning to Scott's request about the Board coming up with ideas for the survey he is developing to ensure it will provide the main things the Board would like to know, Jonathan noted that RAC chairs would like information on member preferences for event topics, times and locations. For instance, would members be willing to go to an event over the weekend, or do they prefer mid-day or evening events during the workweek? Jeff suggested that the RAC chairs hold a conference call to come up with a list of topics/questions. Jeff asked that if other Board members have ideas that come to them after the Board meeting to please email them to Scott.

Meeting Adjourned: 8:24 p.m.

Next Meeting: Thursday, May 2, at URS in Oakland

Summary of Action Items:

1. Scott to develop recommendations for enhancing advertising revenue by the next Board meeting.
2. Scott to develop survey questions based on input from RAC chairs and other Board members.
3. Scott to come up with a list of prizes to incentivize a greater response rate for the survey.
4. James to set up a conference call for the RAC chairs to brainstorm how to provide additional activities.
5. Emy or Eileen to send out letters to prospective awards ceremony sponsors.
6. Hanson to make a recommendation to the APA California Chapter Board to hold the 2015 state conference in downtown Oakland.
7. Brian to prepare a current list of APA members within each RAC region.
8. Brian to prepare a current membership list of students and planners 35 years and under.
9. Naphtali to continue working on redesigning *Northern News* articles.
10. Ronny to email new and current Board members standard information they should know.
11. Board members to continue to upload photographs from recent events to the Section's Picasa site.