

American Planning Association Idaho Chapter Board Meeting

Agenda for July 14, 2022

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

Zoom Meeting

<https://us02web.zoom.us/j/88019019361?pwd=a0h1dW53ajRsbTVFcFNWeE9Lcnl6dz09>

Meeting ID: 880 1901 9361

Passcode: 741635

By Phone: (253) 215-8782

Present

Hilary Anderson, President
Nicolette Womack, Vice President
Elizabeth Allen, Secretary (Outgoing)
Michaela Owens, Secretary (Incoming)
Ethan Mansfield, Treasurer
Mike Behary, Region 1
Mauri Knott, Region 2
Sheri Freemuth, Region 3
Ian Zollinger, Region 4
Mori Byington, Region 5
Cindy Donovan, Region 6
Tricia Nilsson, L&PA Co-Chair
Joel Plaskon, L&PA Co-Chair
Morgan Landers, E&O
Diane Kushlan, PDO
Nathaniel Campbell - Student Rep – BSU

Absent

Aaron Qualls, Past President
Alonzo Coby, Tribal Planning Rep
Stephanie Koziol – Student Rep – U of I
Jaap Vos, Urban Planning Faculty Rep – U of I
Jillian Moroney, Urban Planning Faculty Rep – BSU
Alison Tompkins, Western Planner Rep

1. Call to Order (*Hilary*)

- Meeting was called to order at 12:05 pm.

2. Roll Call (*Elizabeth*)

- See above.

3. Announcements (*Hilary*)

- Early bird registration for the conference goes through tomorrow for the discount. Hilary will be out next week. Her last name will be changing for reference.
- Erica is leaving us end of August so we will be seeking a new intern. Look for that email and if you know of any students that will be a good fit let us know.
- Liz has submitted her resignation. Thank you to Liz for all she has done for APA Idaho. Stay engaged with Ag Chat, conference sessions, informal. Be back on board in the future!
- Liz stated she enjoyed serving on the board for multiple years. With workload, need a

sabbatical. Temporary & come back and reengage with rural planning issues. Honored to have served on the board.

Action & Discussion Items:

1. Accept Resignation of Elizabeth Allen as Secretary (*Hilary*)
 - Sheri moved to accept resignation. Joel seconded. Unanimous approval. Motion carried.
2. Appointment of Michaela Owens as Secretary (*Hilary*) – **attachment**
 - Joel moved to accept Michaela as Secretary. Mauri seconded. Unanimous approval. Motion carried.
3. Approval of Minutes Board Meeting June 9, 2022 (*Hilary*) – **attachment**
 - Joel moved to approve. Nicolette seconded. Diane and Tricia abstained. Motion carried.
4. Treasurer's Report for June 2022 (*Ethan*) - **attachments**
 - Ethan presented his report. APA did not receive any money in June, paid Erica's salary and our Zoom account and website hosting. ~\$25,000 in checking, ~\$43,000 in saving. Total amount at end is \$69,000.
 - Want to apply admin support money during conference period.
 - We have extra money, so region reps if you have ideas, we have money. Maybe consider drink token at events?
 - Tricia said she renewed her membership and asked how long it takes for that to show up. Ethan clarified it is paid quarterly and can show up anytime. Ethan got quarterly enrollment a few days ago. July, October, January and April are when we receive quarterly money.
 - Morgan brought up it was taking awhile for new members to get their membership numbers. Nicolette said she brought it up to national APA and said it should be resolved soon. Could be stuck in spam folders and suggested that people check those.
 - Tricia moved to accept report. Nicki seconded. All in favor, motion carries.
5. Fall Conference Update (*Morgan & Diane*) - **attachment**
 - Morgan provided a high level overview and said that Diane will be giving an overview on sessions. Early bird registration ends tomorrow. Available until 11:59 PM. Contact Morgan if you have any questions. Someone paid by check and will need invoice from Ethan.
 - As of this morning- 47 attendees had registered already. 40 are early bird APA members. A few students, virtual, elected officials.
 - Erica has been doing all reminder emails, hopefully can help us find another intern of that caliber.
 - Ethan asked all people paying by Stripe - we have a Stripe account now. Ethan can initiate disbursements whenever. Balance is \$7,875. Mauri said that you can make it automatic. Morgan said we can auto-disburse. Ethan will do if she can't. Thanks, Ethan, for setting that up!
 - Morgan has been pleased with platform and registration, integration with Whova will help us out on the back end.
 - Morgan and Nicky visited Riverside site and reception venues. Switching location of some conference rooms because layout is wonky.
 - For the reception, walking can be difficult. The venue is available and falls within budget but Barbarian brewing opened new location which may be more flexible for reception. It may allow trivia, which students want. That location may be more conducive for walking. Morgan having discussion in meeting tomorrow about locations. Brewery will allow people under 21. Still nailing it down but have some good options.
 - Region reps - reserve the Thursday evening as unprogrammed time for region rep meet ups. Morgan said she would love for them to set up some programming since committee is full up, workload-wise. Could allocate budget to some drink tickets, apps, etc. for your event(s). Morgan will give deadline for promoting those in conference materials. Morgan will let everyone know where location is for event.

- Registration is non-refundable- we already ordered food and content is available for 6 months afterward so they can experience it later. Can attend virtually but if they can't recordings are available for 6 months afterwards. Easy to transfer in person to virtual.
- Diane- good balance of issues covered at conference. Diane wants more information/sessions on environment/sustainability. We have mandatory sessions for credits. 6 sessions people are still working on housing, career development, Mitch's session-keynote, Darren and Jenna for bike tour. COMPASS has walking tour already for transportation assessments. Bike tour would be very interesting. Focus of the sessions- applicable no matter which environment you work in. Some are specific to urban and rural. Diane said there are a lot of presentations and some panel discussions. For sessions with only 1 presenter, we need to limit sessions to 75 minutes. Good variety of different times. Morgan will help with scheduling. 4 sessions can be done at a time. How many time blocks- haven't gotten that figured out yet.
- Session topic for Mitch- communities addressing rapid growth. Raleigh had similar growth like Boise area and will likely also cover equity and inclusion- how to bring them into the fold with planning process. Exact topic will be nailed down.
- A winery tour that was discussed earlier is not going to happen- hasn't been coordinated.
- Nicki- If multiple cities have the same topic, they should come together to provide nuance instead of having repetitive sessions.
- Rural topics are abundant this year.

6. Fees for Conference Exhibitors (*Nicolette & Morgan*)

- Nicolette- no exhibitor space listed currently. Need to see number of people that could fit in that space. Not sure if current sponsors would be interested in having that space. Non sponsors are asking to have a booth and Nicky is trying to figure out what to charge. Other areas are charging \$100-150. Inclusion if you are a sponsor, fee if you are not. Joel supports fee.
- Ethan said that they had a conference level exhibitor sponsorship at \$500. If you are a sponsor at all, Ethan argues you should be able to have a table. \$100-150 seems low. 17 sponsors who are eligible at bronze status. 7 would be available for silver, platinum. Morgan said there is room for about 10 exhibitor spaces. Fireplace foyer leading out to SandBar is location. More than likely, it would be private companies. Could do it as a sponsorship add on- Mauri agrees, if you are a current sponsor, you pay less for the table than someone just coming in for the table. Nicky said we can work it into next year's packet, for now anyone can just pay \$150 to have a table. Foyer is not an isolated space, will be for breaks. Can build in some benefit to getting an exhibitor space. Continue conversation in committee. Tricia- want to reach out to state agencies- charge them as well. Mauri clarified; specify which hours we want the booth staffed.
- Nicky moved to charge \$150 for non-current sponsors and \$100 for sponsors to have a booth. Diane seconded the motion, all in favor, motion carries.

7. Out-of-State Job Postings Discussion – continued (*Hilary*) – **attachment**

- Hilary did some research on fees. National does support APA Idaho charging fees. Right now, we don't charge anything and don't have a time frame for keeping the posting up. One question was if the other chapters charge members/non-members differently, and how they charge in-state versus out-of-state? CA charges a lot, the other states are much lower lower. It sounds like there is consensus to charge for out of state postings.
- Joel moved to apply \$50 for out-of-state postings on job board effective August 1st. Diane seconded. All in favor, motion carries.
- Update website to reflect changes.

8. APA National Delegate Assembly Update (*Tricia*)

- Tricia- Purpose of assembly was to look at draft policy guide on equity and zoning. 2 hour zoom call, break out sessions. Got a lot of feedback from 40+ attendees. Energetic conversation.
- Policy guide is still in draft form. 3 areas: rules of zoning- what is allowed or incentivized, equity and the people of zoning- who is involved in drafting and enforcement, map of zoning- where rules are applied through zoning maps does it reinforce inclusion or segregation. Environmental justice- populations defined by census.
- Need a standard way of recognizing different groups. LGBTQ+ groups for example can't be quantified

well, hard to see how policies affect unknown populations. Use known ways of defining affected populations, use newer methods beyond the census. Policies recommended changes to definition of family- not able to make easy changes to those. Take holistic view of specific recommendations and how those terms are used in a typical zoning ordinance. Urban/rural divide.

- Goes to APA board for adoption and then posted to website, stop taking in feedback in July.
- 9. APA Idaho Membership Expansion Plan Update & Next Steps (*Sheri, Patricia, and Reps*) – **Google Drive APA ID – Membership Folder**
 - Sheri- Had a follow up meeting with regional reps. Cindy not able to attend. Took white paper and went over goals and proposed steps. Consensus that we should go for low hanging fruit to expand membership. Mike and Hilary helped with member data.
 - Mike- In excel file, you can see definitions of acronyms and then the tabs are split out by regions. Doing phone calls to try to get people to join. Go to main sheet, go to region and see if names of friends/colleagues/etc. are in there and if they are not, put them in the target list.
 - Conversation points are in the documents. Conference related activities- add something special for new members or existing members to recognize the membership. Shoutout to Hilary who prepared draft recruitment email.
 - Ian was invited to speak at BYU Idaho about planning history and what planners do and one of the professors wanted to get more involved.
 - Sheri will be reporting more on list of benefits, would like volunteers to help with membership recruitment, especially regional reps. Identify people for the list and then reach out with tailored letter.
 - Hilary- Other stuff in membership folder includes demographic information from national on Idaho chapter. We want more specific information from national, but they haven't collected that data other than the one time. Yellow text in draft email is from strategic plan. Morgan had positive feedback. Region tabs could be fleshed out more by reps, other APA board members.
 - Mike has an event in region 1 on August 17 with local planners- planning with pints. Region 2 was by Mauri on Tuesday. Let's get photos in next newsletter and any coming up.

10. Adjourn

- Sheri moved to adjourn; Mike seconded. All in favor, motion carries, meeting was adjourned at 1:10 pm.

<p><i>Next Month's Agenda Items:</i> <i>Please send to Hilary (handerson@cdaid.org) one week prior to the monthly board meeting.</i></p>	<p><i>Next Month's Newsletter Items:</i> <i>Due by the end of the month. Contact Michaella (Sunflowering@protonmail.com) and Erica (ericajpecha@gmail.com).</i></p>
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