

American Planning Association Idaho Chapter  
Minutes for July 14, 2011  
APA Idaho Executive Board

<input checked="" type="checkbox"/>	Daren Fluke, President	<input checked="" type="checkbox"/>	Charles Hutchinson, Region 4
<input checked="" type="checkbox"/>	Renee Magee, Vice-President	<input checked="" type="checkbox"/>	Melodie Halstead, Region 5
<input checked="" type="checkbox"/>	Brad Cramer, Secretary/Treasurer	<input type="checkbox"/>	Kurt Hibbert, Region 6
<input checked="" type="checkbox"/>	Clare Marley, Region 1	<input checked="" type="checkbox"/>	Jon Norstog, L&PA
<input checked="" type="checkbox"/>	Joel Plaskon, Region 2	<input checked="" type="checkbox"/>	Anna Canning, E&O
<input checked="" type="checkbox"/>	Jon Cecil, Region 3	<input checked="" type="checkbox"/>	Diane Kushlan, PDO

- 1. Approval of Minutes for June 9, 2011: Jon Cecil moved to approve the minutes, seconded by Renee. Approved unanimously.**
- 2. Welcome to Bob Arleth, Planning and Zoning Representative:** Daren welcomed Bob to the board of APA Idaho Chapter.
- 3. AIC Conference Vendor Booth:** Anna explained on Thursday, when she manned the booth, the attendance in the exhibit area at the AIC Conference was lower than in the past. There were also fewer exhibitors than in the past. In the next few months, the chapter can see if membership changes. National will send a check for \$500 to Brad Cramer. Daren reported he manned the booth the first day and attendance was greater. He passed out a fair amount of literature, including information on the upcoming conference. One benefit was Anna asked other vendors to consider being a sponsor at the conference in Moscow. Another benefit was Idaho specific materials as to benefits of joining APA Idaho and membership forms were developed. It was requested such materials be e-mailed to all board members.
- 4. Conference Update:** Charles sent the menu to the University Inn for pricing and contacted 23 organizations about the conference. He contacted the national APA office about conducting registration for the conference, and Brad will need to send a check to APA. He has talked with Mike Hall, CCDC, and Mike will assist starting the awards program this year and the awards selection process. He has been trying to contact Sun Valley Stages but has been unable to reach them through either Internet or telephone. He had better luck with Bus Bank and should have information on a charter bus from Boise to Moscow. There will be the issue as to stops between Boise and Moscow which will have to be addressed. He is contacting the chapters in Washington, Montana, and Oregon to see if APA members in those states are interested in attending the Idaho conference. Charles has a list of potential sponsors and is planning on e-mail contact followed by telephone contact. Daren asked if other board members could assist. Charles responded he could break up his list and each board member could contact potential sponsors. Each board member should also determine if there are other potential sponsors in their part of the State and contact them. This is the area in which Charles needs immediate help. Anna mentioned she has prepared talking points for contacting sponsors and will e-mail the points to Charles.

Joel asked about a presentation from the Moscow planning office and volunteered to contact Moscow. He will also contact representatives of the Coeur d'Alene, Nez Pierce, and Kootenai tribes.

It was decided an ethics session and law session should be offered at the conference. Each will need to be 1.5 hours in length to obtain CMs. In addition, there will be an AICP workshop offered during the conference, not at the end of the conference.

As to the scholarships, it was decided there shall be one scholarship per region on a first come, first served basis. If a region does not have interest or need, the scholarship may be used by another region. The scholarships should be shown in the conference budget as six registrations.

As to sponsorships, the form developed for the 2010 conference addresses logistics as well as contribution and commitment. It should be used to assure each sponsor has their needs met. The form and letter Charles has developed will be sent to the board members. The amounts and classifications of sponsors was briefly discussed. It was decided that, even though the goal of sponsorships is \$12,000, the classifications should not be changed. Due to the size of Moscow, there may be more sponsors contributing the smaller amounts.

5. **Elections.** Daren briefly reviewed the procedure in the by-laws for elections. He stated a by-law change will be needed in order to stagger elections of regional representatives. The following representatives have served two terms: Claire, Jon, Melodie, and Kurt. He, Anna, and Renee will have a conference call to discuss the needed change in the by-laws.
6. **Web Site Update:** Brad said he is now managing the website. He is not able to add anything to the current website because of the formatting in which it is written. He has created a temporary site for new posts. Options for a new website include hiring a new company to design and manage the site, hiring someone to design the site and then manage content ourselves, and designing and managing the site ourselves. Brad recommended a Wordpress site as it is easy to learn and manage. Jon Cecil asked about APA National hosting the site. Brad said he looked into it and did not like their look or function. They limit content and limit access to certain content to members only. Renee and Claire said they do not want to go with national under those restrictions. The website should be open to all who wish to use it. Brad suggested surveys are sent to the members to get an idea of what the website should be before asking for bids for a redesign. The board agreed. He will conduct the surveys and continue to manage the test website until at least next month's meeting.
7. **Open Discussion:** Daren reported the consultant list has been prepared. In the process, he obtained some new members, one of the benefits of the consultant list.
8. **Adjourn:** Clare moved to adjourn, seconded by Jon Norstog. (??? This was last month's motion.)