

# American Planning Association Idaho Chapter

## APA Idaho Executive Board

### Agenda for the Annual Business Meeting

October 13, 2011 @ 5:30, Moscow, ID

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| <input checked="" type="checkbox"/> Daren Fluke, President           | <input checked="" type="checkbox"/> Connie Doerr, Region 5 |
| <input type="checkbox"/> Renee Magee, Vice President                 | <input 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 type="checkbox"/> Anna Canning, E&O                 |
| <input type="checkbox"/> Joel Plaskon, Region 2                      | <input checked="" 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     |  |

Also present: Clare Marley

1. **Call to order:** Meeting was called to order at 5:30 p.m.
2. **Welcome new board members:** Daren welcomed new board members Joan and Connie. Members introduced themselves.
3. **Approval of Minutes for September 8, 2011: Cecil moved to approve. 2<sup>nd</sup> by Charles.** Daren and Diane abstained. Approved unanimously
4. **APA Education Grant:** Daren explained grant process. Chapter President's Council had grant money for education. Proposal written with Idaho Smart Growth to create transportation education curriculum primarily for elected officials because the land use study identified a lack of knowledge of transportation planning and development process. Grant was awarded. Diane reviewed original land use survey done with ISM. It was recommended we look at other transportation issues. Partners have been looking at what we should do with the money. She reviewed a proposed outline. There are a number of options for doing the presentations. Could be a traveling event or a PowerPoint with a script and plug-ins. If more money was available a video could be produced. MPO's might also be an audience and help with funding. It might be opportunity for the chapter to be a statewide resource for information. It could also be the beginning of a series of training resources we develop over time. Connie thought MPO's could be the audience as well as the distributors. Policy boards are made up of elected officials and this could be a good orientation. Daren likes the idea of developing a training program. Jon Cecil said Ann Wescott did a PowerPoint on transportation funding for a general public audience and we may be able to use parts of her presentation as a model. She did a good job of taking a complex subject and making it simple. Jon Norstog said we should look at what the federal law requires in developing the presentation. Daren suggested not all projects are federal so we may not need to be that specific. Diane prefers doing a video but it will require more money than what the grant provided. Brad suggested a video is harder to bring up-to-date than a presentation. Jon Cecil likes the idea of a presentation with places to adjust to specific areas or topics. Diane asked the board look at the content and determine which topics are most important.
5. **Review of federally mandated planning requirements:** Jon Norstog reviewed the request that went out from National to the legislative communities for comments on federal planning requirements. They are looking for input on issues on partnership and regional planning. This is a difficult issue for tribes. He would like to request input from the membership. A member from Valley County has expressed concern that the membership doesn't have the opportunity to provide input on legislative issues. Daren

feels it is the job of the board to deal with those issues. It moves so fast and even the board has trouble keeping up with all of it. Diane suggested an email to see if anyone had an interest in legislative issues and see who responds. Clare would like to stay involved with legislative issues. Daren asked Jon to draft something that could be sent out to the membership. Jon Cecil suggested it could include the questions that the request from Jason asked for. Diane said the request went out to the Treasure Valley but there were criteria that the area didn't meet because it wasn't relevant to the area. Brad said we discussed adding a discussion board to the website where members could comment on issues. Jon Cecil clarified that it wouldn't be an email blast every time. Joan suggested an email be sent out to let members know the feature is available.

6. **Conference wrap up & discussion for next year:** Charles said the sessions are going well. Attendance is down but given the location and topic we have a very good turnout. We are also up against the Oregon/WA conference which is happening next week as well as the planning schools conference. 45 people signed up online. There are also others who registered. Total is about 50. Speakers will also boost the number. In the future we should coordinate schedules with surrounding state chapters and look for opportunities to have joint conferences. Jon Cecil agreed and said at the Western Planner there were four conferences that combined with that for a joint conference. There were 410 planners in attendance. With budgets declining more chapters are combining. Diane would like to try to coordinate with Utah. Charles would also like to work with Western Planner. We could also look at always having the fall conference in Boise and have the spring travel move around the state. Clare does not want to neglect the north side. If we know it is coming every 4 years we can be better prepared. Sponsors in this area didn't know us but if we continue to come and have a presence they will be more likely to sponsor. Charles feels we can learn how to attract sponsors. Diane suggested a survey on the website. Brad likes the idea that came up previously about having every other fall conference in Boise. Diane doesn't feel that works with coordinating conferences with other chapters. Charles would like to combine as well, but more members live in the treasure valley area so there are economic issues. Diane doesn't believe we have the resources to put on two full conferences. Joan struggles with making it to Boise and feels those who need AICP credits need the opportunity to earn them in their own region. Charles thought it might be possible to have a mobile mini-conference. He would like to develop a consistent system so sponsors and members know what to plan on. Daren would like to bring it up at the next meeting. Diane and Daren believe we are doing very well for only being in our 4<sup>th</sup> year. He asked how we were looking financially. Charles said we just received a check for \$4,440 for online registration and another one will be coming later in October. He is expecting about \$8,500 online and \$2,500 in sponsorships. Costs are around \$10,000. We will review budget specifics by next meeting. Charles said there are lessons to learn from this conference. The topic is not a widely used topic. The board expressed they feel the sessions have been great. Daren thinks we should keep some spots open for general topics as well as the specific. Diane would like to have a strategic planning session to decide where we want to be and how to get there. Jon Cecil said the Western Planner board has a strategic planning meeting every year. Daren feels we should consider that as part of our budget to get people together. Joan said we should start planning the next year's conference right after the current year's topic. Diane said she has received feedback on the awards that it isn't fair to compare consultant generated plans with staff generated plans. Charles pointed out that Meridian's plan, which won, was done in house. We don't get enough applications to justify having two tracts. Diane said on other boards they may adjust the criteria to be able to give awards to smaller communities.
7. **Budget:** Daren suggested we put this on next month's agenda when we have final figures from the conference.

8. **Web site update:** Brad said we will add some features like discussion boards and surveys. Joan suggested a regional spotlight page. Brad can do that but asks that if we do it the regional reps send information to post. Otherwise it won't work.
9. **Open discussion:** Joan asked about getting up-to-speed on the plans and by-laws. Brad will get the new by-laws posted. Jon Cecil said there is a new editor for the Western Planner Journal. They are moving towards an electronic-only version of the journal. Western planner board meetings are in January and it's financially difficult to go. He asked if we could look into providing some financial help to be able to go so we can keep a presence and relationship with the group. Diane asked about subscribing to PAS as a chapter. The organization used to subscribe. Perhaps the one of the universities could be the repository. Brad said for future consideration Idaho Falls is a willing host for the annual conference.
10. **Adjourn** (I didn't look to see what time we adjourned...)