

American Planning Association Idaho Chapter  
Minutes for September 8, 2011  
APA Idaho Executive Board

<input 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 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
		<input type="checkbox"/>	Bob Arleth, P&Z

- 1. Call to order.** The meeting was called to order at approximately 12:00 and a quorum was present
- 2. Minutes from August 11. Jon Cecil moved to approve the minutes. Seconded by Joel. Approved unanimously.**
- 3. Conference Update.** Charles said registration is set up with APA National. He will be sending a budget to the board which will show how registration prices were set. Registration went live yesterday (September 7). Online registration will close October 7. 21 session proposals were submitted. All presenters have been contacted with an acceptance email and proposed schedule. Only one proposal was not accepted because it not fit in with the theme of the conference. There will be a couple of mobile workshops. He has arranged a mobile workshop with Carol Spurling at the local food co-op for Thursday morning. Jane's walk, a walking tour of Moscow, will be held that afternoon. The bio-diesel trolley will also be available for transport to and from the workshops. Mobile workshops will cost \$10. Nametags and badges have been ordered. Mike Hall with CCDC is heading up the awards program. There are five members on the committee: Mike, Mary Huff, Brad Clark, Joel, and Sheri Freemouth. The deadline for applications was last Friday. Charles has sent design options for the plaques to the committee. Promotional items have also been ordered. His priority now is to finalize the agenda and have Michelle begin work on CM credit approval. He asked the board to contact those they feel could be sponsors of the conference. He listed those who have already committed and the board discussed others who could be potential sponsors. Charles will provide the short program to board members so they can pass it along to potential sponsors. Anna received a call from the regional AICP commissioner who said he is available if needed. He has been doing an ethics course that could be included at the conference. Charles said the hotel has reserved a block of rooms at a discounted rate for the conference until Monday. There was concern that there was not enough time for people to take advantage of the rate. Charles will contact the hotel about extending the deadline. Jon Cecil asked about the bus to take people to the conference. Charles said there was not enough interest to justify the expense. Brad asked about advertising with the Utah and Washington chapters. Charles had already contacted the Washington, Oregon, and Montana chapters. Jon will promote the conference at the Western Planner Conference next week. The Washington and Oregon chapters will be having a joint conference the week after ours.
- 4. Website Update.** Brad reviewed the budget for the website. There is \$630 left and we need as much as \$70 to make to the end of the year. There is approximately \$500 that could be used towards redesigning the website. Since the new site went live, there is an average of 60 hits per day. He asked if the board thought what he have is adequate or do we need to look at a professional redesign. The survey from the members said they would like to add a discussion board and possibly a spotlight page to highlight projects and planners from around the state. We

could also monetize the site and sell advertising on the existing site. He feels the more important question is whether or not there is a commitment to keep the website up-to-date. It doesn't seem like there has been a major effort in the past to provide things like newsletters and regular updates. He feels we shouldn't invest more money into the site if we aren't committed to making it work well. The Wordpress site is also very easy to use and update and could have all the features we need without paying for a redesign. Melodie likes the website but likes the idea of a discussion board. Anna feels the more we can manage it ourselves the better. It was difficult in the past to get content from people and then to get it onto the site. She also likes the idea of a discussion board. Clare likes the current form and feels we should focus on the content. Brad said if people will send in content, the format of the website is simple enough it only takes a few minutes to update. He suggests we take advantage of Chris Blanchard's offer to help with adding features and see how things go for a while.

5. **Election Update.** Renee said Joel and Charles must be doing a good job because no one wants to run against them so far. She will be contacting potential candidates this week so we can get the election finalized. She asked that board members contact her with any other suggestions for candidates, especially in Regions 2 and 4. Brad has talked with APA National about handling the election.
6. **Open Discussion.** Anna requested APA Idaho consider sponsor the Future Cities program this year. The emphasis this year is on renewable energy. She would like to have planning be more involved. She was hoping we could commit to at least the bronze level of sponsorship which is \$100. There was discussion on where the money could come from. Brad pointed out there is over \$500 in the website budget that could be used. Joel also suggested the regional education money could be used if there are regions that haven't spent it and don't intend to spend it. Charles said his region has not spent his region's education money yet and would be willing to commit \$100. Anna said the program is also looking for mentors and judges. She will send information about participating.

Joel said Ken Harwood from Association of Idaho Cities asking for input on proposed changes to state legislation on airport zoning. Joel will forward the email and board members can send individual comments or the board may want to send in the letter we had originally drafted when this issue was brought up earlier.

Diane updated the board on the AICP exam in May. There are 7 candidates for the exam. The candidates in the Treasure Valley have met for a study group.

Renee clarified that the next board meeting will be at the conference. Charles said he has planned for the meeting to be Thursday evening as a dinner meeting. Renee asked if anyone not on the board could come and listen. Anna said they are welcome and Clare said last year the meeting was set up so people could attend. Charles has also planned for a meeting with the board and potential members of the organization for them to ask questions.

**Jon Cecil moved to adjourn, second by Clare.**