

# American Planning Association Idaho Chapter Board Meeting

Agenda for June 10<sup>th</sup>, 2021  
12:00 pm MT (11:00 am PT)

Zoom Meeting (sent via email)

- |                                                          |                                                                |
|----------------------------------------------------------|----------------------------------------------------------------|
| <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"/> <b>Vacant</b> , 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"/> <b>Vacant</b> , Student Rep – U of I  |
| <input type="checkbox"/> David Moser, Region 3           | <input type="checkbox"/> Meredith Covey, Student Rep – BSU     |
| <input type="checkbox"/> Robyn Davis, Region 4           | <input type="checkbox"/> Jaap Vos, 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 May 13, 2021 - **attachment** (*Aaron*)
2. Treasurer's Report for May 2021 / Approval of Expenditures (*Ethan*)
3. Cost Match Partnership Request for GNAR NITC Research Grant Proposal - **attachment** (*Aaron*)
4. Annual Conference – Virtual Oct 6-8 (*Aaron, et. al.*)
  - a. Whova Proposal - **attachment**
  - b. Conference Coordinator Contract Position  
<https://idahoapa.org/employment-opportunities/>
  - c. Session Outreach!  
[https://docs.google.com/spreadsheets/d/1CZdtMsqGr4L9W\\_EaMrIA2XroEs6Vo3MToU7IAu4pbZg/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1CZdtMsqGr4L9W_EaMrIA2XroEs6Vo3MToU7IAu4pbZg/edit?usp=sharing)
  - d. Committees (marketing / swag / program / sponsorship / awards)
  - e. Keynote Speakers
  - f. Annual Sponsorship Program – Revised for Virtual Conference – **attachment**
  - g. Chair? Co-Chair? Bueller?

## Discussion Items:

1. Open Discussion / Updates
2. Adjourn

<b>Next Month's Agenda Items:</b>	<b>Next Month's Newsletter Items:</b>
Please send to Aaron ( <a href="mailto:aaron.qualls@scjalliance.com">aaron.qualls@scjalliance.com</a> ) one week prior to meeting.	Please send to Tom ( <a href="mailto:TLaws@achdidaho.org">TLaws@achdidaho.org</a> ) by the end of the month

Minutes For The May 13<sup>th</sup> APA ID Chapter Board Meeting

**American Planning Association Idaho Chapter Board Meeting**

Agenda for May 13<sup>th</sup>, 2021  
12:00 pm MT (11:00 am PT)

Zoom Meeting (sent via email)

- |                                                          |                                                                |
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|                                                          | <input type="checkbox"/> Brittany Skelton, Western Planner Rep |

= In Attendance

1. Call to order (Aaron)

2. Roll Call (Tom)

3. Announcements (Aaron, et. al.)

*Google non-profit status and Canva accounts now created and active*

*Moving to quarterly events*

*Ethan has started a new position at Hawkins, Elizabeth has moved to Canyon County*

**Action Items:**

1. Approval of Minutes for April 8, 2021 (Aaron)

*Carl Motioned, Hilary second, Approved*

2. Treasurer's Report for April 2021 / Approval of Expenditures (Ethan)

*\$59,408.31 total in bank.*

*Hilary Motioned, Jason second, Approved.*

*Reimbursement for president to attend APA national Conference*

*Jason Motioned, Robyn second, Approved*

3. Board Endorsement to Nominate Connie Kruger to the AICP College of Fellows (Diane)

*Aaron, Mary, and Diane have meet*

*Currently works for Stonehenge up north focused on community development.*

*Deadline is middle of August; team is recommending proceeding with Connie.*

*Not currently an APA ID member*

*Diane Motioned, Jason second, Approved.*

**4. Appointment Confirmation of Jason Boal to APA Policy Guide Delegate (Aaron)**

*Request From national to be part of the national APA Policy guide delegate. Jason has agreed to represent APA ID. THANKS JASON!*

*Leon Motioned, Brittany second, Approved.*

**5. Legislative Action Plan and 2021 wrap up (Jason)**

*Discussed last-minute property tax bill (limits to URDs, ability to take 90% of Impact Fees, Homeowner's exemption raised from \$100,000 to \$125,000, and limits to claw back foregone taxes).*

*Jason walked through the 2021 Legislative Action Plan highlighting four main goals including housing/land use, relationship building with federal elected officials, state elected officials, and partner organizations. Goal to have at least one legislative item at each conference session.*

*Jaap shared his experience with a governor's task force of 40+ people focused on broadband. Questions for a potential new taskforce would need to flesh out the goals and what we want to achieve.*

*Idaho Smart Growth has some historic documentation from 2010 that reviewed comprehensive plans and the local land use act. Aaron will reach out to Elaine Clegg to find that information. Jaap will reach out to the Department on Commerce to gauge their interest.*

*Jaap Motioned, Ethan second. Approved.*

**6. Annual Conference – Virtual Oct 6-8 (Aaron, et. al.)**

**a. Chair**

*Aaron has volunteered to be conference chair, happy to pass it on or co-chair if there is interest.*

**b. Committees**

*Marketing – Elizabeth*

*Swag -*

*Program – Diane*

*Hard cut-off is August 1<sup>st</sup> for all sessions*

*Deadline for submittals is July 1<sup>st</sup>*

*All Board Members should identify presentation*

*CALL for sessions email to go out ASAP*

*Sponsorship – Jaap*

*Technical -*

*Awards –*

**c. Theme**

*Think about it over the next few weeks.*

**d. Keynote**

*Danya Rumore – Zoom Towns*

*Simpson – Snake River and Salmon Recovery*

**7. Annual Sponsorship Program – Revised for Virtual Conference (Aaron)**

*Will continue the conversations above -> Need to schedule a brainstorming session ASAP. And a shared spreadsheet coming from Ethan soon.*

**Discussion Items:**

1. Open Discussion / Updates

*Looking for a UofI rep – likely will happen after the summer*

2. Adjourn

*Hilary Motioned, Ethan Seconded, 1:03pm Adjourned*

**Information for potential cost match partners**  
**GNAR NITC Proposal on Integrated Housing, Transportation, and Land Use Challenges**

The Gateway and Natural Amenity Region (GNAR) Initiative research team is ramping up to do a study on interconnected housing, transportation, and land use issues in western gateway communities/regions. The aim of this study is to develop tools, guidelines, and planning and policy recommendations to assist gateway communities in addressing interconnected housing, transportation, and land use concerns. See below proposal abstract for more information.

To support this study, the GNAR team is pursuing a research grant from the National Institute of Transportation and Communities (NITC), which requires 120% cost match. **We are looking for cost-match partners to help make this study possible. If we secure enough cash match commitment from partners, we plan to do this study regardless of whether we get a grant from NITC.**

**NITC cost match requirements:**

- Cost match must be from non-federal sources
  - If you have access to federal funds that we can use to support this study, we can use them, we just cannot count that as cost match
- Cost match must be “documented in an auditable way, regardless of the type or source”
  - FYI: We have never heard of cost match partners being audited and you do not have to provide any reporting or documentation to us
- We can include match dating back to December 2016
  - This means you can include in-kind efforts (see information below) that date back to December 2016

**Cost match options:**

NITC accepts cost match commitments in the form of cash match and in-kind match.

- **Cash match** = direct financial contributions to the university.
  - We are particularly looking for cash match commitments, since the NITC funds are very limited and we would like to conduct this study regardless of whether we get the grant. Cash match funds will be used to hire students to help with this study.
  - Cash match funds can be transferred to the university any time before June 2022.
- **In-kind match** = non-cash contributions that will assist with this study. This includes staff time, studies that have been commissioned, and other goods, services, equipment, or expendable property that will contribute to this study
  - For example, non-federal funds that have been used for local transportation or housing studies since Sept 2016, if they meet the above requirements, can be counted

All cost match partners need to provide a signed letter of commitment on letterhead **by June 24 at the latest**. A letter of commitment template is provided below.

Thank you for considering partnering with us on this study.

## Research Proposal Abstract

**Title:** Rural Gentrification and the Spillover Effect: Integrated Housing, Transportation, and Land Use Challenges and Strategies in Gateway Communities

**Abstract:** Small towns and cities near national parks, public lands, ski areas, and other natural amenities throughout the west are experiencing rapid growth and increased visitation. These “gateway communities” comprise a significant portion of the rural west, constituting about 31% of all communities in the U.S. Mountain West and more than 60% of those under 25,000 people. Our prior NITC-funded research shows that growth and increased tourism create a range of “big city challenges” for gateway communities, particularly a significant increase in housing prices, which pushes the local workforce to outlying areas and other rural communities. As a result, many developed gateway communities have large commuter-sheds and more employees who commute into the community than employees who live and work in the community. Our observation suggests this rural gentrification and related spillover effect results in longer worker commutes, higher transportation costs, and impacts on transportation infrastructure, land use, access to opportunity, quality of life, and mobility in these rural towns and cities and the regions around them. Our observation also suggests this trend has been intensified in the last year and is now rapidly playing out in gateway communities across the west due to COVID-19, which has expedited amenity migration and resulted in the “Zoom Town” phenomenon of remote workers relocating from high-income urban areas to small towns and cities. While we have plenty of anecdotal evidence that this is happening and creating profound impacts throughout the rural west, our understanding of these dynamics in gateway communities and appropriate solutions for addressing them is limited. To address this gap, we propose to study the extent to which gateway communities throughout the west are experiencing interconnected housing, transportation, and land use challenges and how increased visitation and growth affects these issues. We also will explore the innovative things these communities are doing to respond and what can be learned from their experiences for small and large communities throughout the country and globally. We will do so through conducting a regional survey of over 1,800 western gateway communities; in-depth case studies of 10 gateway communities that are “out front” in dealing with and responding to these issues; and a series of focus groups with gateway community representatives from across the west. We will also use Census data to map commuter-sheds and understand growth and development trends in these places. The results of this study will be used to produce tools, guidelines, and policy recommendations to assist gateway communities and other rural and urban communities in tackling their interconnected housing, transportation, and land use concerns. This study will also allow us to develop a longitudinal database on western gateway communities, which are some of the most rapidly growing and changing areas in the United States, a trend that is likely to continue with major implications for local, regional, and national transportation systems, infrastructure, and economics, as well as the broader western landscape.

## Cost Match Commitment Letter Template

[insert letterhead]

[insert date]

Danya Rumore, Ph.D.  
University of Utah  
383 S. University St.  
Salt Lake City, UT 84112

Dear Dr. Rumore,

This letter is to confirm [organization's] support for and commitment to provide cost match for your proposed NITC project on integrated housing, transportation, and land use challenges in gateway communities and regions. This research will be highly valuable and timely for gateway regions throughout the west, many of which are struggling with acute housing and transportation issues, especially as COVID-19 and remote work is driving additional amenity migration to these places. Additionally, many developed gateway communities are experimenting with innovative approaches of addressing their interconnected transportation and housing issues and I believe communities of all shapes and sizes can learn from those efforts.

Should this project be funded, we will provide the following match for this proposal:

- Non-federal cash-match up to a total of \$XX from October 2021 through December 31, 2022.
- In-kind support in the form of [who will provide what services between what period of time? What is the total value] The in-kind match will be tracked, documented (in an auditable way), and reported during the life of the project. These in-kind resources were not provided in whole or in part through federal funds and are not being used as match on any other federal award.

Thank you for studying and providing support for gateway communities and regions. The proposed research and the related work of the GNAR Initiative and GNAR Network will greatly assist gateway communities and the regions around them in planning for and responding to the many challenges they face.

Sincerely,

[insert signature and contact info]



7310 Miramar Rd, Suite 200  
San Diego, California 92126

## Whova License and Services Agreement

This Whova License and Services Agreement (the "Agreement") was made and entered into the **4th day of June in 2021**, between Whova, Inc. (with a principal place of business at 7310 Miramar Road, Suite 200, San Diego, CA 92126, USA), henceforth labeled as "Provider," and **APA Idaho Chapter** (with a principal place of business at **Post Office Box 9691 Boise, ID 83707**), henceforth labeled as "Recipient."

1. This contract governs the terms and conditions under which the Provider provides the Recipient with Whova's Services, which include the Whova Event Mobile Services to be released to the Recipient and the Recipient's attendants of **APA Idaho Virtual Conference 2021**.
2. The Whova Mobile App includes a mobile agenda, logistics including maps, addresses and web links, attendee profiles, in-app messaging, Twitter outlet, community board, survey, photo sharing, profile editing, business card scanning and exchanging, and organizer announcement features. The details can be found at <https://whova.com>. Some features may be opted-out of according to the Recipient's preferences.
3. The Recipient agrees to purchase a license to use Whova's Services for **APA Idaho Virtual Conference 2021 held on October 6th - 7th, 2021**. The Provider owns and maintains the intellectual property rights to the Whova Mobile App.

The agreed price for the Whova App is **\$3,199 USD (\$1,700 discount applied)**. The details of price breakdown are listed in the table below:



Package / Feature Name	Book Price	Discount / Savings	Actual Price
<b>Whova Event App Standard Package</b> (covers up to 500 attendees)	\$1,599 USD	-\$100 USD	\$1,499 USD
<b>Additional Features</b>			
Event management tools (Event web page generation and hosting; Name badge design and generation; Check-in; Live polling; Speaker center)	\$300 USD	-\$300 USD	Waived
Virtual Event Platform (Live stream/Video integration; Virtual Meetup; 3 GB Video storage)	\$500 USD	-\$500 USD	Waived
Name badge premium templates	\$100 USD	-\$100 USD	Waived
Unlimited exhibitors	\$800 USD		\$800 USD
Unlimited sponsors	\$800 USD		\$800 USD
10 shared documents	\$300 USD	-\$300 USD	Waived
<b>Session feedback promotion **</b> (Session feedback)	\$300 USD	-\$200 USD	\$100 USD
<b>Waiver form promotion **</b> (Attendee Waiver Form Feature)	\$200 USD	-\$200 USD	Waived
<b>Total</b>	\$4,899 USD	<b>-\$1,700 USD</b>	<b>\$3,199 USD *</b>

\* This price includes \$1,700 promotion and discount which **will expire on June 11th, 2021**. **\$2,399.00**

\*\* **This is a one-time special promotion. It is not applicable for your future contracts.** **(without exhibitors)**

The Recipient may opt in to the advanced features:

- Session Attendance Management (Includes session cap and ticket verification) at \$300;
- career fair tools at \$800;
- video access control at \$200;
- artifact center at \$600;
- artifact competition at \$300;
- branded event URL at \$200;
- Premium exhibitor features at \$300;
- more document sharing at \$40 per file (or \$300 for 10 extra files, or \$500 for unlimited);
- additional video storage at \$80 per 5GB;
- more surveys at \$80 per survey;
- Networking table time \$300/hr;
- additional attendees at \$1.5 per attendee.

Full payment will be due by **June 30th, 2021**, or an earlier date **before** the Recipient can publish the event on the Whova App, use Whova-generated web pages hosted on Whova or Recipient's websites or any other

websites, or leverage any Whova product functionality to benefit from it. The Recipient agrees to pay an additional charge of \$100 upon missing the payment due date listed in this Agreement. If payment has not been received by the start date of the event, the Recipient agrees to pay a total late fee of \$500. As an online software platform and service, all amounts paid or payable under the Agreement are non-refundable.

4. *The price and discount included in the Agreement **expire on June 11th, 2021**. Agreement details including price and discount are confidential. The Recipient shall not disclose to any other parties without approval from the Provider.*

5. The Provider agrees to offer the following level of customer services free of charge: Q&A; site and email support during normal business hours (9am-5pm Pacific Time during weekdays, excluding holidays); outside of business hours, the Providers may respond in the next business day.

6. To protect an event's privacy and receive the best ROI for an event, the Recipient agrees to share a list of attendees to authenticate attendees, and maximize the event app's adoption rate and attendee engagement level.

7. The Recipient grants the Provider's system the permission to send attendees the app download information.

8. The Recipient agrees to the Privacy Policy and Terms of Use presented by the Provider at <https://whova.com/privacy/> and <https://whova.com/terms/>. The Provider's Privacy Policy may change from time to time. The Provider must post any Privacy Policy and Terms of Use changes on <https://whova.com/privacy/> and <https://whova.com/terms/>. If the changes are significant, the Provider must provide a more prominent notice (including, for certain services, email a notification of Privacy Policy changes).

9. The Provider reserves the right to terminate this contract and service with one month's written notice to the Recipient. In the case of termination prior to the event end date, the Recipient will be fully refunded.

Any violation of the aforementioned terms will be considered a breach of contract. The Agreement is listed above in its entirety.

\_\_\_\_\_

Provider Name

\_\_\_\_\_

Recipient Name

\_\_\_\_\_

Provider Signature

\_\_\_\_\_

Recipient Signature

\_\_\_\_\_

Date

\_\_\_\_\_

Date

**Please Provide Accounts Payable Information:**

AP Contact Name \_\_\_\_\_

AP Phone \_\_\_\_\_

AP Email Address \_\_\_\_\_

Company Name \_\_\_\_\_

Street Address \_\_\_\_\_

City, State and Zip (Country if outside USA) \_\_\_\_\_

# APA ID

## Sponsorship Opportunities & Benefits Brochure American Planning Association Idaho Chapter

The American Planning Association Idaho Chapter, Annual Sponsors' Program is for agencies, firms, organizations, or individuals who share APA Idaho's mission of advocating effective planning programs, practices, and legislation statewide. APA Idaho provides resources, education, training, monitoring, mentoring, communications, lobbying, and other services for all Idaho professional, student, and citizen planners. The Chapter hosts professional development opportunities and various events, including the Annual Conference and monthly networking and education opportunities. These activities help assure that Idaho planners are professionally knowledgeable and empowered to create and implement balanced, informed, and visionary plans for their communities.

**Please consider one of the sponsorship opportunities listed in the brochure and contact Aaron Qualls at [aaron.qualls@scjalliance.com](mailto:aaron.qualls@scjalliance.com) or (208) 946-3209 for more information.** If our current packages do not meet your organization's goals, please contact us to discuss custom sponsorship options. We look forward to working with you to support excellent planning in Idaho!



# Annual Sponsorship Package Options

	Platinum \$3,000	Gold \$2,000	Silver \$1,000	Bronze \$500
<b>Chapter Benefits</b>				
Chapter Memberships	5	3	2	1
Logo Placement: Chapter webpage year-round	✓	✓	✓	✓
Social Media Mentions	1	1	1	1
Logo Placement: Regional Conferences	All	All		
Logo Placement: Planning with Pints	All	1		
Logo Placement: Voices in Planning	All	1		
Logo Placement: Monthly Newsletter	✓	✓		
Newsletter Article in edition of choice	✓			
<b>Conference Benefits</b>				
Program logo placement	Large	Medium	Small	Small
Conference App Push Notifications/Sponsor Booth	Preferred	✓	✓	✓
Conference Sign Tabletop ( <i>beginning 2022</i> )	✓	✓	✓	✓
Award Ceremony Admission	5	3	2	1
Conference Logo Placement at Sessions	Large	Medium	Small	
Registration: Annual Conference	3	2	1	
Conference Attendee Push Notification	✓	✓		
Swag/brochure in conference bag	✓	✓		
Conference Keynote Recognition	✓	✓		
Conference Keynote Session Reserved Seating ( <i>beginning 2022</i> )	✓			
Gem Award Sponsor	✓			
Free Suite Upgrade on us a Conference Hotel ( <i>beginning 2022</i> )	✓			

## A La Carte Sponsorships

<b>Sponsor a Viewing Party for the 2021 Conference!</b>	<b>\$300</b>
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 in one newsletter)	\$100
Custom Sponsorship	Call us!