

BOARD MINUTES

June 19, 2009

MINNESOTA CHAPTER—AMERICAN PLANNING ASSOCIATION

Mankato City Hall

Board members present: Bruce Peterson, Peggy Schmid, Kate Garwood, Gina Mitchell, Mike Darrow, Lance Bernard, Adam Fulton, and Anita Rasmussen

Phone: Jen Chaput, Jill Mazullo, Holly Butcher

Guests present: Jon Noerenberg, and John Considine, representing the Local Host Committee for the 2010 conference in Mankato.

12:00 Lance opened the meeting and asked if there were any changes to the agenda.

Agenda: Peggy asked to add a report on an administrator's conference call. It was added to the agenda as New Business item 4. Adam made a motion to approve the agenda. Seconded by Bruce. Approved. Lance noted that the Board would follow the agenda in a revised order to be respectful of Board Member's time.

Action Items:

Newsletter Editor replacement: Jill discussed her plan to move on from the newsletter duties. She is looking for strategies for a replacement – there were two editors when she started in 2000. The Board will advertise to members first, then possibly open it up if there is insufficient interest. Lance would like to keep it within the membership. Jill said she will continue as long as needed, until the new person is prepared to take over duties. She suggested the new editor start in September. Bruce asked who would select the new editor. Lance said the Board would make a selection. Peggy suggested that the Board process it as a bid or a proposal. Bruce asked how to handle this issue without a Board meeting in July. Lance noted it could be done through email. Lance, Mike, Peggy and Bruce volunteered to review the proposals. Peggy suggested that Jill continue through September, and hand off duties for the October issue. Mike suggested that the Board put expectations and parameters into a bid package. He asked Jill if she could send the Board the parameters of her current contract. Peggy asked how to handle the length of the contract term, suggesting that continuity is important and that a minimum of two years may be most appropriate. Lance said that the next contract should be for a two-year minimum. Jill noted that her contract is very informal. Gina said that parameters should include tasks, time spent, etc. Bruce made a motion to solicit proposals per the discussion, with selection to be made by the Board at its August meeting. Jen seconded the motion. Approved.

Lance and other Board members thanked Jill for her service.

Workplan for Rebuilding and Reinvesting in Minnesota's Infrastructure: Lance discussed the work plan for "Rebuilding and Reinvesting in Minnesota's Infrastructure." He said he was open for discussion on this item, noting that the workplan is flexible and that he primarily wanted to highlight the different roles individuals on the Board could play. Anita noted that the Greater Minnesota Cities coalition would be a good resource to add to the list of partnerships. Kate suggested adding the Association of Minnesota Counties. Peggy noted that EDAM is already a

partner. Other organizations cited by other Board members included 1000 Friends of Minnesota, GTS, ULI, and SLUC. Lance asked how we could develop this list. Kate noted that crafting MOU would be appropriate, but leaving the MOU open so that anyone can join. Bruce requests that the policy focus be on groups with money to take action, versus advocacy groups without any funding for things like infrastructure spending. Holly suggested including and obtaining involvement from Federal groups, as well. Lance reviewed the focus of the work plan and movement towards October, which is Planning month. Gina mentioned that the MnAPA can take the initiative to partner with engineering firms. She noted that the process could be either focused or broad-brushed. Kate noted that roads and bridges are very important. She said that the focus could be very broad, and that could cause issues. Lance noted that the MnAPA can use the Mn2050 task force as a resource. Kate and Lance mentioned the National APA planning focus. Lance mentioned that he has met with several groups already; he will continue to do so, to move things forward – in particular, the work on the liquid assets documentary. He met most recently with Barb Sporlein of the City of Minneapolis to spell out how volunteer work could be best targeted. Bruce asked how to best get involved. Lance responded that the work plan will help determine the players involved, what educational resources will be best utilized, and how to integrate the various groups and provide a useful service to local government and other parties. Gina asked how well have the organizations identified what the problem is? And how have they determined the problem? Kate mentioned that the Minnesota County Engineers Org is an opportunity; she noted that we would also work with the national organizations for involvement, and their help with contacting local chapters. She said that public works groups could focus on sewer, water, and other infrastructure issues. Holly asked if once the curriculum is set, could we deliver it to each district of the state in some way? She mentioned that a local workshop would be effective. Peggy suggested a focus on the movie 'liquid assets.' Lance agreed, and said that he would move forward organizing that. Jill mentioned work being completed by 1000 Friends of Minnesota on Twin Cities Public Television – "Crack in the Pavement" movie. Adam asked how much money would be proposed for use on something like this. Lance noted that they are looking for organizations to contribute for "Liquid Assets." Anita asked if communities could run this movie on their website or local cable access channel? Lance said he thought that was likely but that he would check into it further. He noted that you can already use the national video in most locations now. Lance asked if the organization could afford to contribute to this production. Adam responded in the affirmative. Mike asked if we could also put it on our website, as a condition of providing funding support? Mike made a motion to dedicate \$2,000 to this fund and requested the video be made available for use on our website. Adam seconded the motion. Gina mentioned that she would like to explore the role of planners with how the project is carried forward, and the role of the MnAPA organization. She would like the roles further defined. Lance mentioned that he agrees with everyone on defining the MnAPA's role and the role of our partners.

Motion passes.

Peggy introduced John Considine, in attendance representing the Local Host Committee for the 2010 conference in Mankato.

New Website Design: Mike presented the new website design, and explained how it was developed. He noted that it moves forward the current content, but reorganizes it in an improved manner. It includes a new discussion forum and blog option for members; there will be a photo that will change every 10 seconds on the main page. Sponsors will have an increased level of recognition. There is also a member feature spotlighting one member per quarter. He noted that the requested action is for board feedback, but also that after reviewing and approving the website, that it would launch in August. Kate said that the website is much

simpler and that she liked the design. She would like an educational or training section more prominent on the main page, and would like a focus on AICP and more access to CM credits. She suggested a reorganization of the tabs. Jen noted that the tabs are not complete, and asked for background why that was the case. Mike responded, and noted that the website would be sent out again to get everything finalized – this is only a review of the concept. Once things are finalized it could potentially launch in August. Bruce made a motion per the recommendation by Mike. Kate seconded the motion. Jill clarified dates related to the newsletter and its appearance on the website. Lance mentioned that he would like to see the website launched before the September conference. Gina noted that the website would need to be launched in early August to make that deadline. Mike again reviewed the schedule. Gina and Mike will review the registration issues with the conference and the plannersconference.com website.

Motion passes.

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Approval of May 15, 2009 Minutes: Peggy said that there are some spelling changes she already sent to Jean. Kate made a motion to approve the minutes. Anita seconded the motion. Motion passes.

Information items: Kate noted that metro directors have the schedule for the CM CDs. They will run each four times. She mentioned a complaint received about scheduling the viewings at the same time as a SLUC event. Lance suggested including all districts on the schedule, not simply the metro. Kate handed out the schedule for the CDs. She said that the schedule will be provided to Trisha for the website.

Treasurer's Report: Adam presented the treasurer's report. He reviewed the balances in the checking and savings and mentioned that the insurance policy is now paid in full. There was a discussion of the remaining reserves, and it was noted that a determination on how to handle the reserves will go forward to the October planning meeting for further discussion. Anita made a motion to approve the treasurer's report. Gina seconded the motion. Motion passes.

Mini-conference update: Gina updated the Board on the conference for 2009. She said that CM approval is complete and that sessions are all set to go. She reviewed the donation and consultant recognition plan, mentioning that there will be a proposed donation to the 2nd Harvest Food Shelf. Lance suggested options for a drawing to be held at the conference, possibly including coupons for a reduction in the fees for the 2010 conference. Peggy said that she has been working on the biking event, which may take place at Elm Creek preserve. She is going to work with Loren Gordon on the event if possible. It was noted that the brochure deadline is June 26th, and that it will be finalized after that date. There was a discussion of the fee structure for the conference and how to maximize student participation.

Upper Midwest Conference MOU: Lance provided an update on the MOU for Upper Midwest Conference dates. He said that other chapters are having the same issue as the MnAPA; chapter Presidents continue to discuss the issue, and it will be brought back for the Board to review at a later date.

Membership appreciation month: Lance discussed the upcoming membership appreciation month. He said that it would be possible to hold social hours in each district of the state. However, he mentioned that if the conference is subsidized, that may count for appreciation month as an alternate. He said that the MnAPA could also substitute training grants for planners without jobs at the current time. He noted that no action need by taken at this time. Bruce said he would like to ID a segment of members in need, if these are issues at the current time. Kate discussed how the MnAPA could reach out to find planners who are currently out of work. General discussion followed related to the development of a grant program for employed planners.

Administrator update: Peggy discussed her phone meeting with other administrators. She reviewed the notes from the conference call passed out at the meeting.

FAICP Committee seeking nominations: Anita mentioned that there are nine individuals serving on the committee, and that they have already received five nominees for the FAICP honor.

Legislative Committee platform: Peggy said that the legislative committee is working a platform. She said that there were six planks and that their intent is to have a draft of the entire platform at the 2009 mini-conference.

Meeting adjourned at 2:20 PM.

Upcoming Board Meetings:

Friday, August 21	12:00-2:00	Chapter Board Meeting	GRE, Maple Grove
September 17		Annual membership meeting	Northland Inn, Brooklyn Park
September 17-18		MnAPA Mini-Conference	Northland Inn, Brooklyn Park
Friday, October 16	10:00-1:00	Annual Retreat	Broadway Ballrooms, Alexandria
Friday, November 20	12:00-2:00	Chapter Board Meeting	GRE, Maple Grove
December		NO MEETING	