

American Planning Association Idaho Chapter Board Meeting

Agenda for November 10, 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

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

1. **Call to Order (Hilary)** The meeting was called to order at 12:00 pm (MST)
2. **Roll Call (Michaela)**
3. **President's Announcements (Hilary)**
 - Thank you for a great conference
 - Please fill out surveys
 - November Newsletter was great. Thank you to Zane and Michaela for work on that
 - Resignation from Ian - moving to New Mexico. Need new Region 4 Rep
 - and a transportation planning liaison
 - FAICP discussion being postponed to December.
 - Mauri is double booked today and unable to talk about item #6 so we will talk about that in December

Action & Discussion Items:

1. **Approval of Minutes Board Meeting October 7, 2022 (Hilary)**

Nicolette moved to approve minutes. Alison seconded. All voted aye- motion passed, minutes approved.
2. **Treasurer's Reports September and October 2022 (Ethan)**

Ethan summarized that we spent a lot of money on the conference but also gained a lot of money from the conference. Started with \$40,000 in checking, \$80,000 total. Ended up with \$69,000 after big event. We will see the next injection of cash from national next year. \$32,000 from conference 129% of projections. Received annual sponsorships. \$41,000 spent on the conference 97% of what we budgeted. Ethan and Morgan going over the expenses line by line to make sure it is accurate. We have some money for software purchases. We are at 71% of total expenditures, we are not spending enough and are taking in too much. A good problem to have!

Hilary- We need to upgrade our Google account. Morgan- Updated our canva account to a pro account- needs to be migrated on to the APA credit card account. She needs to be reimbursed, the cost is \$14/month.

Hilary - We are looking for a motion to approve both treasurers reports with refinements to upgrade Google

and Canva account. Moved by Sheri and seconded by Nicolette. Motion carried.

3. Conference Follow Up (Morgan & Nicolette)

Thank you for all your hard work on the conference! Spent money on awards, swag, etc. Spent on the venue, food, IT needs. Spent 11,000 on food, 15,000 on AV. Need to talk about whether we do a hybrid event or just in person and what the costs will be. Heard good feedback on the food. Reception spent less than anticipated. Trivia from BSU and on site screen printing were praised. Whova platform and zoom upgrades. Whova worked well for saving time on the administrative side. Awards videos and trophies- kudos to Leon to local artist for awards. General supplies- needed more than we thought. Spent \$800 on printing. Spent more than we thought on swag- screen printing- \$550. Could do local sponsorships from businesses for raffle. \$300 for mobile bike tour. \$250 for photography.

Ethan - APA national took money out of our chapter for CM stuff- annual payment for the platform. \$1200. CM credits weren't accessible- had to ask national why and then they sent invoice. That needs to be sorted out with them.

Sponsored tickets weren't used much. Guests- keynote speaker and one other brought in by Diane. Had 20 nonmembers. Did a special nonmember bag trying to recruit people to be members. Only had a few virtual attendees (10 or so), thought we would have more. Some people came in person one day and then virtual the next day. Cost/benefit of hybrid needs discussed.

Some opportunities for improvement: Communication breakdown around mobile tours- left it up to speakers. We should refine communication standards. Awards ceremony was too short. Having one fewer presentation per session would be good to have better attendance at each presentation. Need a more robust committee next year with more robust roles and responsibilities.

Nicolette- thank you for all your hard work to everyone that worked on the committee. Set specific topic chairs. Need that initial setting of responsibilities early on.

Want to release videos faster- payment options should be discussed for next year.

Ian would like to provide numbers for attendees for connecting with Utah for a joint conference. Want to look at results from surveys to review responses. Ian will connect with groups to talk about joint conferences, payment, attendee numbers, etc.

Nicolette- We got an email about over politicizing. We should work on sessions to ensure that it is not political.

4. Video Library Updates (Diane)

Ditch Smart #1- what is a ditch easement is a great video to watch also "What is Bio control?" These show depth of experience and attitude and working with groups like us which are non-profits and a good sense of the state. They have a love for what they do and for the state- really professional people. We were encouraged by their willingness to work with us. We have \$5000 by the chapter that has been committed to it. AIC is going to match our contribution and we applied for a grant for \$5000. Want to create 6 videos between now and June to get money and continue the project. If you have feedback or comments, they are willing to accommodate any styles we want to use - Q and A or narrative or puppets or graphics or cartoons, any suggestions welcome. Few people are lined up to be a part of it.

5. Membership Recruitment Assistance (Sheri)

Regional reps made some limited efforts to help. This group reached out to some people to get them to the conference. Stephanie took it over and shared some great promotional materials. Stephanie made a stab at collecting addresses. Sheri reached out to Teri Ottens and she said that it would be possible to create a more complete database to reach out to planners across Idaho. She thinks it would take her 10 hours at \$50/an hour to identify non-traditional people other than planners to create a database/contact list for potential members. Alison Tompkins said that she knows someone (Michelle Fuson) who has a list of County planning directors.

Nicolette- Add private planners as well. What attracts other people the rest of the year outside of the conference? We do have more info to put on the join page. Zane- this is a project for you to improve the join page- maybe talk with Sheri to see what resources she wants there?
Hilary supports this effort as well. We have a spreadsheet started but it is missing a lot. We are looking for a motion on this action.

Morgan moves that we use \$750 with Teri for membership information services. Cindy seconded. Under region reps we have a lot of money left. All in favor! Motion carried.

Thank you, Sheri.

6. **Report on Idaho Department of Lands Resource Coordinating Council (Mauri)**

Postponed to next month

7. **December Board Meeting**

Hilary suggested that we might postpone the meeting to January. Sheri suggested we can just have a shorter meeting in December to keep conference discussion moving forward.

8. **Board Member Announcements** – none

9. **Adjourn**

Sheri moved to adjourn. Mike seconded. Motion carries, meeting adjourned 12:59 pm MST