

# American Planning Association Idaho Chapter

## APA Idaho Executive Board

### Agenda for the Annual Business Meeting

November 17, 2011

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| <input checked="" type="checkbox"/> Daren Fluke, President           | <input type="checkbox"/> Connie Doerr, Region 5                  |
| <input type="checkbox"/> Renee Magee, Vice President                 | <input checked="" type="checkbox"/> Brent McFadden, Region 6     |
| <input checked="" type="checkbox"/> Brad Cramer, Secretary/Treasurer | <input checked="" type="checkbox"/> Jon Norstog, L&PA            |
| <input checked="" type="checkbox"/> Joan Bramblee, Region 1          | <input checked="" type="checkbox"/> Anna Canning, E&O            |
| <input checked="" type="checkbox"/> Joel Plaskon, Region 2           | <input type="checkbox"/> Diane Kushlan, PDO                      |
| <input checked="" type="checkbox"/> Jon Cecil, Region 3              | <input type="checkbox"/> Bob Arleth, P&Z Representative          |
| <input checked="" type="checkbox"/> Charles Hutchinson, Region 4     | <input type="checkbox"/> Jillian Maroney, Student Representative |

1. **Call to Order:** Daren called the executive committee to order at 12:03 p.m.
2. A quorum of the board was established. Daren noted that due to Brad Cramer's absence Jon Cecil would take the minutes for the meeting. (Brad joined the meeting at approximately 12:45 p.m.)
3. **Minutes: Jon Norstog moved to approve the minutes. Second by Daren.** Minor correction of minutes noted. **Approved unanimously.**
4. **Nomination of Jillian Marortz Maroney as Student Representative to the Executive Board. Daren moved to nominate Jillian Marortz Maroney, a student from the University of Idaho to serve as student representative. Second by Jon Cecil. Approved unanimously.** Daren indicated he would contact Jillian and inform her about the appointment.
5. **Partnering with SCOTie.** Jon Cecil provided background information regarding the request from the Western Lands and Communities Project, a joint venture of Lincoln Institute of Land Policy and Sonoran Institute. SCOTie is an online toolkit information exchange and repository of best practices and resources from model western communities. Jon indicated that this should be a great tool for planners in Idaho. There is no cost to the chapter. **Joel Plaskon moved to approve the partnership with SCOTie. Second by Jon Cecil. Motion approved unanimously.** Daren thanked Jon for his help on this initiative.
6. **Conference Wrap Up** – Charles Hutchison noted that he had sent final invoices to Brad Cramer and the most current was for the lapel pins. Charles will burn a CD-ROM with this information. He will also contact all of the conference presenters to get their PowerPoint presentations which will be posted to the webpage. An Attendee List is also in process of preparation. As far as the conference finances went we received \$8,598.50 in revenues and spent \$13,057.16 in expenses resulting in a loss of \$4,458.66. Charles promised to submit a press release about the conference. In his opinion the conference went about as well as could have been expected given the timing of the conference in that it conflicted with other planning conferences around the region. He wondered whether a different time would have impacted attendance and that maybe the Board should consider a September conference in the

future. Further board discussion about this point – Anna noted that October is National Planning Month and most of the member agencies have an October 1<sup>st</sup> fiscal year. Having a conference in September may be financially more challenging. There was discussion about the number of sponsorships in this year's conference as compared with last year's. Anna disagreed that location of the conference made the difference. Charles recognized Anna's point and suggested the board take a long-term view of conference locations and that it might be best to hold the conference in Boise every fall. Daren indicated that he tended to agree with Anna but having said that he would like to spread the conference around the state. He acknowledged his absence this summer and being unable to make the efforts needed to raise sponsorships. Daren asked board members to think about next year's conference location and be ready to discuss at the December board meeting. Noted that membership has held steady at about 236; current dues are \$35.00 annually. Brent McFadden noted that the Soil and Conservation Service rotates their conferences around the state. Joan Bramblee agreed that it was important to have training available in other areas of the state. Charles Hutchison suggested that the regions could be paired to host conferences (Regions 1 & 2, 3&4, 5&6) and split duties of conference chairmanship. Joan suggested that the mini-conferences could be located outside of Boise. Anna agreed that the mini-conferences take less time to prepare than does a full conference. Joel Plaskon asked about the revenue/expense differential between holding conference in Boise compared with other regions. Daren noted that sponsorships last year were much higher than compared with this year's conference. Anna noted that she had made a dedicated effort (80+ phone calls) to various sponsors and all of that effort paid off in terms of sponsorships and conference support. Anna suggested the board think about opportunities for joint conferences which are challenging but doable. Jon Cecil suggested that partnering opportunities exist with the Western Planner Resources board. He noted that their 2012 conference is in Billings, MT and the 2013 conference will be held in Lake Tahoe, NV.

7. **Airport Legislation.** Daren noted correspondence in board packet and that issue is still ongoing. Jon Norstog provided further clarification about this issue and was pleased that State of Idaho has given the Chapter an opportunity to get its nose in the tent. This is a big deal and provides an opportunity to make some waves. He recommended looking further at the legislation. Joel P. indicated his pleasure at the response and asked about a reference to a joint agreement provision. Jon Norstog will follow-up and confirm this question. Daren indicated that it would be good to bird-dog this piece of legislation. Joel asked if there were any further changes but he's comfortable from what he has seen so far. He wondered if a new element for comprehensive plans was really necessary. Bob Arleth asked if there was any time frame to implement. Daren responded that typically it was at the pleasure of the local governing body.
8. **Website Upgrade.** Due to absence of Brad it was decided to defer this item.
9. **Credit Card/PayPal Issue.** Due to absence of Brad it was decided to defer this item. [At this point Brad joined the conference call. Daren asked that the board discuss Agenda Item #8 which is where the minutes pick back up at that point.-Jon]

Webpage - Brad noted that he had done the Survey Monkey survey as an experiment; he's added conference photos and is still working on a discussion board for planner communications. Joel asked Brad if we could add the airport legislation to the webpage and perhaps have opportunity for the membership to discuss this. Brad said that it would be easy to post information like this and could work on adding a commenting feature. Anna suggested that email might be just as easy would a survey of the membership. Brad indicated that he could do either approach. Joel noted that following legislative items would be important feature so that the membership could weigh in on the issues. Jon Norstog agreed and suggested that the webpage be a method we can communicate with the membership; Brad can work on getting a two-way conversation going.

Credit Card Machine - Brad noted that he used a credit card machine at the conference and it worked pretty well but there were a couple of minor glitches trying to coordinate its use with the hotel. He expressed concern about being held personally responsible for disputed credit card charges because of a requirement to have two years' worth of profit and loss statements and various tax records. Anna replied that the chapter has the tax records so this shouldn't be a problem. Brad promised to follow-up. The cost of the machine use is \$25.

PayPal - As far as PayPal is concerned it's a free service for nonprofits with a certain percentage deducted for transactions that's pretty nominal. Brad is unsure what we would use this feature for but it could be handy to have. Daren noted that it could be handy for the mini-conferences and taking payments. Daren suggested that we defer action on this matter for the time being. Brad found the charge amount of 2.2% plus 30 cents for each transaction.

10. **Partnership for Sustainable Communities Letter of Support** – Jon Cecil noted that it looked like Congress is not funding this program and suggested that a letter of support at this time was unnecessary. No further action taken.
  
11. **Open Discussion** – Daren introduced new board members, Joan Bramblee and Brent McFadden who were welcomed by the board. Anna provided an update on the Future Cities competition which she has been working on this year. She has made several presentations and former board member Melodie Halstead has also served as a mentor. It's been a fun, exciting project. BSU has asked Anna to do some more presentations. Daren expressed his thanks to Anna for her contributions in this regard.

Daren reminded board of the meeting schedule on the second Thursday of each month, please mark your calendars.

Brent requested a copy of the membership mailing list and Daren promised to send him as well as rest of board. Daren asked the new members if they had any questions. Joan said she has not received a copy of the strategic plan. Daren promised to send and noted that it needs to be updated and that this will be a future agenda item.

Brad mentioned that he is a member of the Idaho Community Forestry Council. Jon Cecil asked Brad if he would be willing to represent the chapter on this board regarding planning issues and Brad indicated that he would. **Jon moved to nominate Brad as the Chapter's representative on the Idaho Community Forestry Council. Second by Daren. Motion approved unanimously.**

Brad also noted that he passed the AICP exam. The Board extended their best wishes and congratulations on this professional achievement.

The new board members email addresses were distributed.

**Jon Cecil moved to adjourn. Second by Daren.**