

American Planning Association Idaho Chapter Board

Minutes for June 9th, 2022

12:00 pm MT (11:00 am PT)

- | | |
|--|---|
| <input checked="" type="checkbox"/> Hilary Anderson, President | <input checked="" type="checkbox"/> Tricia Nilsson, L&PA Co-Chair |
| <input type="checkbox"/> Aaron Qualls, Past President | <input checked="" type="checkbox"/> Joel Plaskon, L&PA Co-Chair |
| <input checked="" type="checkbox"/> Nicolette Womack, Vice President | <input checked="" type="checkbox"/> Morgan Landers, E&O |
| <input type="checkbox"/> Elizabeth Allen, Secretary | <input type="checkbox"/> Diane Kushlan, PDO |
| <input checked="" type="checkbox"/> Ethan Mansfield, Treasurer | <input type="checkbox"/> Alonzo Coby, Tribal Planning Rep |
| <input type="checkbox"/> Mike Behary, Region 1 | <input type="checkbox"/> Stephanie Koziol, Student Rep – U of I |
| <input checked="" type="checkbox"/> Mauri Knott, Region 2 | <input checked="" type="checkbox"/> Nathaniel Campbell, Student Rep – BSU |
| <input type="checkbox"/> Sheri Freemuth, Region 3 | <input type="checkbox"/> Jaap Vos, Urban Planning Faculty Rep |
| <input checked="" type="checkbox"/> Ian Zollinger, Region 4 | <input checked="" type="checkbox"/> Jillian Moroney, Urban Planning Rep |
| <input checked="" type="checkbox"/> Mori Byington, Region 5 | <input checked="" type="checkbox"/> Alison Tompkins, Western Planner Rep |
| <input checked="" type="checkbox"/> Cindy Donovan, Region 6 | |

1. Hilary called the meeting to order.
2. Hilary called roll.
3. Hilary announcements: Congratulated Jaap on his presentation at the workshop talking about housing challenges. Ethan gave updates on the Region 3 planning lunch. She reminded everyone to share feedback on the video library. Want progress with a bylaws subcommittee. Next month Tricia will give an update on national APA.

Action Items:

1. Mauri moved to approve minutes; Joel seconded. Motion Carried.
2. Ethan Gave treasurers report. Ending total cash is \$69, 320.
3. Alison suggested we approach Island Press as a sponsor. They have a lot of good planning related content. Sheri suggested rediscovered books. They would be both sponsors and vendors. Our membership recruitment is at \$0, so Hilary urged people to use the budget for regional events (food, spaces, etc). Nicolette moved to approve the treasurer's budget; Cindy moved to approve the treasurers report.

4. Morgan conference update: Trivia night Annual board meeting is Friday morning, conclusion at 11am. Wednesday registration is flexible.
5. Presented logo design.
6. Presented price options and refined attendees numbers. Suggested a buy one get one free option and brought student price down and virtual attendees price up. Early bird June 17-July 15. Nicolette felt the virtual price was too high for what a virtual attendant would get. Sheri says the high price is established to encourage more people to come in person however she feels both prices are too high. Ethan said credits is the main reason someone might attend the virtual conference. Joel said he prefers to attend to events virtually so he can have more flexibility with work and expense. Personal reasons like childcare is another reason someone would attend virtually. Hoova provides an opportunity to connect with people which is why we are offering it. Morgan suggests lowering the virtual price and keeping the other prices the same. Ethan says he would be comfortable with a \$150 virtual price tag and doesn't know if a hybrid conference is worth the cost. \$15,000 is a lot of money to spend on the virtual option, especially if not a lot of people use it. Cindy advocates for the virtual option to recruit more members. Hilary said we already signed an agreement with Hoova and we cannot go back.
7. The price was narrowed down to \$150 or \$175. Nicolette makes a motion to modify virtual attendees cost to \$160. Ethan seconds. Joel abstains. Motion Carried.
8. Sheri and Trcia give overview on membership expansion plan. They want to increase membership representation, like having membership in all counties, cities, etc. Sheri says the board needs to look over the membership panel and see where the gaps are. Do we have a way to know when we get a new member? We need to add a list of benefits on the join tab. Get regional reps together to talk about the goals. Reaching out personally is another way to recruit. A newsletter blurb. She also brings up an incentive program? Plan a membership related event at conference or networking event to recruit more members. Setting up a time to discuss as a full board end of year activities to get more people to join. Hilary suggests a survey to get board input. Hilary also likes an article in the newsletter. Mauri suggests Regional Reps can take on the role of membership recruitment. Joel suggest reviewing the previous membership analysis and Hilary said she can send that out. Sheri wants to present a metric to show membership expansion. Mauri suggests expanding beyond "planners" and reaching out to other professions like architects, civil engineers, etc. Ethan suggests getting the analysis on google drive and building off the previous analysis. He suggests creating a 'dashboard' where it can be maintained and updated to see membership progress. Hilary says we get membership information quarterly from national and a lot of our data will depend on that. Nicolette thinks we need to define better what being a member is and the benefits. Sheri says she can get it uploaded on the drive and make a membership benefits outline. Hilary will check with national. She also wants to meet with the regional reps.

9. Hilary brings up the discussion about posting out of state job postings because it encourages people to move out of state. She suggests charging people to post. We discuss what the easiest way to charge people, Venmo what brought up. Alison brings up that we should be promoting the profession and giving planners the best opportunities. Joel agrees. Mauri agrees that we should charge for out of state postings. Ethan says he can work on that and we will follow up next month.

10. Joel motions to adjourn. Mauri seconds. Motion carries.