



**APA California Northern**  
**Minutes of the May 3, 2012 Board Meeting**  
**6:00 pm – 8:30 pm**  
**ESA, 225 Bush St, San Francisco**

**1. Roll Call and Introductions:** 6:30 pm after light dinner

Roll call:

Alexandra Barnhill	x	David Keyon	x	James Castañeda	Kristine Gaspar	x	Ronny Kraft
x Andrea Ouse		Don Bradley	x	Janet Palma	x Laura Thompson		Ruth Miller
Andy Waggoner	x	Eileen Whitty	x	Jeff Baker	Miroo Desai	x	Scott Davidson
x Avalon Schultz		Elizabeth Caraker	x	Joanna Jansen	p Naphtali Knox		Scott Edmondson
Brian Soland	x	Emy Mendoza		Juan Borrelli	Natalie de Leon		Stephen Avis
Colette Meunier	x	Erik Balsley		Justin Meek	p Rodrigo Orduña	x	Tania Sheyner
Darcy Kremin	x	Hanson Hom	p	Katja Irvin	Rob Eastwood		Theresa Alster
		Hing Wong					

x = in person | p = phone

**2. Director’s Update – Hanson reported that:**

- a) The APA national conference was well attended at close to 5,000 attendees. The “new LA”, theme closed down 10 miles of streets for about 100,000 bicyclists. The California Planning Foundation auctioned off a photo. Two of Juan’s photos to represent the Northern Section that received high bid; thanks also to Hing for submitting photos for consideration. The auction raised over \$3000 for student scholarships. APA is considering growing that idea for the State conference as well. Finally, the conference sessions covered many topics and were not all about Climate Change.
- b) Hanson participates on the Chapter Budget subcommittee as one of two Section Directors. The main topic of discussion has been the possible increase in Chapter dues. A meeting was scheduled and then postponed and is now scheduled for later this month.

**3. Awards Banquet – Eileen Whitty, Awards Program Co-Director, reported that:**

- Almost sold out through Eventbrite and expect more registrations just before the event.
- Darcy is handling sponsorships and handling LinkedIn.
- Avalon added an item to Facebook and will also do the photos.
- Juan is handling certificate framing and photos.
- Rob Eastwood will sponsor the third volunteer with Emy and Eileen.

- Two FAICP will be attending – Barry Miller and Ellen Greenberg.
- Andrea and Ronny coordinated preparing the program.
- Andrea says everything is going well and certificates are being signed as we meet.
- Need help with the PowerPoint presentation by grabbing images from nomination package, plugging in talking point slides: Emy agreed to help.

4. **Brazil Trip** – Rob Eastwood, International Director, reported that:

- Took 2 groups to China in 2007
- Took 1 group to India in 2009 – Rapid Transit System
- Nine months of planning so far for the next trip to Brazil. Possible AICP credits.
- The trip will be later this year for 2 weeks around Labor Day weekend.
- All country tour included – transportation, etc., but airfare is on your own.
- Itinerary set from August 18 to Sept 2, 2012
- Vicente del Rio has been involved in the trip planning – wrote urban planning book for Brazil, working with AECOM there.
- Target number is 20, have 13 so far.

5. **Website** – Ronny Kraft, Webmaster, reported that:

- The website went live today!
- Now have an announcement section: Awards, Brazil, or anything else important besides front page info
- Anyone can write, but only Ronny can “push” an item to the front page.
- Calendar page coming together. Small calendar with events is still being worked on.
- Format for Northern News, but harder for website. An item should have a “register here” link instead of the “bitly url” in the text portion.
- Home Page: main image rotates when refresh page (4-5 images donated by Juan, Hing)
- Folder in Picasa for website photos for anyone to use. Take pics of events & drop in for future use, especially for Holiday Party.
- Devon replaced photos for group boxes.
- Moved Northern News to About Us section instead of Resources. The newsletter needed its own page because of the large size.
- Devon will do some cleanup of pages.
- Ronny can now set up custom emails.
- Natalie asked for Constant Contact access.
- Links page – we all have editing rights.
- A “secret” Board information page has been created with a special web link for Board members only.

## 6. Subcommittee Reports:

- *Advertising/Revenue* – Scott Davidson reported that since the Board Retreat, the committee has met and discussed way to increase revenue, expand advertising revenue, and “pay-as-you-go.” Launch of website gives ways to get information out. Have policies in place for ads (1/4, 1/2, full page). Ideas to raise revenue: 1) Explore annual membership. 2) Increasing membership – stimulate activity on website – blog a week? Opportunity to link with other sites to get more hits.

Some RACs getting sponsors for events. Now each RAC chair has to get own sponsor – can be difficult. It would be better if the RACs had a pool of interested sponsors. May want to discuss advertising guidelines – more aggressive marketing will need criteria. Advertising page will eventually look different. Need help with technical details – format, limitation on size (work with Naphtali). Put costs to things – gold, silver, etc. membership levels. Scott will bring back a proposal for Board to vote on. Co-sponsorship – done in the past, but usually only offer AICP CM credits, not help. National marketing package may be useful. Need to pull ads for firms who have not paid up – some are merged or out of business now. Soft launch of website for now. RSS Feed for events. Ask Theresa to optimize formal launch with announcement in Newsletter. Post in LinkedIn + all groups (sub and major). Will announce at Awards Dinner.

- *Membership/Marketing* – Hanson reported that unfortunately Rodrigo Orduña announced that he needs to resign from this position, but has agreed to stay on until a replacement is appointed. Hanson noted that we used to have a Communications Director, but these duties were farmed out to different folks. The eNews alone is a big job every two weeks. We may need to think about dividing up the duties and re-creating the original position. The State Chapter level wants to increase membership, but may have impact of loss of some members. It is a huge responsibility to “solve the membership problem.” Last two years have leveled off to about 4,500 due to the economic downturn. With ongoing tough economy, may not be able to fix the problem immediately by gaining more members. It may be better to focus on current members and give them bang for their buck. What are our objectives and goals? What are we trying to achieve? Hanson will try to define and propose the new two positions we need.

Scott D. thinks the only way to increase the revenue is to increase membership. Shorter eNews that links to the website calendar will cut out some of the work of this position or could shorten up with links. Need someone who’s good at marketing, but has good graphics skills. May just need to recruit for 2 positions: marketing, social media, graphics, etc. Could be co-chairs if they can work well together.

- *Professional Development* – Tania reported that:
  1. Processed several CM events.
  2. Resume review – Wendy Cosin, Interim Director from Berkeley, Crescentia Brown, ESA, and Hanson will be participating; event is targeted for young planners and students.
  3. District parklets walk being planned.

## 7. Directors' Reports

- Laura, Treasurer: first treasurer report was submitted to Chapter.
- Juan Borrelli, Section Historian and Hing Wong, CPF Liaison: on a walking tour from San Diego to Tijuana (fundraiser for scholarship); Hing announced scholarship winners for Awards Banquet.
- David Keyon, SJSU Student Representative:
  1. Planning another symposium on private partnerships and planning. Gil Peinalosa for keynote speaker? – shooting for September 15. Breakout workshop sessions – Affordable Housing (public/private – non-profit/BRIDGE). Auditorium & classrooms at SJSU. Some students went to APA conference.
  2. Future bike event with Katja.
- Miroo Desai, Diversity Director: (not able to attend Board meeting because of Emeryville union meeting). Hanson reported that she is assisting in planning diversity summit for Fall APA Chapter conference.
- Avalon Schultz, YPG Co-Chair: first event in Palo Alto in March. Good feedback from attendees. Working with Tania on Resume Review event at UC Berkeley. Trying to get more UCB students, now mostly SJSU. Stanford Urban Studies? SFSU? Sonoma State? Will reach out to more. Office tours were good. Next one in June at Cambridge.
- Andy Waggoner, Mentorship Program Chair: reported that program is going fine with mentors meeting with mentees; will plan an event for a get together/networking with ideally AICP CM credits.
- Don Bradley, AICP Director: reported that another series of AICP training events has been organized to be held at SJSU.

- Scott Edmondson/Katja Irvin, Sustainability Planning Co-Chairs:
  1. Katja found a sustainability base at Moffett Field, a big new LEED building = net positive E building. Sustainability community interest group – APA approached to become division.
  2. Scott E is at San Francisco Planning Department in the long range planning group and hosted a professor who is noted for sustainability – biophilic cities. SPUR session on Sustainable Communities Strategy for San Diego, LA, Bay Area (Ken Kirkey). Critique that plans are successful, but bar set pretty low. To what degree can committee have seat at table to advocate for longer term goals? Winning battles, but losing war on sustainability.
  3. What about sub-regional issues that Chapter doesn't address? Position papers? Other groups like Transform and Greenbelt do advocacy, but we could join with them to do point-counterpoint debates. Board members indicated that sections have traditionally focused on being a professional organization with activities to serve members. Hanson indicated that advocacy on issues and legislation is primarily done at the Chapter level, but degree that sections can/should become more involved in advocating on regional planning issues was discussed at the retreat, although with no resolution.
  
- Naphtali Knox, Newsletter Editor: Don't get subsequent hits/views unless an eNews gives plug that Northern News is out. Total number of readers for latest issue - 565 to 662 of virtual magazine. Most from Constant Contact, but could be from somewhere else. Need articles for two-month issue coming up.
  
- Johanna Jansen, East Bay RAC Co-Chair: worked with Darcy on workshop on health impact assessments (HIAs) at URS in June. Contact with Peter Mason, Young Transportation Planners, on a possible event.
  
- Janet Palma, Planning Commissioner Representative: three Planning Commissioner Workshops held with good attendance of about 25-35 each. Last one this Saturday in San Jose.
  
- James Castañeda, Peninsula RAC: planning a late summer event.
  
- Steven Avis, Redwood Coast RAC Chair: Hanson indicated that he sent report outlining a number of events planned for his RAC area.

MEETING ADJORNED – 8:30 pm

Prepared By: Janet Palma (substituting for Justin Meek)