#### APA California Northern

Minutes of the September 4, 2014, Board Meeting

Meeting Location: MetroCenter Auditorium (ABAG), 101 Eighth Street, Oakland

*Board meeting called to order at 6:35 p.m.*

1. Introductions/Welcome

Roll call:

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Aaron** Ackerman | | | x | **Darcy** Kremin | | | x | **James** Castañeda | | |  | **Katja** Irvin | | | x | **Scott** Davidson |
| x | **Alex** Hinds | | |  | **Dave** Javid | | | p | **Janet** Palma | | |  | **Kristine** Gaspar | | | x | **Shannon** Fiala |
|  | **Alexandra** Barnhill | | |  | **Don** Bradley | | | x | **Jason** Su | | | x | **Laura** Thompson | | | x | **Shaveta** Sharma |
| x | **Andrea** Ouse | | | x | **Eileen** Whitty | | | x | **Jeff** Baker | | | x | **Marco** Arguelles | | | p | **Stephen** Avis |
| x | **Brian** Soland | | | x | **Erik** Balsley | | | x | **Jennifer** Piozet | | | p | **Melissa** Ruhl | | |  | **Tania** Sheyner |
| x | **Caroline** Au | | | x | **Florentina** Craciun | | |  | **John** Cook | | |  | **Miroo** Desai | | | x | **Thalia** Leng |
| x | **Cindy** Ma | | |  | **Geoff Bradley** | | | x | **Jonathan** Schuppert | | |  | **Naphtali** Knox | | |  |  |
|  | **Colette Meunier** | | | x | **Hanson** Hom | | | x | **Juan** Borrelli | | |  | **Ronn**y Kraft | | |  |  |
| **x Dahlia** Chazan | |  | **x Hing** Wong | | |  | p **Justin** Meek | | |  | **Sandra** Hamlet | | |  |  | | | |
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x = in person | p = phone

1. Adoption of Minutes

**July 2, 2014 Board Meeting Minutes Review and Approval –**

Motion by Hanson Hom, second by Florentina Cracium, motion passes unanimously.

1. Monterey Bay Co-RAC opening

Jeff noted that Aaron Ackerman stepped down as the Monterey Bay Co-Regional Activity Coordinator as of August 31 and the position is now vacant. We are advertising for the position in the Northern News, eNews and on the Northern Section website. One potential candidate has so far reached out to Jeff.

1. Election update

Andrea stated that the Boards has two elected positions, Director Elect and Administrative Director, that are open and that the nomination period closes on September 30. A nomination committee to pursue candidates consisting of Andrea Ouse, Scott Davidson and Jonathon Schuppert, has been formed. Elections will be held during the month of November. The new Board members will be seated on January 1. Darcy recommended that the Board be proactive and reach out and ask for, rather than wait for, people to self-nominate. Andrea concurs that the personal connection is helpful. Hing noted that the state elections have been running for five weeks and end on September 4th. Darcy noted that the California Planning Foundation elections are also on the ballot.

Tania Sheyner is stepping down from her position as the Professional Development Director, which is an appointed Board position. Tania has done an excellent job with the credit maintenance process and leaves behind big shoes to fill. This position will be advertised in the Northern News, eNews and on the Northern Section website.

1. Revenue Enhancement Outreach

Scott provided the Board with an update regarding the recently implemented advertising and revenue generation program. Scott needs help with outreach in order to boost activity. With the upcoming conference next year people may be enticed to advertise. Scott has 80 firms that we can reach out to and needs volunteers to help contact these firms and provide them with information about our advertising kit. The plan is to get advertisements in November in order to increase revenues and achieve our financial goals for the year. Darcy noted that anything we raise for the conference is conference profit and will be divided between the state and various sections. However, there is a potential synergy between the Northern Section advertising and conference revenue opportunities without competing for revenue. But this will require coordination by the Board and the Conference Local Host Committee. Darcy and Scott will work together to message effectively and make clear what the clients are purchasing between section and conference.

1. Holiday Party

Florentina updated the Board on the progress and stated things are going well. Four venues are the top choices. The Holiday Party committee will be visiting the venues the following week and then Jeff can sign a contract. Bluestem Brasserie is the top choice so far. The hotel bar at Marriott has also been great to work with. Another bar option is in the Mission, as well as the High Dive at the Embarcadero. Florentina indicated that tentatively, the party will be on Friday, November 21, which increases the possibility of finding an affordable location in San Francisco. Darcy will assist with getting raffle prizes. Florentina is considering selling raffle tickets online when people purchase tickets to the holiday party. The raffle typically generates $300 and the Board provides an additional $4,000 to the California Planning Foundation (CPF). Selling tickets online may help us raise more funds to give to CPF. Hing recommended noting what the prizes were last year to entice people to buy tickets. Florentina proposed having the party in the south bay in a future year, since we do have members there as well. Laura reminded Florentina that the budget for the party is $6,500 not $5,000. Jeff asked if that budget would help with procuring a December date, Florentina responded that even if it were possible November might be better. Since the November party has been successful the past two years. Juan asked to keep parking in mind for those who will be driving to the venue. Florentina thanked Melissa and Sandra with their assistance and they have been very instrumental with the progress thus far.

1. International Update

Hing provided more details about the recent trip to Eastern Europe that was organized by the Northern Section. The attendees are very grateful for the host planner’s time, since they came out on their weekends, holidays and time off. Jeff asked what holidays were being celebrated during the trip. Hing responded that Corpus Christi and summer solstice holidays were going on during the visit. Pictures will be posted shortly to the website. Darcy asked how many CM credits attendees earned during the trip. Hing answered it is difficult to say at this time and that it may be difficult to obtain credits. Eileen stated that reconstituting the presentations may be difficult with the translation. Darcy noted that AICP credits may help to entice additional people to attend these trips in the future. Trip attendees will have a reunion and can discuss further whether to pursue at CM credits at that time.

Alex and Hing have applied for a grant from the national Chapter President’s Council requesting $2,000 out of a $16,000 total budget. The money will be used for the International Planners Collaboration and exchange program that they are forming. The program will always be a labor of love because the $2,000 is not sufficient to fund the program fully. The pilot program would be in Sao Paolo and expand to include different universities in the region and possibly beyond. There will be model agreements, sample work, and toolkit, to expand the program state and nationwide. Notice of funding will occur in November and they will begin the work in earnest in February. The program will continue whether or not grant funds are received from the Council. Eileen asked what the Sao Paola students were interested in, Alex responded with Plan Bay Area, and sustainable development.

1. Conference Committee Update

Erik presented an update on the Local Host Committee’s (LHC) efforts thus far. There is a very enthusiastic group working on the committees and making good progress. He gave a special thank you to Juan, Brian, Jonathon, and Florentina. Erik stated that the Anaheim conference will be a great opportunity to promote the Oakland conference. The LHC has been reaching out to the City of Oakland and the City of Oakland Planning Director has volunteered to help promote the conference. There will be an interactive table making “save the dates” at the Anaheim conference to reach out to the attendees. As well as a selfie wall that can be tagged to Twitter, Instagram, and Facebook.

Darcy passed out the sponsorship exhibition opportunities and the goal is to match and beat the San Jose conference. She stated that we need to start early so that we can reach our goal. Andrea asked if it was okay to ask for sponsorships at the Anaheim conference. Darcy responded that we can start as soon as September 13 to promote the Oakland conference.

Florentina noted that the Oakland Museum of California is where the opening reception will take place. The USS Hornet was ruled out due to location. The Plank in Jack London Square may host an event to showcase the waterfront. The reception will feature food booths, local wines/beers and activities, and the galleries will be open. The entertainment will consist of mariachi and salsa lessons. The LHC voted on the options and museum won by a landslide. A contract will be signed in two weeks.

Hanson is overseeing program sessions, mobile workshops, and the diversity summit. The call for conference presentations has moved up. Jeff noted that half the mobile workshops at the Anaheim conference were cancelled due to lack of interest, so there may be lessons to learn. Erik noted that it will be good to make sure that we advertise mobile workshops to drum up interests. Also with public transit options the cost of mobile workshops is lower, allowing for a lower breakeven point.

Juan stated that they have finalized six core conference tracks. Sessions and workshops/design charrettes are scheduled to be 90 minutes longs. Salons will be shorter, dynamic conversations of 60 minutes. Submittals will be received on line starting December 1 and will close in February 2015.

Erik is overseeing publicity, merchandise, and planner’s guide. The guide will be electronic as well and placing it on the section website. The chapter has said that anything does not fit on the chapter website can be placed on the section website. The next LHC meeting will be on October 11.

1. Board Directors Report

Jeff asked for highlights from the Board Directors.

**California Planning Foundation-Darcy**

CPF is ready for the auction in Anaheim, which includes a live auction for big items and a silent auction and raffle for smaller items. Please encourage people to come and support the students. One full registration donation to Oakland is to be auctioned.

The CPF board has been asked to review the scholarship criteria and consider opening the funds up to students at non-accredited planning schools. As of January, the CPF scholarship committee will consider students from non-accredited programs for larger dollar amount scholarships. Hing discussed the process for students to receive the funds, pointing out that Carline won the $3,000 scholarship. Melissa received a $1,000 scholarship. Students within the Northern Section receive a lot of scholarships. Juan asked if more auction items were needed. Darcy said more are always welcome. CPF gives out approximately $50,000 in scholarships every year but we do not bring in $50,000 worth of donations every year.

**East Bay RAC- Florentina**

The RAC is doing really well this year. There is an upcoming co-event with YPG and one with AEP in October. Education event with AIA, just had one on military base planning. Coordinating with affordable housing option discussion.

**Monterey Bay RAC**-**Justin**

Reached out to a potential candidate to replace Aaron as co-RAC. There are also plans to put together a workshop on roundabouts.

**Student Representative-Melissa and Carline**

San Jose State University Fall symposium is coming up in October, the theme is generational planning, millennial and boomers. Three panels will be on transportation issues, boomers becoming too old to drive, millennials uninterested. Emerging sharing economy and how planners can help support that. The symposium is currently applying for CM credits. No fee for the event, and is open to all.

UC Berkeley has 55 incoming masters students, which is the largest class ever. A majority of the students are attending the Anaheim conference. A job student panel is planned for October 7, and a planner is needed to be on the panel.

**Local Host Committee-Erik**

Noted that there will be a portable banner with the Oakland conference that can be displayed at events leading up to the conference.

**AICP Director-Don**

The current sessions for AICP exam prep started August30.

**Communications Director- James**

Some tips for events posting. Erik wanted to stress that events should have photos be sent for our social media pages.

**Diversity Co-Director- Cindy**

The Anaheim APA conference will feature a diversity summit around tourism.

**Peninsula RAC-Marco**

Has been working with Shannon, Jason and Julie Wong on an event for October 15, a walking tour of downtown San Mateo focusing on their walkable streets. Hanson noted that the San Mateo plan is very good and worth taking a look at.

**Section Historian-Juan**

Working on a blog for the Eastern Europe trip and an upcoming article for the Northern News. Worked with Jeff and a small subcommittee to submit the names of four candidates for the Planner Emeritus Network (PEN) designation. Three of those nominations were accepted including Joe Horwital, Eileen Whitty, and Mike Moore. Other sections only received one successful PEN nomination.

**South Bay RAC-Jonathon**

Worked on getting CM credit for a SPUR San Jose events. Also hosting tours of Levi’s stadium and Santa Clara Water District.

**Mentorship Chair-Thalia**

A survey from the last cycle of mentorship noted that greater structure and information was needed. Met with Carline and developed ideas to restructure the program. Currently recruiting members for the mentorship committee. Needs help largely with application process and matching the mentors and mentees. Some fixes are to pair more mentees to mentors, two mentors and three mentees. Also providing additional structure and greater number of events for the participants. The new program may kick off in November, but may make more sense to start in January. Recruiting of mentors to take place soon.

**Immediate Past Director-Hanson**

The California Planning Roundtable meeting took place on 7/31-8/1 with over 60 people in attendance and co-sponsored by Northern section with half a dozen board members attending. Juan led a walking tour. SPUR did a wonderful presentation with Economic Development folks from downtown San Jose.

**San Francisco RAC-Brian**

There are four upcoming events all co-sponsored with SPUR. A Happy hour event is also in the works.

**Newsletter Editor-Naphtali**

Noted the September 10 cutoff for articles.

**Redwood Coast RAC- Stephen Avis**

Another year’s worth of topics for brown bag lunches. Walking tour of Arcata, another project going in with no parking on site, the space was utilized for landscaping instead. Another event was planned for with California Department of Fish and Wildlife. Challenges of legal marijuana groves and the environmental and land use issues. Last month a planner’s party took place.

**Meeting Adjourned:** 8:23 p.m.

**Next Meeting:** Wednesday, November 5