

American Planning Association Idaho Chapter  
Minutes for June 9, 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 type="checkbox"/>	Brad Cramer, Secretary/Treasurer	<input checked="" 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 May 12, 2011: Melodie moved to approve the minutes, seconded by Clare. Approved unanimously with Diane abstaining.**
- 2. Treasurer's Report:** Joel asked why the regional training was reduced for all regions. Melodie clarified the column is showing dollars over budget, not a reduction in funds.
- 3. AIC Exhibit Preparation:** Anna said we were given a space for \$500 at the AIC conference and we received the \$500 dollar grant from the Chapter Presidents Council. We will have to do some work and reporting for the grant. Last time we went we had a display with a slogan "Feel like a duck out of water when it comes to land use applications?" and gave away rubber ducks. Giveaways are important and the ducks were popular. She recommended we do the same booth as it has been many years since our last booth. She would also like to print up business cards with our logo and information on how to join as a chapter-only member. We will have to update the website front page to include instructions on how to join. Daren said we asked Jennie to add the membership information to the website. Anna needs permission to print the business cards and buy ducks. She expects \$30-40 on ducks and \$50 for business cards. Daren suggested we print extra business cards. Renee, John Cecil, and Daren volunteered to help.

**Melodie moved to approve spending up to \$200 for ducks and business cards.** Diane suggested we look at purchasing copies of the publication, "Is Your Community a Great Place to Live?" and passing it out instead of or along with the ducks. Anna will send out an email to coordinate schedules for manning the booth. Charles will provide a list of the benefits of joining Idaho APA which can be handed out and posted on the website. Daren summarized that handouts will include the conference flyer, the "why join" flyer, membership card, and rubber ducks. Anna will also include some student and planning commissioner information, pins, and pens.

- 4. Conference Update:** Charles will be following the action items from the email sent out to the board. He went to Moscow and met with the hotel directors of catering and sales. He is feeling the facilities will be good and have plenty of space. He asked for topics for sessions that we can put into the conference proposals requests. He will send another update in a couple of weeks. The menu needs to be finalized soon. He is working on getting a local food as part of the menu. He will also contact Jeff Jones with City of Moscow Planning Department about presenting a session. Daren said we need to start thinking about sponsorships and asked Clare and Joel for help from agencies in their area. Anna suggested Charles talk to the groups he is inviting to do presentations about being sponsors as well. The board discussed some groups that may be willing to sponsor the conference.
  - a. Board Attendance:** Joel asked if board membership had their conference fees paid or if the board pays its own way. Anna said we typically pay our own way. Daren said the discussion had been whether the board should be encouraged to attend and whether there

should be funds available. Diane feels it should part of the responsibility of being a board member. Anna pointed out that we don't compensate the speakers or a lot of other attendees. We would not make money if we compensated so many people.

5. **Nomination of Bob Arleth to fill P&Z Position on Board:** Daren said Bob Arleth was the only nomination to fill the P&Z vacancy. Joel said he has been working with Bob in Lewiston for just over two years and is a very good commissioner with an extensive planning background. He's very committed and knowledgeable.  
**Daren moved to nominate Bob Arleth to fill the P&Z position on the board. Seconded by Renee. Approved unanimously.** Daren will send a formal letter to Bob and Joel will contact him as well to let him know the nomination was approved.
6. **Daren Leave of Absence August-September:** Daren wanted to make the board aware that he is taking a sabbatical this fall and will be gone during August and September. He has spoken with Renee and she agreed to take the responsibility of running the board meetings and covering other duties while he is gone. He will be back for the conference.
7. **Consultant List:** Daren had a phone call from COMPASS who has an RFP coming up and wanted to contact Idaho consultants first. We have never put together a list like that before and it made sense to make one. Daren was hoping to have the list for the board meeting, but it isn't quite finished. He will email it as soon as it is complete and will post it on the website. One question was whether to limit it to those who are chapter members and whether to charge a fee to be on the list. Daren feels it should be limited to chapter members but we should not charge an additional fee. Clare agrees they should be members and we should not charge extra. It will be a good way to retain members.
8. **Open Discussion:** Diane said all four people who took the AICP exam informally passed. They will get formal notice in a couple of months. She sent out an email to members who are not AICP with the timeline for signing up for the November exam. She also said the Urban Land Institute received a grant from her foundation to look at sustainable agricultural in the Treasure Valley area. They will be working with University of Idaho and Boise State a number of agricultural based non-profits in the area. They will be doing a rapid market assessment where they go to the farmer's market to tally the people attending the market and ask them to participate in a simple survey. There are nine markets in the valley and they need volunteers. She asked if she could send a notice to planners in Ada and Canyon counties to see if they are willing to help out with the markets. Jon Cecil pointed out it is not for commercial efforts and is consistent with our mission. Anna said Jon's email list includes those who are not members of the chapter as well. Jon agreed to provide his email list. Diane said they expect to do the survey on July 16<sup>th</sup>. It will provide us an idea of what level farmers markets have a role in the local food economy and how many people are coming out. The goal is to create a better economic vitality in our agricultural land uses which will improve land development patterns. It will also help create benchmark indicators to see how they are meeting goals over time. Daren said if we use the mailing list for notice to all members it should go through Brad. He requested when mailings are done to make sure the addresses are but in the bcc line to protect members on list. Diane will send the information the Jon and he can send the notice since members in his region are used to getting emails from him. Daren also suggested we use the APA signature block for chapter business.

Joel said he is getting ready to meet with his region's members. He is planning on using his region's training money for a meeting that would include a luncheon and wanted to know if the money could be used towards the luncheon. **Melodie (?)** said if the money is being used for members in the region she has no objections. Daren agreed and feels the regional representatives should have broad latitude for how the money is used. Joel also said that in communicating with his members he received a response from John Hawkins from Pullman, WA who offered to provide some legislative facilitation

experience. Joel suggested he contact Jon Norstog. Jon Norstog suggested we have a lunch with him during the conference.

Daren asked when there are regional meetings to let him know so he can possibly attend as well and meet the membership.

Jon Norstog said the New York Times had an article about the United Bank of Switzerland who moved their offices from New York to Connecticut several years ago. They are now abandoning the office because they can't recruit staff. It's a good example of quality of life being important for recruiting quality employment. Diane pointed out this is happening with Microsoft as well. Jon will send the link to article to the board.

**9. Adjourn: Clare moved to adjourn, seconded by Jon Norstog.**