

American Planning Association Idaho Chapter Annual Business Meeting

Agenda for Oct 14th, 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"/> Vacant , L&PA |
| <input type="checkbox"/> Nicolette Womack, 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"/> Vacant , Tribal Planning Rep |
| <input type="checkbox"/> Mauri Knott, Region 2 | <input type="checkbox"/> Vacant , 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"/> Vacant , Western Planner Rep |

1. Call to order (*Aaron*)
2. Roll Call (*Nicolette*)
3. Announcements
 - Membership survey
 - Something nice

Action Items:

1. Aaron Passes the Torch to Hilary – (*Aaron / Hilary*)
2. Approval of Minutes for Sept 9, 2021 - (*Hilary*)
3. Appointments:
 - a. Sarah Nolan for U of I Student Rep - **attachment**
4. Conference Coordination Summary and Next Steps – (*Nicolette*)
 - a. Summary - **attachment**
 - b. Sessions to offer the broader community?
 - Health Equity in Comp Plans
 - Idaho Past and Present: Using the past to help envision our future
5. November Elections: Timeline and Logistics
 - a. Call for candidates dates and method
 - b. Election dates and method
6. 2022 APA ID Budget – Review and Discussion (*Ethan / Hilary*) - **attachment**
7. Approximate date and location of next annual business meeting
8. Adjourn

Next Month's Agenda Items:	Next Month's Newsletter Items:
Please send to Hilary (HANDERSON@cdaid.org) one week prior to meeting.	Please send to Nicolette (nicolette.c.womack@gmail.com) by the end of the month

September 20, 2021

APA Idaho Chapter
Post Office Box 9691
Boise, ID 83707

Subject: Interest in Student Representative Position

To Whom it May Concern,

I am interested in applying for APA Idaho's Student Representative position for University of Idaho. I am interested in this position for several reasons, one of those reasons being that I can relay information from the university to the APA Idaho Chapter and vice versa. I receive regular updates on what is currently happening with the Environmental Science and Public Administration programs at U of I. Another reason why I am interested in being the Student Representative is so that I can gain more experience with planning while also gaining a better understanding of planning in Idaho.

My long-term goals as a planner are to continue developing my skills in GIS and interpreting zoning codes/comprehensive plans so that I can eventually work as a Long-Range Planner. Another goal I have is that throughout my career I want to be able to assist communities in becoming more sustainable and conserving their prime farmland. I am currently in my second year at the University of Idaho working towards a Master of Science in Environmental Science and a Master of Public Administration. I anticipate on completing these degrees by spring of 2023 and I plan on serving as a student representative till I graduate.

Best Regards,



Sarah Nolan
Graduate Student at the University of Idaho
nola7274@vandals.uidaho.edu
408-314-0249

Coordination Summary



IDAHO DISCOVERED

PLANNING FOR OPPORTUNITY
BRACING FOR IMPACT

Location

Whova App

Date

Wednesday October 6th through Friday October 8th

Goals

- Increase conference recognition
- Increase collaboration between local and statewide stakeholders as well as out of state
- Create an environment which energizes and recharges planners

Expenses

2020 Expenses

Expense Categories	2020 Estimated Costs Virtual	Breakdown
Audio/Visual & IT	\$4,159	\$1960 (9 Zoom Webinar Hosts with 500 Attendees and 3 TB of storage), \$2199 Whova
Awards, Trophies & Ceremony	\$2,385	\$1,700 videos, \$685 trophies
APA Conference Registration	\$500	
SWAG	\$5,925	\$1,000 for 50 books, \$2,575 for 100 ppl. \$2,639 for remaining swag
Keynote	\$1,150	
Recognition	\$420	Chair Gift Card (\$50), Moderators Gift Cards (\$25), Contest Winner (\$20)
Total	\$14,519 *To be updated*	

2021 Expenses

Expense Categories	2021 Estimated Costs Virtual	Breakdown
Audio/Visual & IT	\$4,545	\$846 (9 Zoom Webinar Hosts with 500 Attendees) \$500 (3 TB of Zoom storage), \$3,199 Whova
Awards, Trophies & Ceremony	\$2,996	\$2,300 videos, \$696 trophies

Conference Coordinator	\$1,000	\$1,000 Emily July & August, Sept?
APA Conference Registration	\$500	
SWAG	\$2,569	\$2,340 Hats 200 ppl, \$229 Microfiber cloths, \$? 50 books
Keynote	\$250	\$250 Dayna Fee
Recognition	\$145	Moderators Gift Cards X5 (\$25), Contest Winner (\$20)
Total	\$12,005 *To be updated*	

Revenue

2020 Registrations Virtual

Category	Registration Fees	Quantity	Total
APA Member	\$75	101	\$7,275
Company Watch Party Rate	\$50/ppl Min 5 ppl	47	\$2,350
Elected Official & Neighborhood Leader	\$35	29	\$945
Full-Time Student	Free	28	
Conference Sponsor (Confirm number of registrations included in Sponsorship Level)	Free	18	
Total Excluding Sponsorships		202	\$11,375

2021 Registrations Virtual

Category	Registration Fees	Quantity	Total
APA Non-Member	\$100	24	\$2,400
APA Member	\$75	68	\$5,100
Company Watch Party Rate	\$50/ppl Min 5 ppl	54	\$2,700
Elected Official & Neighborhood Leader	\$35	9	\$315
Full-Time Student	Free	11	
Conference Sponsor (Confirm number of registrations included in Sponsorship Level)	Free	2	
Press	Free	3	
Total Excluding Sponsorships		171	\$10,515

2020 Sponsorships

Committed Sponsors	Price
Boise Hunter Homes	\$250 Exhibitor
B&A Engineers	\$250
Trilogy Development	\$250
JUB	\$250
Kushlan Associates	\$500 Banner
Rodney Evans + Partners	\$500
Clarke Wardle LLP	\$500

CCDC	\$500
Ada County	\$500
Agnew::Beck	\$750
Kittelson & Associates	\$750
City of Boise	\$1,000 Track
COMPASS	\$1,000 Track
Givens-Pursley	\$1,000 Track
Cushing Terrell	\$1,000 Track
BCI	\$1,000
TVFC	50 books, keynote access, 2 registrations
ULI ID	Trading Sponsorships
Total	\$10,000

2021 Sponsorships

Committed Sponsors	Contact	Email	Price	Level
Blue Cross of Idaho			\$5000	Platinum+
Ada County Dev Svcs	Leon Letson	lletson@adacounty.id.gov	\$500	Bronze
Kushlan & Associates	Diane Kushlan	dkushlan@fiberpipe.net	\$500	Bronze
Toole Design			\$500	Bronze
Jacobs	Daren Fluke	Daren.Fluke@jacobs.com	\$500	Bronze
SCJ Alliance	Aaron Qualls	aaron.qualls@scjalliance.com	\$500	Bronze
JUB	Katie Given	kgiven@jub.com	\$500	Bronze
		Total	\$8,000	

Deadlines

April – Save the Date, Create Logo

April & May– Announce Theme & Call for Session Proposals, Sponsors & Awards. Research In-Person Hybrid vs. Virtual Format considering COVID-19

May - Announce Virtual Format. Recruiting Sessions (Part 1 Deadline [May 31](#)), Sponsors & Awards.

June – Review Sessions, refine and target specific topics. Recruiting Sponsors & Award Applicants.

July –Establish Sessions ([July 1](#)), notify presenters to complete Part 2. Recruiting Sponsors & Award Applicants.

August – Complete Session details (Part 2 Deadline [August 3](#)). Awards Application Deadline ([August 9](#)). Finalize Program ([August 17](#)). Finalize Registration Prices ([August 21st](#)). Registration Goes Live, Email Blast (Sept 17). CM Credit Certification Posted. Review & Select Award Winners by Aug 31st.

September – Award Winner Videos being Created, trophies being ordered. Purchase Zoom ([September 15th](#)). Moderator Training. Speaker Zoom Dress Rehearsal (September 29th – Oct 1st). Order Swag. Whova App Live Email Blast (October 1st). Record Awards Ceremony

October – Final Coordination & Conference

Conference Chair

Aaron Qualls, Emily Barber, Nicolette Womack

Conference Committees

Each Committee will include a Chair which is responsible for leading the collaboration between committee members and coordinating with the Conference Chair. Committees are encouraged to meet once a month either in person or via conference call to discuss next steps, ideas or report back on information gathered.

▪ [Sponsorships – Seeking and Coordinating Sponsors](#)

Chair: Leon Letson & Ethan Mansfield

To Do List:

- ✓ Create a general Sponsorship Invitation Letter
- ✓ Work with Logistics Committee on making a sponsorship packet which includes what we are offering, sponsoring ticket packages, presentations, marketing plan in relation to Whova.
Goal: Have Packet Ready by July 31st
- ✓ Recruit & Coordinate Sponsorships
- ✓ Upload information to Whova, invite sponsors to fill out details & logos 9/28
- ✓ Create APA ID Exhibitor page, where you can sign up for newsletters, etc.

▪ [Logistics – Theme, Registration, Programming & Activities, Marketing Material, Inviting Special Guests for Appearances, Technical Expertise for Sessions](#)

Chair:

To Do List:

- ✓ Create a Conference Theme: **“Planning for Opportunity, Bracing for Impact”**
- ✓ Create Conference Logo/Graphic
- ✓ Create Email Announcement & Website Page
- ✓ Create Draft Conference Schedule
- ✓ Work with Sponsorship Committee on making a sponsorship packet which includes what we are offering, tickets, presentations, marketing plan. Goal: Have Packet Ready by July 31st
- ✓ Program Whova App Sessions, Agenda, Session Descriptions, Speaker Profiles information.
- ✓ Create Registration Announcement Email Sept 17
 - Registration Swag
 - Watch party rates & students free
 - Content available on the app for 1 year!
 - Feature Keynote, Tracks and Schedule

- Virtual Swag?
 - ✓ Schedule Session Moderators (4+) Test Session: Nick Foster, Hilary Anderson, Liz Kaniecki, Greg Cleary
 - ✓ Buy Zoom on October 4th to pay only 1 monthly cost, Verify storage capacity
 - ✓ Schedule Test Webinars for Speakers to Test Equipment September 29th - Oct 1st
 - ✓ Whova Images
 - ✓ Create Whova Live Email October 5th
 - Fill out profile to better engage and see who else is going!
 - Save the sessions you'd like to check out
 - Coordinate your CM Credits, X available!
 - Check out the Job Board and post available positions
 - Check out sponsors and exhibitors
 - Get Sponsors logos
 - Highlight Networking Opportunities
 - When inviting attendees to register, start with Whova app download template, but add download link into email for desktop users.
 - ✓ Program Whova App Community Board Announcements: Custom Discussion Topics, Virtual Meet-ups, Article Sharing & Polling, Surveys for Engagement.
 - ✓ Social Media Announcements Facebook & LinkedIn
 - ✓ Gamification- Leaderboard
 - ✓ Take All files off Zoom and **cancel by October 13th**.
 - ✓ Report back to APA manual registrations.
 - ✓ **Order/mail final swag**
 - ✓ **Mail prizes:**
 - **Leaderboard (\$20 gift card): Joel Plaskon**
 - **Awards – Calling & Recruiting Nominations, Coordinating Regional Awards Meet-Ups, Selection & Creation of Winner Videos**
Chair: Tom Laws & Carl Anderson

Committee Members:

To Do List:
 - ✓ Update the Call for Nominations Form
 - ✓ Coordinate with Logistics on Issuing the Call for Nominations via email and social media
 - ✓ After Deadline for Submission, meet as a Committee and select winners
 - ✓ Coordinate Trophy purchase and shipping.
 - ✓ Coordinate creation of winner videos
 - ✓ Record Awards Video by October 1st
 Final Winners:
- The Gem Award** - ACHD "Livable Streets Performance Measures"
Public Outreach Award - COMPASS "A lot can change in 30 years" survey
Outstanding Plan- CCDC "Old Boise Blocks on Grove Street - Placemaking and Redevelopment Strategy project"

Student- Boise State University, William Long “Urban farming on Grove Street” & University of Idaho, “Death and Life Of The Great American Landscapes: How Traditional Planning’s Failures Fragment Rural Western Places”

Leadership- (Elected Official) – John Evans, Garden City Mayor & (Volunteer) – Lisa Brady, Treasure Valley Safe Routes to School

- **Sessions – Reviewing & Recruiting Session Proposals, Selecting Keynote Speaker, Mobile Sessions & Tours**

Chair: Diane Kushlan

Committee Members:

To Do List:

- ✓ Research, Request Pricing and Select the Keynote Speaker.
- ✓ Issue Call for Proposals Part 1 within Conference Announcement email with Logistics Committee
- ✓ Forward Call for Proposals to Previous presenters, etc.
- ✓ Work with Marketing on Follow Up Marketing
- ✓ Review sessions, refine and target specific topics, attempt to qualify for CM credits.
- ✓ Notify Sessions of Acceptance (July 1st) and to complete Part 2,
- ✓ Request presenters enter their bios in Whova
- ✓ Nicolette submits for CM credits, add to session title in Whova
- ✓ Research Polling features, suggest <https://www.sli.do/>
- ✓ Work with presenters to identify pre-recording opportunities.
- ✓ Create Whova CM Credit Home Page
- ✓ Check sessions for quality and upload to CM OnDemand with Diane.
 - Understanding Population Change in Idaho, not recorded, remove CM OnDemand credits
- ✓ Email presenters for PP’s

2022 APA ID Chapter Budget PROPOSED	2022	2021 Actual Expenditures	2021
ACTUAL Savings	\$10,800.00		\$10,800.00
RESERVE Checking	\$27,000.00		\$27,000.00
REVENUE			
Membership Dues	\$ 10,200.00		\$ 10,200.00
Annual Conference - Registration	\$ 10,500.00		\$ 22,000.00
Annual Sponsorship	\$ 7,000.00		
Spring Regional Mini Conferences	\$ 1,500.00		\$ 1,500.00
Cash on Hand	\$ 8,900.00		\$ 8,900.00
Revenue not including Conferences	\$ 26,100.00		\$ 19,100.00
Total Revenue	\$38,100.00		\$42,600.00
EXPENSES			
Annual Conference	\$ 25,000.00		\$ 25,000.00
Spring Regional Mini Conference	\$ 1,500.00		\$ 1,500.00
	\$ 26,500.00		\$ 26,500.00
<u>Initiatives</u>			
Student/Professional Development	\$ 500.00	\$50	\$ 500.00
Legislative Outreach	\$ 1,000.00	\$0	\$ 1,000.00
Professional Development Officer	\$ 200.00	\$0	\$ 200.00
Education and Outreach	\$ 200.00	\$0	\$ 200.00
Special Projects/Partner sponsorship	\$ 2,000.00	\$1,000	\$ 2,000.00
FAICP Applications	\$ 200.00	\$0	\$ 200.00
ID Rural Partnership - Community Review	\$ 500.00	\$0	\$ 500.00
	\$ 4,600.00	\$1,050	\$ 4,600.00
<u>Operations</u>			
Regional reps	\$ 2,100.00 \$350 X 6	\$0	\$ 2,100.00 \$350 X 6
Website / ZOOM	\$ 700.00	\$735	\$ 700.00
Elections	\$ -	\$0	\$ -
Membership Recruitment	\$ 90.00	\$0	\$ 90.00
President's Travel (Natl. Conf./policy conf.)	\$ 5,000.00	\$326	\$ 5,000.00
Western Planners Rep Travel	\$ 1,250.00	\$0	\$ 1,250.00
Conference Annual Board Meeting	\$ 900.00	\$0	\$ 900.00
Board Retreat (Spring)	\$ -	\$0	\$ -
CM Provider	\$ 1,260.00	\$0	\$ 1,260.00
Supplies/PO Box	\$ 200.00	\$134	\$ 200.00
	\$ 11,500.00	\$1,194	\$ 11,500.00
Initiatives/Operations not including Confs.	\$ 16,100.00	\$2,244	\$ 16,100.00
Total Expenses	\$ 42,600.00		\$ 42,600.00