American Planning Association Idaho Chapter

APA Idaho Executive Board

Minutes for September 8, 2016

[x]  Daren Fluke, President

[ ]  Sabrina Minshall, Vice President

[x]  Mary Huff, Secretary

[x]  Jeff Lowe, Treasurer

[x]  Aaron Qualls, Region 1

[x]  Mike Ray, Region 2

[ ]  Megan Leatherman, Region 3

[x]  Jae Hill, Region 4

[ ]  Sherwin Racehorse, Region 5

[x]  Jason Boal, Region 6

[ ]  Brian Billingsley, L&PA

[ ]  Maureen Gresham, E&O

[x]  Diane Kushlan, PDO

[ ]  Vacant

[x]  Brock Cherry, Student Rep

Daren called the meeting to order; roll call was taken; there were seven members present with two others joining a little late to complete a quorum.

Mary presented the August 11th minutes to the board. Brock moved to approve the minutes. Mike seconded; the motion carried.

Jeff presented the Treasurer’s report and expenditures. We have been getting a lot of sponsorships which are really helping to offset conference expenses. We are looking good with where we stand on the budget. This item was held for vote until a quorum was present. Upon a quorum of the board joining the meeting, Mary moved to approve the Treasure’s report and expenses. Brock seconded; the motion carried.

Mary reminded the board that election voting closes tonight at midnight. There was discussion about the bylaw amendment that was adopted in May of 2015 which changed the timing of when incoming board members officially take office. After the amendment, newly elected board members will take office on January 1st of the new year following the election. Diane had concerns about the incoming board members not being included on the budget planning for the following year. Diane moved to include all incoming board members in the next three board meetings of this year. Jeff seconded; the motion carried.

Daren and Jason provided a brief update on this year’s conference. He expects the association will have around $20,000 in sponsorships which will be about double our past best year. University of Idaho Bio Regional Planning will be this year’s Title Sponsor for $5,000. Jason has ordered the awards and will follow up on the production of the videos to be sure we are on track with those. The venues are all reserved and the conference committees are really doing a great job. Diane reported that we have eight people registered so far with registration just opening a week ago.

Diane asked Brock if there is much interest from students in volunteering to help at the conference for a reduced registration fee. Brock said that there is and that he will be working on this more in the next week or so. Daren suggested we speak with Amanda Ashley to see if we could get some public policy students to help out as well. Diane will make contact with her.

Diane updated the board on her previous request to budget some funds to assist the University of Idaho with the creation of a video called “Why Planning Matters” This can be used in various

ways to educate about the importance of planning. Diane proposed that we launch a

“Why Planning Matters” campaign at this year’s conference. She has discussed this with Sabrina and Maureen and they are confident they can integrate this into the conference. This would be the official launch for a yearlong campaign. She proposed to include informational materials in the conference registration packet including an explanation of the campaign, a pledge card, and a poster page. On Friday Agnew::Beck will facilitate a smart phone question where planners respond with a one-word answer about planning. These answers will be used to create a word cloud with all of the responses. The Board was very supportive and wants to support this effort.

Diane will write everything up and be sure to get it out to the board. Diane made a motion that the Board support the “Why Planning Matters” initiative. Aaron seconded. Daren asked if there was any money needed for this initial launch. Mary proposed an amendment to the motion to include funds from the existing conference budget not to exceed $500. Aaron seconded the amended motion. The vote carried unanimously. Diane asked that each member of the board take an active role in promoting this campaign.

The social media policy was tabled until the October meeting and strategic planning session.

Aaron informed the board about newly filled positions in Region 1 as well as an upcoming job opening. Mike is planning to get people from Region 2 together at the conference to discuss ideas for training opportunities in their region. Jae reported that he has a new intern in his office and they continue to see a lot of turnover in Region 4. He also reported that Twin Falls will be hosting a Jerry Mason training session at the end of this month. Jason reported that they have some job openings in Region 6 as well and he is keeping busy.

Daren reported that he will be traveling to Washington DC next week for the Fall Leadership Conference and Lobby Day on the Hill. He will report back to the board at our October meeting.

Brock discussed an initiative that the Bio Regional program at U of I is putting together. They are trying to create a better network between the planning program and Idaho planners. They will be inviting planners from across the state to share about their planning career and necessary skills. Brock will be sending email invitations with more details. He anticipates that these interviews will take 30 to 45 minutes and will create a video library for future students to watch. Jae and Jason gave Brock some information about a couple of other similar initiatives that some other schools have worked on.

Aaron, moved to adjourn. Jae seconded; the motion carried.

The meeting adjourned at 12:45 pm.

*Respectfully submitted by Mary Huff – Secretary*