

American Planning Association Idaho Chapter

APA Idaho Executive Board Retreat

Minutes for April 6th 7:00 pm

April 8th 2:00 pm 2017

McCall, Idaho

The Gathering Place

52 Knob Hill

McCall, ID

<input checked="" type="checkbox"/>	Sabrina Minshall, President	<input type="checkbox"/>	Micah Austin, Region 4
<input checked="" type="checkbox"/>	Daren Fluke, Past President	<input checked="" type="checkbox"/>	Sherwin Racehorse, Region 5
<input checked="" type="checkbox"/>	Leon Letson, Vice President	<input checked="" type="checkbox"/>	Josh Wilson, Region 6
<input checked="" type="checkbox"/>	Maureen Gresham, Secretary	<input checked="" type="checkbox"/>	Brian Billingsley, L&PA
<input checked="" type="checkbox"/>	Jeff Lowe, Treasurer	<input checked="" type="checkbox"/>	Erik Brubaker, E&O
<input checked="" type="checkbox"/>	Aaron Qualls, Region 1	<input checked="" type="checkbox"/>	Diane Kushlan, PDO
<input checked="" type="checkbox"/>	Mike Ray, Region 2	<input type="checkbox"/>	Vacant, P&Z Rep
<input type="checkbox"/>	Megan Leatherman, Region 3	<input checked="" type="checkbox"/>	Brock Cherry, Student Rep

Thursday, April 6th:

8:00pm-9:30p

Opening, Reflection, Future Vision (Diane facilitated)

Review ground rules and introductions.

Where do you want to see Idaho APA in five years?

- Doubled in size
- More diversity
- Lead with National APA
- More citizen involvement
- Stronger regional leadership
- Be the “go-to” organization
- Having a voice in legislature and start by introducing non-controversial bill
- Support education for diverse economic areas
- Build trust with elected officials
- Hispanic and tribal representation
- More influential
- Internships for Idaho School students

Friday, April 7th:

9:00am- 10:15am

Team exercise - Sugar cube exercise (Sabrina facilitated)

10:15am-10:30 am

Break

10:30am-10:45 am

Re-visit from survey- “Retreat will be a success for me if...” (Leon facilitated)

- Create a to-do list- with details of items and how to accomplish
- Determine our ceiling- what is our capacity?
- Determine fee structure
- Find answer to question “ Why should I join”
- Discuss mission and re-affirm before expansion
- Keep mission statement short- add goals and objectives

10:45am- 12:45pm

Break out on topics in groups

Group 1 Budget amendment for FY17, budget for next 3 years (include dues structure options); fundraising, costs, chapter only memberships?

Group 2 Overall events strategy including conferences, trainings and other

Group 3 Planning education work with universities/chapter divisions (students and young professionals)

Group 4 Outreach plan/social media strategy/member recruitment (outreach to communities/other (Professions/ dissemination of information/materials)

Group 5 Define roles of all positions, review existing, previous notes, construct clear duties for regional reps

Group 6 Review services: existing/new- make recommendations: Job posting Board/Consultant Registry Time/Skill bank /Planning Commission services

12:45pm-1:30pm

Lunch

1:30pm-2:30pm

Report out group topics and discuss (*Jeff facilitate*)

Group 1 Budget amendment for FY17, budget for next 3 years (include dues structure options); fundraising, costs, chapter only memberships?

- Annual conference \$25000
- Regional education \$500
- Legislative advocacy \$1500
- Community review \$1500
- CM provider \$1250
- President's travel \$3000
- Board retreat \$2500

Group 2 Overall events strategy including conferences, trainings and other

- Boise conference is money maker and subsidizes the every-other year North/East conference
- Four options presented for annual conference schedule/location
- Discussed format and length of annual conference

Group 3 Planning education work with universities/chapter divisions (students and young professionals)

- Intern ship and mentoring opportunities
- Should be Idaho student focused
- STEM program in high schools
- Provide more scholarships
- Need academic professionals involved

Group 4 Outreach plan/social media strategy/member recruitment (outreach to communities/other (Professions/ dissemination of information/materials)

- Small towns- get clerks and planners involved
- Professors
- Develop relationships with planning directors
- Tribal outreach

- Provide virtual/online education opportunities
- Provide panel discussions across professions
- Reach out to related professionals- architects, engineers, foresters, parks and rec
- Update website
- Roll out newsletter and social media campaign with regional updates

Group 5 Define roles of all positions, review existing, previous notes, construct clear duties for regional reps

- President- annual report, attend mini conferences, sign contracts and formal correspondence
- Vice President- head of regional reps and coordination/outreach
- Past President- no change
- Secretary- maintain website and records, transmit communications
- Treasurer- file tax report
- Regional reps- first level membership recruitment, coordinate social functions, attend events on behalf of chapter
- P&Z- advise on training needs
- PDO- administer CE certs
- Student rep- should be of similar major
- C&O- content, website, social media policy, newsletters
- Legislative role- appoint a committee to write letters and policy statements
- Discuss number of positions

Group 6 Review services: existing/new- make recommendations: Job posting Board/Consultant Registry Time/Skill bank /Planning Commission services

- Resource portal- members only
- Discussed list serve email
- Consultant member registry
- Advertise in directory

3:30pm-4:00pm Break

4:00pm-5:00pm **Activity**
Planning Jeopardy

Saturday, April 8th

9:00am-9:30am Breakfast

9:30am-10:00am **Check in with overall retreat goals**

- Sherwin discussed history of tribalism, importance of tribal involvement, and gave context of other organizations involvement
- 2018 Western Planner Fort Hall proposal

10:00am-12:00pm **Develop action plans by topic from Day 1**

Action - Group 1

Jeff Lowe - Develop financial policy, fee schedules, affiliate membership (Diane and Darren QC by June Board Meeting)

Action - Group 2

Erik Brubaker – Formulate conference dates and mini-conference parameters. Consensus among Board was to keep existing annual conference schedule (even years in Boise, odd years alternate between north Idaho and East Idaho), with regional spring mini conferences:

- 2018
 - Boise annual conference in October
 - Partner as sponsor only for Westerns Planners Conference in August with regional rep support
 - Mini-conference in north Idaho
- 2019
 - North Idaho annual conference in October
 - Need call for proposals and minimum criteria
 - Accommodate 100 people with 50 hotel rooms with breakout rooms
 - Mini-conferences in southern and eastern Idaho
- 2020
 - Boise annual conference in October
 - Potential proposal for Caldwell
 - Mini-conferences in northern and eastern Idaho
- 2021
 - East Idaho annual conference in October
 - Mini-conferences in southern and northern Idaho

Establish procedures and create framework/playbook for spring mini conferences.

Maureen motioned to accept schedule and Jeff seconded, no opposed.

Action - Group 3

Leon, Brock, Sherwin – Establish a framework to engage planning programs by May Board Meeting

Action - Group 4

Brian and Mike – Update bylaws:

- Expand board with executive board making decisions
- Remove two P&Z reps
- Add faculty rep as an appointed position
- Keep one student rep
- Add a tribal rep as an appointed position

Approved by consensus.

Action - Group 5

Erik and Aaron – Create a marketing strategy by June Board Meeting

Aaron had presented from notes I think around website and content, I hope he has those to add. Our strategy discussion was finding the balance between diluting the mission and expanding our membership. There was good discussion around messaging to different audiences. Professional Planners. Citizen Planners, Adjacent Professions, and General Public.

Action - Group 6

Maureen, Sabrina, Diane – Prioritize resources by July Board meeting:

- Improve job postings
- Top priority – resource portal

- Develop partnerships
- Train the trainer

12:00pm

Adjourn