



## APA California Northern Minutes of the May 2, 2013, Board Meeting

Meeting Location: URS Office, 1333 Broadway, Oakland, CA

*Board meeting called to order at 6:34 p.m.*

### 1. Introductions/Welcome

Roll call:

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

x = in person | p = phone

Guests:

Geoff Bradley, AICP, Membership Director Candidate

Sandra Hamlet, Membership Director Candidate

Amanda Becker (sp), APA Student Representative Candidate for San José State University

Josh Schiffer (sp), Planner, URS

### 2. Adoption of Minutes

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

*Motion by Erik Baslely to approve the March 6, 2013, meeting minutes, seconded by Juan Borrelli, approved with five abstentions.*

### 3. Certificate of Recognition

Jeff took a moment to recognize Hanson Hom for his two years of service as the APA California Chapter Northern Section Director. In gratefully and gracefully accepting the certificate of recognition, Hanson noted how much the Northern Section Board does, and how active its members are. He acknowledged Jeff and Andrea for doing a good job, too.

#### 4. Board Appointments

##### **Membership Director candidates: Geoff Bradley and Sandra Hamlet**

Jeff noted that there are two candidates interested in the Membership Director position, and he invited each candidate to give introductions.

Sandra Hamlat has 10 years project management experience. While serving on the East Bay Bicycle Coalition Board, she has participated in fundraising and membership efforts. The East Bay Bicycle Coalition has been successful in growing its membership in recent years.

Geoff Bradley is a principal of the Metropolitan Planning Group, located in Mountain View. Started in 2006, the firm has two dozen planners working in cities throughout the region. As part of his job, he talks with working planners and planning students on a regular basis, which he feels could be an asset in building a stronger membership. He noted that he would be happy to serve as Co-director. Sandra agreed that she too would be willing to serve in a joint capacity.

The two candidates then stepped out of the room, and Jeff opened up the discussion for which candidate to nominate. There was a general agreement among the Board members that both candidates were qualified for the position. The Board, therefore, discussed how they might serve as Co-directors. Several Board members discussed what their shared or individual responsibilities would be; others opined that they might have different territories to focus on. For instance, Hing suggested the following geographic division for the two candidates:

- San Francisco County and southward (Geoff)
- Alameda County and northward (Sandra)

In response to Juan's request that the Membership Director's duties be read out loud, Hanson provided a quick summary as stated in the Bylaws.

In serving as California Chapter liaison, the Section's Membership Director(s) would be active at the state level, since the Chapter plans on increasing its outreach activities.

Hanson suggested that if both were to work together, they come back with a proposal on how to do so.

*Motion by Andrea Ouse to appoint Geoff Bradley and Sandra Hamlet as Membership Co-directors, seconded by James Castañeda, approved unanimously.*

Having returned to the room, Jeff explained to Geoff and Sandra that as they have been appointed Co-directors, the Board has requested they prepare a plan for working together to share at the next Board meeting in July.

#### 5. Awards Program Update

John stated from the start that his main takeaway point was for Board members to purchase tickets by May 17. While the tickets are going fast, they are not going fast enough. He hoped that everyone could attend this year's Awards Ceremony. (Ronny looked up online that 19 people have signed up so far.)

John noted that the Awards Jury met recently. They issued nine awards. He has the certificates for Jeff to sign.

Eileen provided the following logistical information:

- The Awards Committee is working on the ceremony's PowerPoint presentation.
- While requests for sponsorships have been sent out, only a few recipients have expressed interest so far.
- Avalon will be the photographer.
- Juan will get the certificates framed.
- Eileen had a tasting of the food on the menu. In her words, "we'll have a really good meal."
- Two volunteers are signed up to work with Ronny at the Registration table. More are needed.
- The award winners have been reminded to sign up for the ceremony.

John noted it has been great team effort. He also thanked Erik for serving as a juror.

Andrea noted that applicants can apply at the State level, even if they do not win at the Section level.

## **6. Conference Site Selection**

Hanson first thanked the Conference Site Selection Committee members: Andrea, Jeff, Erik, Darcy, Janet, Avalon, Hing, and Lesley Lowe. He noted that Lynne Binder, APA California Chapter Conference Coordinator, has been involved in the site selection process.

The Committee recommended a site to the State Chapter for the 2015 APA California Conference. A number of locations were looked at before narrowing down possible sites to San Francisco and Oakland. A main reason for choosing between these two locations was the desire to have a more urban location, rather than a resort-style location.

The Chapter Board selected Oakland as the location for the conference. There main reasons were (1) they did not want to schedule a conference over Labor Day, which would have been required to secure a site in San Francisco, and (2) they liked Oakland.

Other factors that may have influenced the Chapter Board members' decision are the cost of holding a conference in San Francisco and the fact the 2019 APA National Conference will be held in the City.

Hanson noted a recent member survey revealed that a fair number of respondents have negative perceptions of Oakland, and he stated the Conference Committee will have to do a good job of "marketing" the conference to overcome these biases.

Hanson informed the Board that he will put together a newsletter item for Naphtali to include in the next issue of *Northern News*.

In response to Eileen's question on attendance, Hanson noted that 1,500 to 1,600 has been typical. The conference with the largest attendance in recent years was the one located in Hollywood (around 2,000 attended); the downturn in the economy since then has depressed numbers.

## **7. International Director's Update**

Hing and Alex are excited to take over as the program's Co-directors. They held their first meeting last Thursday, April 25, and will meet many more times to work out future trip details. At present, they are considering sites in Eastern Europe, and would welcome input at upcoming meetings.

Hing provided a brief history on the Section's international program. This program has resulted in four trips abroad in the last 10 years: Cuba (2003), China (2007), India (2009), and Brazil (last year).

Alex noted that they plan to do stuff in-between trips. Examples he gave include building relationships with planners in the countries we visit and attending foreign conferences or workshops. Alex will take the lead on organizing these types of activities, and he asked that Board members provide him with any overseas opportunities they know of. (He is particularly interested in hearing about internship opportunities.) Alex noted that he has been networking with planners from Estonia and other places in Eastern Europe.

Anyone interested in going on a trip should attend the upcoming meetings. The next meeting will be in early June.

In response to a question on the number of people who can attend, Hing noted that the optimal number is 20 people.

In response to Justin's question on when they plan on holding the trip, Hing said it would be next year. Hing also noted that they are working with a Berkeley planner from Estonia, who informed them the best time to visit is springtime or early summer (i.e., May, June, early July).

Hing and Alex will prepare something to go in *Northern News* and *eNews*.

## **8. Revenue Enhancement: Marketing Kit**

Laura, who has been involved on the Advertising/Sponsorship Committee, provided an update on revenue enhancement efforts. She noted that Scott has developed an advertising toolkit, which was provided as part of the Board meeting packet (see pages 19-24). Since Scott could not attend the meeting, she informed the Board that he would like to receive the Board's thoughts on advertising rates, which are repeated here:

- Premiere Package (\$2,500/yr) – Pick 5 venues from the advertising menu and receive high visibility placement
- Premium Package (\$2,000/yr) – Pick 5 venues from the advertising menu
- Preferred Package (\$1,000/yr) – Pick 3 venues from the advertising menu

Eileen offered a correction. On page 21 of the Board packet, the advertising toolkit states that there are *two* award banquets – only *one* is held each year. She also suggested lowering the sponsorship levels to encourage more sponsors.

Naphtali noted he will talk with Scott about available advertising space in *Northern News*. For instance, he'll let Scott know that the newsletter cannot accommodate a full-page bleed (see page 21 of the Board packet). He'll work out the details with Scott.

Eileen noted she liked how Scott developed package and a la carte options (see page 22 of the Board packet). She thinks the advertising toolkit is well thought out.

Ronny noted that having a package option incentivized HNTB to become a sponsor at last year's Awards Ceremony.

Hanson concurred that what Scott has developed is a big improvement, especially since it involves more than just job ads. He likes the range of options. He, too, thinks the advertising toolkit is well thought through.

Naphtali requested the Board consider offering naming rights for the Award Ceremony.

In response to a question on how other Sections and Chapters handle advertisements, Hanson and Hing noted that the San Diego Section and California Chapter have some advertisements on their websites. For instance, San Diego feature job ads. Some other Sections focus on sponsorships for events.

Laura said she would report the Board's feedback to the Advertising/Sponsorship Committee when it next meets.

## **9. Member Survey**

Erik discussed the draft member survey he plans to send out to update what the Section knows about its members. The survey consists of general membership, demographic, and RAC-related questions. Since Erik worried the survey may be running a bit long, he asked the Board whether or not it should include a) just general/demographic questions or b) RAC questions too.

Naphtali offered that the survey is too long. He also suggested that an expert be consulted in finalizing the survey to develop appropriate questions and ensure a good response rate.

Justin suggested that professors at SJSU could provide advice on revising survey questions and their order.

Eileen noted that she thought the survey in its current form would only take four minutes to complete. Jeff opined that four minutes is a reasonable amount of time for a survey.

Hanson noted it was good there were not too many open-ended questions. He also suggested that personal/demographic questions should go at the end of the survey, not the beginning.

In response to Hanson's suggestion that many planning firms use consultants when developing surveys, Dave offered to follow up with Erik to discuss using his firm's survey consultants to help revise and administer the survey.

A number of Board members provided additional suggestions on how to improve survey questions, and many offered to send Erik questions for him to consider incorporating into the survey. For instance, Naphtali would like to know who reads *Northern News*.

An informal vote, as a show of hands, was taken to decide whether or not RAC-related questions should be included. There was an even split among Board members.

In response to a question on whether or not the Section would know who responds to the survey, Erik noted that as this will be standalone survey, there is a survey question on a respondent's membership status.

Jeff asked that specific comments and suggestions be sent to Erik. He noted that Erik will work with David's survey consultant and then proceed with administering the survey – i.e., there is no need to come back to the Board for further deliberations.

## 10. Board Directors Report

**Director Elect.** Andrea indicated that she is in the process of recruiting for the 2015 APA California Chapter Conference.

**Immediate Past Director.** Hanson acknowledged Stephen for organizing a happy hour event in downtown Chicago for APA California-Northern members attending the APA Conference. He noted that it was a nice event and there was a good turnout. He also indicated that the recent SJSU Symposium was well attended, and that it had a good cross-section of professionals. For instance, there were speakers from the tech industry (e.g., Twitter). He found the discussion on office/work site planning particularly interesting. The Silicon Valley Business Journal covered the event. Lastly, Hanson noted that there will be an upcoming workshop on sign codes (it will be held in September at ABAG).

**Administrative Director.** Justin highlighted the facilitated discussion on public vs. private practice planning he participated in at the APA Conference in Chicago.

**Communications Director.** Erik noted the spikes in Twitter page views often result from posting pictures. He therefore requested that Board members send him photographs of events they've attended. He will post them as "main news feeds" to drive up page views.

**Professional Development Director.** Jeff noted the recent ethics and law event that Tania organized, in concert with Alexandria, Colette and Scott, was a great event.

**International Directors.** Hing and Alex did not have anything more to add to their report.

**Section Historian.** Juan asked Jeff if he had been contacted by PEN (Planner Emeritus Network).<sup>1</sup> Jeff responded that he had not. Juan asked the Board for nominations for planners to be recognized.<sup>2</sup>

**Planning Commissioner Representative.** Janet could not join tonight's meeting. Hanson noted that she has organized a series of workshops, which were well attended (20-30 people).

**California Planning Foundation Liaison.** In an email, Darcy indicated that the California Planning Foundation (CPF) Board voted to expand and has added two positions, which will be up for election this fall. Please contact Darcy if anyone would like to know more about serving on the CPF Board.<sup>3</sup> Naphtali offered to put an announcement in *Northern News*.

**Planning Diversity Directors.** Miroo noted that she has given presentations at two high schools. She thanked Andrea for one of her staff members volunteering their time. She also noted that the recent Planners of Color Mixer had 20 people in attendance. She will send pictures to Erik. At the state level, she is working on a Diversity Summit for the upcoming Chapter Conference. This event will focus on food justice, since the conference will be in the Central Valley.

**Young Planners Group Co-directors.** Natalie noted that the YPG members participated in a Habitat for Humanity day, in April. While it was hard work, she felt good about the day's work. She also received good feedback from other participants and would like organize another, repeat event. Upcoming events include an YPG/Heritage Young Professionals joint mixer in San Francisco on June 5.

**Mentorship Program Committee.** Thalia indicated that this will be the third year of the mentorship program. This year's committee members include Natalie de Leon, Kevin Gardiner, Hanson Hom, Darcy Kremin, Whitney McNair, Emy Mendoza, Andrew Waggoner (lead), Hing Wong, and Jason Su. A kickoff event is planned for the Fall, and will be scheduled to coincide with the start of the academic school year.

**University Liaison.** Nothing to report.

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<sup>1</sup> PEN is an auxiliary of and resource support group for the APA California Chapter, the California Planning Foundation, and the California Planning Historical Society. PEN represents a body of long-tenured members of APA who are available to provide to the Chapter Board and to other APA California groups substantial knowledge of the profession as it has matured in California. PEN members also are available to provide their personal insights, experiences and planning history when requested by the Board or other organizations, groups and individuals.

<sup>2</sup> PEN membership is open to life members of APA, FAICP members from California, retired planning professionals, members of the California Planning Historical Society and former state-wide Board members of APA California. PEN also nominates planners who have contributed significantly to the planning profession or for a significant accomplishment which enhanced the recognition of planning.

<sup>3</sup> CPF is a nonprofit, charitable corporation established to further the professional practice of planning in California. CPF achieves this goal through its primary activity of scholarships and awards to university students in financial need, who have demonstrated academic excellence at programs approved by the Planning Accreditation Board. A secondary, but vitally important CPF activity is the sponsorship of workshops, publications and other continuing educational and professional development programs. CPF promotes the objectives of equal opportunity and social equity in all programs supported by contributions to CPF and fund-raising activities.

**Student Representatives.** Veronica (SJSU Student Representative) thanked the Board for sponsoring the UPC (Urban Planning Coalition) Symposium. She also noted that the UPC received two awards: one to John Chu, UPC's 2012-13 Speaker Series Coordinator, and the other for its Parking Day event. As her term is up and this will be her last meeting, she thanked the Board for being a member. She then introduced the next SJSU APA Student Representative, Amanda Becker.

Jeff thanked Veronica for her efforts and welcomed Amanda.

Ted (UC Berkeley Student Representative) noted his efforts to encourage more students to apply for CPF awards.

Hing stated that both SJSU and UC Berkeley had about 15 applicants, which is well above the typical number of applicants.

**Legislative Director.** Alexandria noted that current legislative activities are a moving target, and everything in her Board report is already old news. Major CEQA reform legislation will not make it out of the State Legislature this year. The Senator who was sponsoring a bill "got bought out by Chevron, and is no longer a Senator." Instead, some common sense reforms are being considered. Major, sweeping reforms will have to wait.

She indicated that there is no big news on the redevelopment front, either. While the Governor has expressed interest, now is not the right time.

The Wireless Telecommunications Facilities bill (AB 162) is "already dead." Most public agencies opposed this bill.

Regarding the lawsuits on regulating medical marijuana dispensaries, local public agencies are "gaining ground" because of a recent favorable court ruling.

**Sustainability Committee Co-chair.** David noted he is continuing to mobilize the sustainability committee. He has organized a walking tour for a behind-the-scenes tour of the San Francisco Public Utilities Commission headquarters, in June. Participants will be provided an overview of the building's sustainable features, including its onsite water treatment facilities, architectural design (to take advantage of sunlight and the wind), and unique seismic safety features. It will be free to attend, but limit to 30 people. He is also coordinating with the ULI to hold an event by the end of the year.

**Newsletter Editor.** Naphtali noted that the deadline for the upcoming issue of *Northern News* is May 15. Currently, the newsletter does not have any local articles, and he requested one for the sustainability column and on the mentorship program. He further requested that Board members who attended the APA Conference in Chicago send a short paragraph describing what they liked about this year's conference ("My favorite session was..." type of comment). Lastly, he noted that Brian is preparing an article for the next *Northern News* issue.

**Webmaster.** Ronny noted that she is exploring revenue enhancement ideas.



**Regional Activity Coordinators.** Jeff reported that Florentina (East Bay RAC Chair) has organized a happy hour social event and is in the process of organizing a talk on AB 32.

Aaron (Monterey Bay RAC Chair) in his Board report provided updates on the many workshops and events he's organizing.

James (Peninsula RAC Chair) highlighted the behind-the-scenes tour of SFO that Tania and he hosted, which involved showcasing the airport's green features. Attendance was capped at 20 people.

James also noted that he coordinated a conference call for all the RAC Chairs to touch base with on another. This call provided a forum to talk about issues and experiences, and through this process helped build and reinforce a stronger connection among them. They plan on holding a conference call before upcoming Board meetings.

Brian (San Francisco RAC Chair) noted that he's organized a "dreamy transportation planners happy hour" event for May 22 at Julians, in San Francisco. It is co-sponsored by other professional transportation organizations. He is also planning a tour of the Exploratorium.

Jonathan (South Bay RAC Chair) noted that he is working with SPUR San Jose on a scavenger event, tentatively scheduled for August.

**Professional Development Director.** Tania noted that as the California Chapter is conducting an audit of all CM accredited events she is providing the Northern Section event sign-in sheets. She is also writing a local planner column entry for the *Northern News*.

**Meeting Adjourned:** 8:31 p.m.

**Next Meeting:** Wednesday, July 10, at location TBD

#### **Summary of Action Items:**

1. Geoff and Sandra to prepare a plan for working together as Membership Co-directors. This plan should discuss how they plan to share the position's responsibilities.
2. Eileen and John to recruit additional volunteers for the Awards Ceremony.
3. Hanson to prepare a blurb about the 2015 APA California Conference to go in *Northern News*.
4. Hing and Alex to prepare a blurb about the International Program to go in *Northern News* and *eNews*.
5. Board members to provide Alex a list of overseas opportunities, such as internships.
6. Dave to contact a specialized survey consulting firm to revise the draft member survey.
7. Dave to coordinate with Erik in revising the draft member survey.
8. James to coordinate a conference call for RAC Chairs before the next Board meeting.
9. Membership Co-directors to prepare a current list of APA members within each RAC region.
10. Naphtali to continue working on redesigning *Northern News* articles.
11. Ronny to email new Board members standard information they should know.
12. Board members to continue to upload photographs from recent events to the Section's Picasa site.