

American Planning Association Idaho Chapter Board Meeting

Agenda for March 11th, 2021
12:00 pm MT (11:00 am PT)

Zoom Meeting (sent via email)

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| <input type="checkbox"/> Aaron Qualls, President | <input type="checkbox"/> Carl Anderson, Region 5 |
| <input type="checkbox"/> Leon Letson, Past President | <input type="checkbox"/> Cindy Donovan, Region 6 |
| <input type="checkbox"/> Hilary Anderson, Vice President | <input type="checkbox"/> Jason Boal, L&PA |
| <input type="checkbox"/> Tom Laws, Secretary | <input type="checkbox"/> Elizabeth Allen, E&O |
| <input type="checkbox"/> Ethan Mansfield, Treasurer | <input type="checkbox"/> Diane Kushlan, PDO |
| <input type="checkbox"/> Erik Brubaker, Region 1 | <input type="checkbox"/> Cookie Allen, Tribal Planning Rep |
| <input type="checkbox"/> Mauri Knott, Region 2 | <input type="checkbox"/> Mark Rud, Student Rep – U of I |
| <input type="checkbox"/> David Moser, Region 3 | <input type="checkbox"/> Vacant , Student Rep – BSU |
| <input type="checkbox"/> Robyn Davis, Region 4 | <input type="checkbox"/> Jaap Voss, Urban Planning Faculty Rep |
| | <input type="checkbox"/> Brittany Skelton, Western Planner Rep |

1. Call to order (*Aaron*)
2. Roll Call (*Tom*)
3. Announcements (*Aaron, et. al.*)

Action Items:

1. Approval of Minutes for February 11, 2021 (*Aaron*)
2. Treasurer's Report for February 2021 / Approval of Expenditures (*Ethan*)
3. APA ID Strategic Plan (*Aaron*)
4. Annual Conference (*Aaron, et. al.*)
 - a. Dates and Location (Oct. 13-15 @ UofI in Moscow currently avail)
 - b. Nomination & Appointment of Conference Chair
 - c. Discussion / Establishment of Conference Committees / Chairs
5. Annual Sponsorship Program (*Aaron & Tom*)
6. Legislative Outreach / Letter Regarding MSA reclassification (*Jason*)

Discussion Items:

1. Open Discussion / Updates
2. Adjourn

Next Month's Agenda Items:	Next Month's Newsletter Items:
Please send to Tom (TLaws@achdidaho.org) and Aaron (aaronq7b@gmail.com) 1 week prior to meeting.	Please send to Tom (TLaws@achdidaho.org) by the end of the month

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Agenda for February 11th, 2021
12:00 pm MST (11:00 am PT)

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■ Aaron Qualls, President	■ Carl Anderson, Region 5
■ Leon Letson, Past President	□ Cindy Donovan, Region 6
■ Hilary Anderson, Vice President	■ Jason Boal, L&PA
■ Tom Laws, Secretary	■ Elizabeth Allen, E&O
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□ Erik Brubaker, Region 1	■ Cookie Allen, Tribal Planning Rep
■ Mauri Knott, Region 2	■ Mark Rud, Student Rep – U of I
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	■ Brittany Skelton, Western Planner Rep

8 needed for quorum

1. Call to order (*Aaron*)
 - 12:02pm
2. Roll call (*Tom*)
 - 16 present 2 absent 1 vacant

Action Items:

1. Approval of minutes for January 14^h, 2021 – (*Aaron*)
 - *Jaap Motioned, Carl seconded - Approved*
2. Treasurer's report for January 2021 / Approval of expenditures (*Ethan*)
 - *Discussion on need to confirm domain and website is paid for the year. Ethan will confirm with Jeff.*
 - *Hilary Motioned, Jaap Seconded - Approved*
3. FAICP Recruitment Committee Establishment (*Diane*)
 - *Diane walked through application and nomination process for FAICP. Provided comparison from similar states that highlighted how Idaho compares. Request to form a FAICP Sub-committee of 2-3 AICP members to help participate. Discussion on who could be on the board.*
 - *Motion to create an official FAICP sub committee with Dian, Aaron, and Mary Huff*
 - *Diane Motioned, Liz seconded - Approved*
4. APA ID Partnership Opportunities (*Aaron*)
 - a. AIC Training Request
 - *Interest from AIC for APA ID to come a present on a few basic planning topics. Discussion included how we can also get involved with AIC conferences and they get involved with ours, whether we should also be considering the Idaho Association of Counties, and how presentations can be tailored to elects, rural/urban, etc.*

- *Diane, Jason, Liz, Tom, Aaron and Hilary will continue the conversation with AIC*
- b. Idaho Smart Growth Citizens Academy Presentation
- *Aaron and Liz have been in discussions. One potential topic for citizen planners on the differences between comprehensive plans and current plans. Presentation will be on April 7th.*
 - *Aaron will move forward, looking for a co-presenter*
- c. Blue Cross of Idaho Foundation for Health – Comp Plan Health Components
- *Interested in how they can participate with APA ID, Aaron has been the main contact. Other than waiting for the APA conference in October, are there other opportunities? Chris Danley could be a resource due to his experience in health impact assessments. Planning with Pints are always an option. Discussion on if we can create a template to be used by cities when updating their comp plans. Cookie is involved with Blue Cross through the Social Justice Study. Aim to Potential for Blue Cross to become an Annual Sponsor.*

Discussion Items:

1. Student Chapter(s) Establishment Consideration (*Leon & Aaron*)
 - *Lots of interest for Boise State Students (10-12) to join APA ID. Discussion included if we want to start a student chapter similar to Eastern Washington University. A scholarship program is also a potential, especially with money savings this year from the President not traveling. Discussion included support for a scholarship with potential for books or for conferences with an expectation for a presentation after.*
 - *Plan to continue the discussion at the Annual Sponsorship Considerations meeting*
2. Legislative Outreach Updates (*Jason*)
 - *Website is up to date. Senate Bills for cap on local government budgets. APA ID opposes. Public Noticing Bill was defeated on 2/10. Impact Fee bills, Jason was able to sit down with the sponsors, changes are being made, APA ID supports. Other bills we are monitoring such as Eminent domain, Rent Regulation Bill, Liquor laws, and trespassing indemnification. Looking for connections with Senator Crapo and other elected officials at the state level.*
3. Rural Planning Committee Mission Statement and Guidelines (*Jaap and Mauri*)
 - *Task to board: What are we hoping to get out of the committee?*
 - *Discussion included identification of issues, what trainings we can help. Going to continue learning and listening.*
4. Annual Sponsorship Considerations (*Tom*)
 - *Meeting next week to further discussion*
5. E&O, PDO, Tribal Planning, Urban Planning Faculty, Student Representatives, Western Planner (*Jason, Elizabeth, Diane, Cookie, Jaap, Mark, and Brittany*)
 - *E&O – Voices in Planning next Friday, followed by Planning with Pints the next weekend. Leon is on board for March.*
 - *PDO – Seven members in the AICP study group. Major rework of exam happening after this year. Equity and Diversity credits will be required starting in 2022.*
 - *Urban Planning Faculty - Will plan to discuss more about what is happening at U of I and updates with Zoom at next meeting*
 - *Student Representatives – No updated at this time*

- *Western Planning – Full steam ahead for an in-person conference in AZ. Idaho is unique with our formation being broken up into regions. Knowledge share is going to occur over the coming months.*
6. **Region Representatives Updates – (Regional Reps)**
 - *Mauri – Need to start talking about the APA ID Moscow conference if it’s going to happen. Will be an item at next meeting*
 7. **Open Discussion**
 - *None*
 8. **Adjourn**
 - *Mark Moved, Liz seconded. Adjourned. 1:20pm*

<p><i>Next Month’s Agenda Items:</i> Please send to Tom and Aaron 1 week prior to meeting.</p>	<p><i>Next Month’s Newsletter Items:</i> Please send to Tom by the end of the month</p>
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American Planning Association
Idaho Chapter

2021 STRATEGIC PLAN [DRAFT]



MISSION

Advocate for effective planning programs, practices and legislation statewide. To this end, we shall provide resources, training, monitoring, mentoring, communications, lobbying, and other services to, and for all Idaho professional, student, and citizen planners. These activities shall help to assure that Idaho's planners are professionally knowledgeable and empowered to create and implement balanced, informed and visionary plans for their communities.

MISION OBJECTIVES

- A. Promote the art and science of planning in Idaho.
- B. Help planning professionals in their profession.
- C. Advance the practice of planning and opportunities for planners.
- D. Emphasize the importance of achieving the final vision/goal over mere procedure.
- E. Protect the legacy of our state's natural environment.
- F. Nurture the improvement of our built environment.
- G. Foster social and environmental equity.
- H. Advocate for every citizen's opportunity to participate.
- I. Support planning and zoning commission members and citizen planners

MISSION STRATEGIES

- A. Organize and distribute planning resources.
- B. Promote education about planning to other professions and the public.
- C. Promote education of planners and planning and zoning commission members.
- D. Support the Idaho APA membership.
- E. Increase the Idaho APA membership.
- F. Create a program for enhancing the chapter's administrative and organizational effectiveness.
- G. Create a legislative outreach program for the chapter.
- H. Create a program to assist planning commissioners.
- I. Seek to energize and excite the public about planning.
- J. Work in partnership with other non-profit and professional organizations in promoting the values of planning.



2021 WORK PROGRAM

Task #	Task	Start	End	Objectives	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
					2/11/2021	3/11/2021	4/8/2021	5/13/2021	6/10/2021	7/8/2021	8/12/2021	9/9/2021	10/14/2021	11/15/2021	12/9/2021
01	Conference (Pending Separate Work Plan)	2/11/2021	10/14/2021	A,B,C,I											
02	Newsletter and Event Reminders	2/11/2021	12/9/2021	A,B,C,I											
03	Planning with Pints / AG Chats / Voices in Planning	2/11/2021	9/9/2021	A,B,C,I											
04	Legislative Advocacy	2/11/2021	6/10/2021	A,E,F,G											
05	Strategic Plan 1.0 / Annual Report	2/11/2021	3/11/2021	all											
06	Sponsorship Program	2/11/2021	12/9/2021	all											
07	FAICP Nomination(s)	2/11/2021	8/12/2021	A,B,C											
08	Idaho Smart Growth Citizens Academy	3/11/2021	4/10/2021	I,H											
09	Student Scholarship Program (initiate and awards)	3/11/2021	10/14/2021	A,B,C											
10	Awards Program Program 2021	4/8/2021	10/14/2021	A,B,C											
11	AIC Training Presentation	3/11/2021	6/10/2021	A,B,C,I											
12	Membership Survey (Pre-Conference & General)	4/8/2021	5/13/2021	all											
13	Re-establish Region Rep. Roles / Responsibilities / Geo	5/13/2021	7/8/2021	A,B,C,D											
14	Strategic Plan 2.0	6/10/2021	9/9/2021	all											
15	Kickoff 2022 Conference (Elect Chair)	10/14/2021	10/14/2021	A,B,C,I											
16	Membership Survey (Post-Conference)	11/15/2021	12/9/2021	A,B,C,I											



American Planning Association
Idaho Chapter

TO: APA ID Board
FROM: AQ / Sponsorship Program Design Committee
DATE: 03/10/2021
RE: DRAFT Revised Sponsorship Program

Following a meeting by the Sponsorship Program Design Committee, below is a working draft of annual sponsorship packages and a la carte options for consideration by the board.

Program Goals:

- 1) Secure sponsorships well ahead of annual conferences
- 2) Add value for our sponsors
- 3) Increase sponsorship revenue
- 4) Not over burden APA ID staff (because... we have no staff) to manage the program

Draft Messaging Outline for Sponsors:

Your support of APA ID not only gets you great benefits, your contribution:

- Supports educational offerings to professional planners, citizen planners and elected officials
- Helps support our legislative outreach in Idaho and beyond
- Supports our scholarship fund for Idaho planning students (TBD)



DRAFT “Menu” of Annual Sponsor Packages and A La Carte Menu:

Annual Sponsor Packages	Platinum \$5000	Gold \$2500	Silver \$1000	Bronze \$500
Chapter Benefits				
Chapter Memberships	5	3	2	1
Logo Placement on Website		y	y	y
Logo Placement on Monthly Newsletter	Y	y		
logo – Voices in Planning Events	all	1		
Logo – Voices in Planning Events	all	1		
Social media thank you	1	1	1	1
Logo – Regional Conferences	all	all		
Annual Conference Benefits				
Conference Logo Placement at Sessions	Large	Medium	Small	
Program logo placement	Large	Medium	Small	Small
Swag/brochure in conference bag	y	y		
Conference Keynote Recognition	y	y		
Conference Registrations	3	2	1	
Conference Reserved Seating at Keynote	y			
Conference Exhibitor Table	Preferred location	y	y	y
Conference Table Top Sign			y	y
Gem Award Sponsor	y			
Award Ceremony Admission	5	3	2	1
APA ID Annual Conference Attendee Push Notification	y	y		
Free Suite Upgrade on us at Conference Hotel	y			

A La Carte Sponsorships	
Award Sponsorship (other than Gem Award)	\$400
Chapter Event (Planning with Pints / Voices in Planning / Mobile Tour)	\$300
Consultant Directory Listing on APA ID website	\$200
Newsletter Sponsor (logo / link appears on one newsletter)	\$100
Custom Sponsorship	Call us!

To sign on to this letter please complete this online form: <https://forms.gle/7epj42uwB1W4NMKo7>

March 17, 2021

Mr. Dominic J. Mancini
Administrator (Acting), Office of Information and
Regulatory Affairs
U.S. Office of Management and Budget
1650 Pennsylvania Avenue NW
Washington, DC 20503

Mr. James D. Fitzsimmons, Ph.D.
Chief, Population Geography Staff
Population Division
U.S. Census Bureau
4600 Silver Hill Road
Suitland, MD 20746

Dear Mr. Mancini and Mr. Fitzsimmons,

We represent a collective of researchers, practitioners, nonprofit leaders, and advocates for rural economic and community development in the United States. Until the full range of consequences for federal funding is identified and analyzed, we strongly urge the Office of Management and Budget (OMB) to delay acting upon the recommendation of the Metropolitan and Micropolitan Statistical Area Standards Review Committee to increase the minimum population of cities that constitute the core of Metropolitan Statistical Areas (MSA) from 50,000 to 100,000.

Indeed, we strongly recommend undertaking a process that considers changes to the definition holistically – looking at density, commuting patterns, size, and regional economies as an integrated whole – through a robust, consultative, scientifically sound process that involves external researchers and practitioners to illuminate the full scope of potential consequences for rural communities and rural-urban regions.

The proposed change to the MSA standards would not just be “statistical” – it would have both financial and capacity consequences for rural places. Despite OMB’s insistence to the contrary, federal programs often use the OMB standards to inform definitions of “rural” and “urban” that influence eligibility requirements, allocation formulas, scoring criteria, and several other dimensions of program administration. A [recent Brookings analysis](#) found more than 400 programs available to rural communities for their community and economic development. The impact of the proposed change in MSA size on these programs is not fully understood, and in some cases could be significant. For example, this could change a community’s Title 1 status with CDBG or affect where the GSEs (Fannie Mae, Freddie Mac and the Federal Home Loan Banks) target lending efforts.

Current requirements to access federal program resources often disadvantage rural applicants through a bias towards large populations, compounding the difficulty for low-capacity communities to identify and access funding. The proposed MSA change would result in approximately 250 counties being reclassified from “metropolitan” to “micropolitan.” **Widening this pool of “nonmetro” communities would likely result in the current remote and distressed towns with very small populations competing with an even larger number of well-resourced former metropolitans for scarce federal funds, such as CDBG non-entitlement funding.** Further, many of these currently low-capacity communities are in rural counties with persistent poverty, the majority of which have majority minority populations, which means this change could worsen inequity.

This issue is also compounded by potential new changes to the Census Bureau’s criteria for defining urban areas that were [announced](#) last month. We recognize that the MSA standards and the Census Bureau definition are intended to be used solely as statistical tools, and that “non-metro” is not meant to define “rural.” However, in practice, these changes will have profound implications for rural communities.

To sign on to this letter please complete this online form: <https://forms.gle/7epj42uwB1W4NMKo7>

The proposed change in MSA delineation standards will also have significant implications for statistical analysis. Researchers, media sources, and policy advocates frequently rely on the MSA classification scheme to analyze demographic and economic trends in both rural and metropolitan areas. **Changing the threshold will represent a break in the series that will pose significant complications for longitudinal statistical analysis, making it difficult to understand the trajectory of rural realities over time and to measure the impact of implemented policies.** While any change to the delineation standards would have a similar effect, it is essential to ensure that resulting benefits outweigh these analytical costs.

We urge that OMB, rather than making a consequential, piecemeal change to the MSA standard based solely on internal technical review and recommendation, undertake a comprehensive review that establishes a sound scientific basis through external analysis and review by researchers, demographers, and experts, involving rural practitioners and experts at each juncture. This comprehensive review should be undertaken with some urgency to be included in the Decennial Delineation (June 2023) and five-year update (December 2028).

We would be eager partners to leverage our networks and expertise to assist OMB to fully understand the consequences of any proposed changes and thoroughly evaluate alternative options. In the interim, we respectfully request that OMB delay action to establish revised standards until an analysis of the full statistical and programmatic implications is completed.

Thank you,

[Name]

[Title]

[Organization]