

BOARD MEETING MINUTES

November 19, 2010

MINNESOTA CHAPTER—AMERICAN PLANNING ASSOCIATION

Cloquet City Hall, Cloquet, MN

Board members, committee members, liaisons, and visitors present: Lance Bernard, Jean Coleman, Bob Patton, Suzanne Rhees, Chuck Froseth, Cathy Waldhauser, Peggy Schmid, Adam Fulton, Wayne Hurley, Cindy Kirchoff, Chris Moates, Bryan Gadow, Carissa Schively Slotterback, Lyssa Leitner, Mike Darrow, Crystal Foust, Andy Gitzlaff, Andrew Mack, Jane Kansier, Kate Garwood, Bob Garwood, Mark Grimes, Holly Butcher, Otto Schmid, and Jenn Reed Moses.

At 12:40 PM Lance opened the meeting, thanked everyone for the great turn-out in Cloquet, and asked everyone to introduce themselves. Lance thanked Cloquet for hosting and said the tour of the Sappi plant was great.

Agenda: Lance asked to move Action Items 3 and 7 to the beginning of the Action Items because Mike has to leave early. Wayne moved to approve the agenda with the change in order of Action Items. Adam seconded and the motion passed.

Minutes: Lance asked if there were any corrections or changes to the minutes. Cathy moved to approve the minutes from Sept. and July without changes. Chris seconded and the motion passed.

Information Items: There were no comments on the Information Items.

Treasurer's report: Adam referred to the conference summary and Treasurer's report that were distributed. A year-end report will be provided later this year. The Chapter is \$13,000 ahead of this point last year primarily because of income from the conference and reduced expenditures. The Chapter has \$94,000 in the bank, some of which will be moved from checking according to the investment policy. Suzanne moved to accept the Treasurer's report. Mike seconded and the motion passed.

President's report: Lance said he will prepare a year-end report for the newsletter. He was in D.C. for one day of the APA policy briefing. The focus of the briefing was on infrastructure issues, having a stronger voice at the Capitol, and holding more town hall meetings locally on planning. During October Planning Month APA MN had a booth at the City of Minneapolis event. Several other communities held events.

Citizen Planner manual update: Jenn Reed Moses reported that she is working on formatting of the manual. Suzanne requested that any more suggested changes be sent by November 30th to Suzanne and then they will be considered by the update committee. The schedule is to have the document finished and on the website by the end of the year. Hard copies will be published for each planning commission member of APA MN, and the cost will be paid out of the budget line for the Minnesota Planners' Organization. Additional hard copies will be published as requested for a fee.

Conference update: Bryan reported that the conference was a great success. Bryan said the success was due to the many people who helped. He and Breanne will be writing a report on the conference with lessons learned to pass on to future conference planners. The conference made money because the site was affordable, and the turn-out was great. Conference evaluations were very positive with a few comments that the conference was very Minnesota focused. We could do better when we host the Upper Midwest conference in the future by better coordination with other states during programming. Adam addressed the issue of spending public funds on entertainment. We did not use any public funds from registrations on

entertainment because the \$1,000 spent on entertainment was covered by sponsors. Concerns were expressed about the awards ceremony misstep in not inviting the lifetime achievement winners to the ceremony. In the future it should be made clear who chooses the awards and the role of the awards committee. Carissa mentioned that the FAICP members could review the lifetime awards nominees. At the January Board retreat we will develop policies about awards.

Newsletter: Kate reported on the work over the past year on the newsletter. Each month focused on a different district. There was more coverage of student issues, Legislative Committee, planning and law, and chapter and national activities. 2011 themes will include: infrastructure, member or committee highlights, education pieces, Legislative Committee, Law & Planning Committee, and different fields of planning. The newsletter will also interface with content on the website. Content and consistency is greatly improved over 2009. Kate invited suggestions and will use the member survey to ask about improvements. In January Kate will distribute the schedule of contributors.

Planning Commissioner Coupon: Mike observed that the membership discount coupon for Planning Commissions worked very well in 2010. Eighteen commissions joined. The West Central Initiative Foundation subsidized planning commission memberships in their area and will do so again in 2011. Mike moved approval of the discount coupon (final fee of 50 dollars) or planning commissions for 2011, that it be placed in the December newsletter and on the website, and that the offer will remain open until 1/31/11. There was discussion about the amount of discount and whether or not it should be made clear that the membership services were not the same as full individual memberships. Wayne seconded the motion and it passed.

Webmaster contract: Mike reported that Jen Salita was selected as webmaster and her contract was approved at the September Board meeting. He reported that the website is looking good, has 25 pages, was used for the conference registration and continues to be used to increase member services. Adam moved to approve the webmaster budget and responsibilities from the document Mike handed out. Jean seconded and the motion passed.

There was discussion about the lines of communication between the webmaster, newsletter editors, chapter administrators, committee chairs, and the Legislative Education Coordinator. Mike will send out an e-mail to the Board members on the lines of communication.

Appointments: Lance recommended appointing Latisha Birkeland from the City of Waconia, and Tim Gladhill from the City of Ramsey as 2011 conference chairs. Both have agreed to serve and received approval from their employers. Mike moved to approve the appointments, Crystal seconded, and the motion passed.

Electronic balloting: Peg introduced the issue of voting for Board members on-line through a connection to national APA instead of through a paid service. She said the process with APA seems easy and is free. State-only members and Planning Commission members would be left out, but Peg will ask Lynn Jorgensen at APA whether or not these types of members can be accommodated. If not, then they will receive paper ballots. Suzanne moved to approve election balloting to be conducted via e-mail, and balloting set up for us by APA National. Crystal seconded and the motion passed.

Program Committee budget increase: Program Committee chair Mark Grimes introduced the request for a budget increase for the committee to fund the APA MN holiday party. He said the St. Paul history tour trolley has proven so popular that they are considering getting a second trolley. Chris moved to approve an increase of \$2,000 in Program Committee 2010 budget line for Holiday Party expenses. Adam seconded and the motion passed.

Refund policy: Adam introduced a draft policy for refunds. There were 60-70 refund requests from the conference associated with cancelled special programming and cancellations due to the rain. PayPal charges 3% for all transactions, so we need a policy to retain a portion of refunds. It was stated that 5% would be reasonable to cover our costs and 10% would be a

disincentive to request a refund. Adam suggested we charge 5% for discretionary refunds and nothing for non-discretionary and that there should be deadline of two weeks before the conference. Adam said we will discuss the policy at the January Board retreat.

2011 Budget: Adam introduced the draft budget which will be submitted for approval at the January Board retreat. There is a proposed increase over 2010; an increase in Board expenses; and increase in web services; other costs are generally the same. Income remains the same and special budget items remain the same as last year. There was a question about where printing costs for the Citizen Planner manual should go.

Variance reform legislation: Andrew and Bob provided an overview of the joint planning enabling law reform efforts with MACPZA. Approval of the reform brochure and cover letter was requested. The information will be mailed to the entire legislature and key stakeholder organizations soon after the start of the session. A brief discussion was also held regarding the Krummenacher Case and potential legislation being introduced by the LMC. Adam moved to approve the brochure and letter. Jean seconded and the motion passed.

Legislative Committee annual workplan: Andrew reviewed the workplan. Crystal moved to approve the workplan, Cindy seconded and the motion passed.

Legislative Education Coordinator: Andrew asked for approval of the contract for Tom Jensen as the Legislative Education Coordinator for 2011. He would appreciate feedback on what the Coordinator should work on for education: county policies and ordinances; e-mail blasts of hot topics; review LMC legislative platform since many planks relate to planning. Andy moved to approve the contract; Adam seconded and the motion passed.

Suzanne asked that people send her small town, rural, and urban pictures for the Planners Handbook.

Memorandum of Understanding on Upper Midwest Conference: Lance related his conference call with Wisconsin, Iowa, and Illinois regarding how to strengthen the Upper Midwest conference. A memorandum of understanding has been circulated to limit the date of state conferences so they don't compete with the Upper Midwest Conference. The date restrictions work well for Wisconsin and Iowa but really affect Minnesota and Illinois. Discussion focused on how changing the date of our conference would affect revenue and conflict with conferences like the GIS conference. Holding the conference in October might get more students. There were also questions about how the Midwest group was originally chosen and could it be larger. Suggestions were made about jointly promoting other state's conferences in lieu of an Upper Midwest conference or non-conference joint training sessions or cross presenting at multiple state conferences. Jean moved to not sign the memorandum of understanding. Adam seconded and the motion passed.

Professional Development Officer work plan: Jane asked for input on what members would like from PDO. Jane reported that the PDOs are: reviewing brown bags for CM credit; looking for better access to national CM credits; purchasing a broad variety of new CDs; and will ask 1-2 questions as part of the member survey. There will be an announcement soon about AICP exam study opportunities and AICP resources will be on the website. There is a g-mail address for the PDOs: MNAPA.PDO@gmail.com. 2010 CM CDs are available for check-out and the PDOs are developing a process for check-out.

2011 Board meeting schedule: Lance pointed out the proposed 2011 meeting dates on the agenda. Wayne moved to approve the dates; Suzanne seconded and the motion passed.

New business: Peg said she has checked out two sites for the 2012 conference--Red Wing and Brainerd. Peg will send out her notes and ask for comments by e-mail.

Meeting adjourned at 3:00 upon motion.