## AMERICAN PLANNING ASSOCIATION-MN CHAPTER
### BOARD MEETING - RETREAT

**Friday, March 16, 2018**
**12:00 P.M-2:00 PM**
Whole Foods Market Community Classroom (2nd Floor)
222 Hennepin Ave., Minneapolis

<table>
<thead>
<tr>
<th>Time</th>
<th>Item</th>
<th>Presenter(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00</td>
<td><strong>1. Call to Order</strong></td>
<td>Gladhill</td>
</tr>
<tr>
<td>12:00</td>
<td><strong>2. Approve Agenda [any additions?]</strong></td>
<td>Gladhill</td>
</tr>
<tr>
<td>12:00</td>
<td><strong>3. Approve Minutes</strong></td>
<td>Goodroad</td>
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<tr>
<td>12:05</td>
<td><strong>4. President’s Report</strong></td>
<td>Gladhill</td>
</tr>
<tr>
<td></td>
<td>- Criteria for Lifetime Achievement Award</td>
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<td></td>
<td>- Planner of the Year Award</td>
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<tr>
<td>12:15</td>
<td><strong>5. Executive Director Report</strong></td>
<td>Aro</td>
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<tr>
<td></td>
<td>- 2018 Elections</td>
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<tr>
<td></td>
<td>- QuickBooks update</td>
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<td></td>
<td>- International Sign Association</td>
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<td></td>
<td>- Upper Midwest Conference – Cross-State Promotion</td>
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<tr>
<td>12:25</td>
<td><strong>7. Strategic Plan</strong></td>
<td>Weiss</td>
</tr>
<tr>
<td>1:00</td>
<td><strong>8. District Directors</strong></td>
<td>Janish, Boylan, Perdu, Rouse, Moses, Hurley, Overhaug, Bersaw</td>
</tr>
<tr>
<td>1:05</td>
<td><strong>9. Professional Development Officers</strong></td>
<td>Durbin, Kansier, Poehlman</td>
</tr>
<tr>
<td>1:10</td>
<td><strong>10. Committees:</strong></td>
<td>Committee Chairs</td>
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<td></td>
<td>1. Awards</td>
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<td>2. Conference 2018</td>
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<td></td>
<td>3. Legislative and Law</td>
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<td></td>
<td>4. Programs</td>
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<td></td>
<td>5. Young Planners Group</td>
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<tr>
<td>1:35</td>
<td><strong>11. Student Chapter Representative</strong></td>
<td>Campbell, Hauf</td>
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<td>1:40</td>
<td><strong>12. Communications</strong></td>
<td>Maze, Aro</td>
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<tr>
<td>1:45</td>
<td><strong>13. Future 2018 APA MN Board Meeting dates:</strong> select locations</td>
<td>Aro</td>
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<td><strong>Action Items:</strong></td>
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<td></td>
<td>Discuss locations of the spring (May 18) meeting</td>
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<td>2:00</td>
<td><strong>14. Adjourn</strong></td>
<td>Gladhill</td>
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APA MN Board of Directors Meeting
Friday, January 19, 2018
SRF Consulting Group, Plymouth, MN

Attendance

Tim called the meeting to order at 2:12 p.m. Eric motioned to approve the agenda; Lew seconded, and the motion passed. Lew motioned to approve the minutes from the November 27, 2017 meeting; Erin seconded the motion, and the motion passed.

Executive Director’s Report
Kathy reported that she started work on January 1, 2018. She spent some time bringing the website current and asked the board to review the Board of Directors page and let her know if they have changes to their information. She’ll be working on implementing QuickBooks this month.

Treasurer’s Report
Jason shared that we made a profit of nearly $20,000 in 2017. We are short $10,000 for 2018. Tim noted that the board indicated willingness to tap into reserves at an earlier meeting, but $10,000 is high and $5,000 is better. Increases asked for in 2018 include additional funds for expanded services by the Legislative Coordinator. PDO travel expenses to national’s policy and advocacy meeting in Washington will stay the same, but a request for additional funds may be made in 2019. We have approximately $35,000 in reserves.

District Directors’ Reports
Erin shared that the executive director of the Michigan Chapter of APA asked if the Minnesota Chapter would be willing to establish a reciprocal relationship with it to judge award nominations this year. Stephanie shared that this has been done in the past and that she has no objections. Others present at today’s meeting were supportive of the idea.

Conference Committee Co-Chairs’ Report
Stephanie shared that this year, the committee will follow the NPC model of not building the program around a theme. It will choose a consistent name for the conference and make the logo/branding specific to the destination (Rochester). Stephanie and Chloe will design the logo themselves. Because of the high costs related to meeting in Rochester, the committee has been exploring ways to minimize expenses. Strategies include discontinuing the printing of an onsite booklet and eliminating breakfasts. Recognition of Group Members and sponsors can be achieved in other ways such as on room signs and/or teleprompters. Attendees can be given a handout with information about local food establishments which will have the added benefit of encouraging attendees to explore the city. They are looking at holding a student poster session with light snacks. Chloe is working on getting food drive donations now. She shared that the convention center has onsite composting and recycling receptacles throughout the center. Stephanie is hoping to find out the number of attendees of who registered at each registration level from past years to help with budgeting. Jane shared that for purposes of continuing education credit, session surveys need to be made available and we must be able to print them.
Tim shared that some may resist some of the changes being made. It was suggested that a letter from the president in an upcoming newsletter might help set the stage.

Communications
Haila shared an overview of the communications initiatives she works on. The full newsletter is currently distributed 6 times a year with an e-version being distributed in alternating months. There has been discussion about revising the pattern and possibly even doing a print version in the summer months that could also serve as a promotional vehicle for the conference. Securing content for the full newsletter is a challenge. Haila is working on developing a MailChimp template for the e-version of the newsletter. By sending the e-newsletters via MailChimp, we’ll gain a better understanding of response rates and interest areas. An updated template for the website might be something APA MN would like to pursue. Haila shared that APA MN has Facebook, Twitter, and LinkedIn accounts. Kathy shared a concern that Peggy had brought to her attention about multiple requests to share information with the membership from outside sources. Peggy indicated she would email information on an individual basis as received but questioned whether this was the best way to handle these requests. To avoid inundating members with emails, Kathy will compile requests and send them in a single mid-month email. Urgent requests that are pertinent to the chapter will be sent as stand-alone messages on an as-needed basis. Kathy posts the same information on the APA Minnesota website which might have the added benefit of driving traffic to the site.

Legislative and Law Committee
Paul reported that the Legislative and Law Committee will be holding a Planners Day at the Capitol on March 14. It will be modeled after national’s lobby day to a large degree. APA MN will schedule appointments between attendees and their legislators. The committee will develop a handout outlining the nature of our organization and the issues we will be advocating for. The event will include a program that qualifies for continuing education credits. The committee asked the board to approve its 2018 workflow plan and the 2018 contract with Tom Jensen. Lew motioned to approve; Erin seconded; and the motion passed.

Programs Committee
Tim reported on behalf of Patrick Boylan. The Programs Committee will likely hold its Spring Seminar on May 4. It will involve a walking tour of east Minneapolis near the stadium or the Warehouse District. The committee is leaning towards the Warehouse District because there is more to do.

Lew motioned to adjourn the meeting; Erin seconded, and the motion passed.
APA Minnesota 2018 Elections

2018 Vacancies
- Minnesota Chapter President
- Minnesota Chapter Vice-President
- Minnesota Chapter Secretary
- Minnesota Chapter Treasurer

Election Timeline for Chapters

February 12  Chapters/Divisions submission notice of participation in election’s checklist form due in to staff.

March 15  Begin the Call for Nominations.

May 15  **Firm deadline** for submission of names of potential nominated candidates.

May 15  **Firm deadline** for receiving electronic position statements of all potential nominated candidates.

June 15  Member list for ballot distribution prepared, for members eligible to vote in the election.

July 10  **Firm deadline** for receiving petition candidates (for those that have a petition process in place), and their position statements/bios.

August 7  Ballots available online, reminders emailed to all chapter/division members.

Mid-August  Email reminders sent to those members who have not yet voted

Late-August  Email reminders sent to those members who have not yet voted

September 7  **Firm deadline** for receipt of ballots from membership

September 14  Survey Ballot Systems certifies election results and prepares report to National for dissemination to Chapters/Divisions

January 1, 2019  Newly elected Chapter and Division leaders take office
# 2018 APA-MN Budget

American Planning Association - Minnesota Chapter  
(Approved January 19, 2018)

## Revenue

<table>
<thead>
<tr>
<th>Item</th>
<th>Budgeted</th>
<th>YTD</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference</td>
<td>$100,000.00</td>
<td>$-</td>
<td>$(100,000.00)</td>
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<tr>
<td>APA Membership Credits</td>
<td>$23,000.00</td>
<td>$7,969.45</td>
<td>$(15,030.55)</td>
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<tr>
<td>Membership - Corporate</td>
<td>$9,000.00</td>
<td>$2,800.00</td>
<td>$(6,200.00)</td>
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<tr>
<td>Membership - Individual</td>
<td>$700.00</td>
<td>$-</td>
<td>$(700.00)</td>
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<tr>
<td>Awards</td>
<td>$-</td>
<td>$-</td>
<td>$(-900)</td>
</tr>
<tr>
<td>Citizen Planner</td>
<td>$-</td>
<td>$-</td>
<td>$(900)</td>
</tr>
<tr>
<td>District / Programming</td>
<td>$4,000.00</td>
<td>$281.00</td>
<td>$(3,719.00)</td>
</tr>
<tr>
<td>Ads</td>
<td>$500.00</td>
<td>$-</td>
<td>$(500.00)</td>
</tr>
<tr>
<td>PDO</td>
<td>$-</td>
<td>$-</td>
<td>$(-900)</td>
</tr>
<tr>
<td>Spring Seminar</td>
<td>$1,500.00</td>
<td>$-</td>
<td>$(1,500.00)</td>
</tr>
<tr>
<td>Job Postings</td>
<td>$2,000.00</td>
<td>$400.00</td>
<td>$(1,600.00)</td>
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<tr>
<td>Interest</td>
<td>$1,000.00</td>
<td>$-</td>
<td>$(1,000.00)</td>
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<tr>
<td>Strategic Plan</td>
<td>$900.00</td>
<td>$-</td>
<td>$(900.00)</td>
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<tr>
<td><strong>Total Revenue</strong></td>
<td>$142,600.00</td>
<td>$11,450.45</td>
<td>$(131,149.55)</td>
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</table>

## Expenditures

<table>
<thead>
<tr>
<th>Item</th>
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<th>YTD</th>
<th>Difference</th>
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<tbody>
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<td>Conference</td>
<td>$63,000.00</td>
<td>$3,148.02</td>
<td>$(59,851.98)</td>
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<td>Awards</td>
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<td>$-</td>
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<tr>
<td>Citizen Planner</td>
<td>$-</td>
<td>$-</td>
<td>$(-900)</td>
</tr>
<tr>
<td>District / Programming</td>
<td>$5,000.00</td>
<td>$659.16</td>
<td>$(4,340.84)</td>
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<tr>
<td>FAICP Nominations</td>
<td>$-</td>
<td>$-</td>
<td>$(-3,000.00)</td>
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<tr>
<td>Gunnar Isberg Scholarship</td>
<td>$3,000.00</td>
<td>$-</td>
<td>$(3,000.00)</td>
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<tr>
<td>Legislative and Law</td>
<td>$6,500.00</td>
<td>$1,000.00</td>
<td>$(5,500.00)</td>
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<td>Newsletter</td>
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<td>PDO</td>
<td>$1,500.00</td>
<td>$1,649.65</td>
<td>$(149.65)</td>
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<tr>
<td>Spring Seminar</td>
<td>$1,500.00</td>
<td>$-</td>
<td>$(1,500.00)</td>
</tr>
<tr>
<td>Students</td>
<td>$1,000.00</td>
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<td>$(1,000.00)</td>
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<td>President Leadership</td>
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<td>Chapter Board Expenses</td>
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<tr>
<td>Strategic Plan</td>
<td>$900.00</td>
<td>$-</td>
<td>$(900.00)</td>
</tr>
<tr>
<td>National Conference - Chapter Event</td>
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<td>$(500.00)</td>
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<tr>
<td>Bank Charges</td>
<td>$600.00</td>
<td>$-</td>
<td>$(600.00)</td>
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<tr>
<td>Insurance</td>
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<td>$(2,000.00)</td>
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<td>Office Supplies</td>
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<td>$(350.00)</td>
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<tr>
<td>Phone</td>
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<td>$432.54</td>
<td>$(3,567.46)</td>
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<tr>
<td>Website</td>
<td>$2,500.00</td>
<td>$60.99</td>
<td>$(2,439.01)</td>
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<tr>
<td>Taxes</td>
<td>$1,000.00</td>
<td>$-</td>
<td>$(1,000.00)</td>
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<tr>
<td>Executive Director</td>
<td>$36,000.00</td>
<td>$3,748.00</td>
<td>$(32,252.00)</td>
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<tr>
<td><strong>Total Expenditures</strong></td>
<td>$142,600.00</td>
<td>$15,952.36</td>
<td>$(126,647.64)</td>
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</tbody>
</table>

## Net Gain/Loss

<table>
<thead>
<tr>
<th>Item</th>
<th>Budgeted</th>
<th>YTD</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$-</td>
<td>$-</td>
<td>$(4,501.91)</td>
</tr>
<tr>
<td><strong>Net Gain/Loss</strong></td>
<td></td>
<td></td>
<td>$(4,501.91)</td>
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</tbody>
</table>
ABOUT US

The Minnesota Chapter of the American Planning Association (APA-MN) is a non-profit statewide organization of over 900 planning professionals, educators, local officials and planning commissioners who are involved in planning-related activities on behalf of state and regional agencies, counties, cities, towns, educational institutions and the private sector. APA Minnesota is a chapter of the American Planning Association (APA), a non-profit public interest and research organization whose origins date back to 1917.

The APA-MN Board of Directors consists of 13 voting members, student and faculty liaisons, committee chairs, professional development officers, and group chairs. The organization is managed by an executive director and supported by communications and legislative contractors.

STRATEGIC PLAN

This strategic plan will serve as the organization’s mid-range guiding document from 2018 to 2022. The plan is necessary for the organization to strategically plan for its future and systematically tackle realistic action items, with limited resources, while remaining aspirational. The strategic plan is intended to be a living document, which should be updated as necessary, while serving as a consistent institutional guide.

The strategic plan was created at the Board of Director’s 2018 annual retreat and adopted following input of the Board and other stakeholders at the ___ board meeting.
MISSION

The mission of APA Minnesota is to advocate for equitable and sustainable planning practices across the state by supporting professional planners and educating those who live and work in our communities.

VISION

CORE VALUES

Equity
Inclusiveness
Connection
Development
Advocacy
Sustainability
FOCUS AREAS & GOAL STATEMENTS

PARTNERSHIPS
Establish and formalize partnerships with like-minded organizations to expand organizational reach and accomplish shared goals

LEADERSHIP
Leverage the knowledge of the association’s membership to enact change in Minnesota

COMMUNITY PLANNERS
Grow the field of community leaders advocating for good planning

INVolVEMENT
Provide a variety of education and networking opportunities to increase member involvement and enrichment

COMMUNICATIONS
Utilize a combination of communication tools to reach all members and stakeholders

EQUITY
All decisions and actions are made through the lens of equity and inclusion

MEMBERSHIP
Retain members and expand membership base by meeting members’ evolving needs

INTERNAL OPERATIONS
Update and improve internal operations to better serve as stewards of the organization’s resources and maximize efficiency and effectiveness while prioritizing equity
<table>
<thead>
<tr>
<th>FOCUS AREA</th>
<th>PARTNERSHIPS</th>
</tr>
</thead>
<tbody>
<tr>
<td>GOAL STATEMENT</td>
<td>Establish and formalize partnerships with like-minded organizations to expand organizational reach and accomplish shared goals</td>
</tr>
<tr>
<td><strong>Assets</strong></td>
<td><strong>Strategies and Tactics</strong></td>
</tr>
<tr>
<td>• Pre-existing overlap in membership w/ other organizations</td>
<td>1. Where no relationship exists, establish and grow relationships with local and state organizations</td>
</tr>
<tr>
<td>• Informal relationships w/ other organizations</td>
<td>1.1. Identify potential organizations or audiences where a relationship would benefit both parties, including professional-, community-, and equity-focused organizations</td>
</tr>
<tr>
<td>• Joint Call to Action for Healthy Communities at the national level</td>
<td>1.2. Develop APA-MN marketing materials to easily and quickly build awareness of our organization with others</td>
</tr>
<tr>
<td>• Members’ relationship with other organizations</td>
<td>1.3. Host 1:1 meetings with other organizations to discuss each other’s work, explore potential relationship</td>
</tr>
<tr>
<td><strong>Barriers</strong></td>
<td>2. Where informal partnerships exist, formalize partnership relationship with local and state organizations with similar missions</td>
</tr>
<tr>
<td>• Lack of time and resources to build new partnerships</td>
<td>2.1. Inventory existing informal partnerships</td>
</tr>
<tr>
<td>• Awareness of our organization and its work</td>
<td>2.2. Define partnership expectations from the perspective of APA-MN, understanding partnerships must be flexible, natural, and equitable</td>
</tr>
<tr>
<td>• Receptiveness of other organizations in building relationship</td>
<td>2.3. Create regional networks of like-minded organizations, especially in Greater MN where population density and opportunities for networking are lower</td>
</tr>
<tr>
<td>• Lack of clarity</td>
<td>2.4. Co-host events, board meetings, and/or conferences and workshops with partners</td>
</tr>
<tr>
<td><strong>Resource Needs</strong></td>
<td>3. Build a coalition for healthy and equitable communities</td>
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<tr>
<td></td>
<td>3.1. Follow the lead of the national Joint Call to Action</td>
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<td></td>
<td>3.2. Host convening(s) of like-minded organizations</td>
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<tr>
<td>FOCUS AREA</td>
<td>LEADERSHIP</td>
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<tr>
<td>GOAL STATEMENT</td>
<td>Leverage the knowledge of the association’s membership to enact change in Minnesota</td>
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</table>

### Assets
- Knowledge of membership
- Legislative and Law Committee
- Policy Platform
- Policy Coordinator

### Strategies and Tactics

1. **Use communication outlets to expand awareness of our organization**
   - 1.1. Implement external communications and relations plan
   - 1.2.

2. **Serve as experts in the field of planning**
   - 2.1. Proactively offer to share the organization’s perspective on topics being considered by governing bodies
   - 2.2. Develop a bench of experts for advocacy
   - 2.3. Develop a process by which legislative and law requests are thoroughly and properly vetted
   - 2.4. Provide guidance to members and allies on effective communication, outreach, organizing, and advocacy

3. **Proactively share the organization’s perspective on a wide-range of planning-related topics.**
   - 1.1. Regularly update Policy Platform
   - 1.2. Share Policy Platform with state and local leaders, allied organizations, League of MN Cities
   - 1.3. Create white papers on a number of planning-related topics

### Success Indicators
- APA-MN is contacted to serve as subject matter experts on local and state legislation
- APA-MN is viewed as the go-to organization for expertise in planning
- APA-MN is contacted to provide comments, present, or testify

### Barriers
- Limited advocacy role as nonprofit
- New role/arena for APA-MN
- Time
- Polarized political landscape
- Lack of awareness of APA-MN

### Resource Needs
- Time
- Volunteers
- Coordination with Communications and Partnership teams
- Policy Coordinator
<table>
<thead>
<tr>
<th>FOCUS AREA</th>
<th>COMMUNITY PLANNERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>GOAL STATEMENT</td>
<td>Grow the field of community leaders advocating for good planning</td>
</tr>
</tbody>
</table>

### Assets
- Existing community planner/citizen planner handbook
- Existing community connections
- Website and social media
- Knowledge and expertise of members

### Strategies and Tactics

1. **Provide resources to build the knowledge, skills, and abilities of community planners**
   1.1. Define and clarify who is considered to be a community planner, define target audience
   1.2. Update community planner handbook and training materials
   1.3. Create process by which APA-MN offers community planner training; explore potential partnerships to provide such training
   1.4. Officially recognize those trained by APA-MN through certificate program

2. **Recruit community planners to be members of APA-MN**
   2.1. Design and implement marketing campaign geared towards community planners
   2.2. Create new board position for community planner

3. **Increase community planner participation in the organization**
   3.1. Market annual conference to community planners
   3.2. Invite community planners to attend other trainings and networking opportunities
   3.3. Create toolkit for policy advocacy geared towards community planners

### Success Indicators
- Increase in community planner membership and involvement
- Adopted and updated curriculum/handbook
- Increase number of training sessions
- Increased awareness of APA-MN and its resources amongst community planners
- Policy advocacy toolkit created

### Barriers
- Time
- Awareness of APA-MN
- Resources and logistics of hosting and facilitating training
- No database of community planner contact information
- Recognition of value of community planner training
- A number of other existing training platforms

### Resource Needs
- Time
- Volunteers
- Financial support
- Logistical support
- Communications
<table>
<thead>
<tr>
<th>FOCUS AREA</th>
<th>INVOLVEMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>GOAL STATEMENT</td>
<td>Provide a variety of education and networking opportunities to increase member involvement and enrichment</td>
</tr>
</tbody>
</table>

### Assets
- Membership knowledge and talent
- District Directors
- Professional Development Officers
- Executive Director
- Technology
- Support from APA National

### Strategies and Tactics

<p>| | |</p>
<table>
<thead>
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</table>
| 1. | **Connect with members outside of the fall conference**  
   | 1.1. Establish regular brown bag series  
   | 1.2. Bi-monthly book club rotating around the state  
   | 1.3. Special, annual Greater Minnesota events  
   | 1.4. Host and support webinars  
   | 1.5. Purchase webinar software  
| 2. | **Provide a mix of networking opportunities**  
   | 2.1. Foster networking with planners of all ages, backgrounds, experiences, races, and geography  
   | 2.2. Foster and support networking building in Greater Minnesota which expands beyond the field of planning and invites members of like-minded organizations and community planners  
   | 2.3. Provide a number of informal, fun networking opportunities  
| 3. | **Increase opportunities for involvement of membership**  
   | 3.1. Provide opportunities for involvement on committees, user groups, and task forces  
   | 3.2. Explore opportunities for involvement of members in Greater Minnesota  
| 4. | **Build knowledge, skills, and abilities of members to serve as planners**  
   | 4.1. Continue to provide annual state conference  
   | 4.2. Provide ample opportunities for members to earn CM credits  
   | 4.3. Develop a list of ongoing programs and speakers to draw upon  

### Success Indicators
- Host at least 3 webinars annually
- Create calendar of events
- Better balance of Greater Minnesota and Metro events
- Increased participation and involvement
- Additional educational and networking opportunities, formal and informal
- New program leaders
- At least 1 event held annually in each district
- Host at least 3 brown bag events

### Barriers
- Geography and distance
- Lack of technical experience and expertise
- Funding
- APA National limitations and rules
- Availability of time
- Commitment to education and networking
- Finding program leaders and volunteers

### Resource Needs
- Time
- Volunteers
- Financial support
- Logistical support
- Communications
- Professional Development Officers
<table>
<thead>
<tr>
<th>FOCUS AREA</th>
<th>COMMUNICATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>GOAL STATEMENT</td>
<td><strong>Utilize a combination of communication tools to reach all members and stakeholders</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Assets</th>
<th>Strategies and Tactics</th>
<th>Success Indicators</th>
</tr>
</thead>
</table>
| • Chapter has existing Facebook and Twitter social media accounts  
• Existing social media calendar  
• Communication staff member  
• Existing newsletter  
• Multitude of resources and information from APA, APA-MN, and other sources | **1. Establish internal communications plan and calendar**  
1.1. Consider updates and changes to newsletter and electronic communications which balance content value, regularity, transparency, and importance of timing  
1.2. Produce annual calendar so that internal communications are consistent, regular, and proactive  
1.3. Clearly define staff roles | • Strong social media engagement numbers  
• Increased use of the online forum  
• Increase in newsletter readership rates  
• Increased website traffic and access to information  
• Increase in followers on social media  
• Creation of communications collateral |

<table>
<thead>
<tr>
<th>Barriers</th>
<th>Resource Needs</th>
</tr>
</thead>
</table>
| • Not everyone uses the same platforms  
• Website is outdated  
• Unclear direction of what APA-MN uses social media for/what to advocate for  
• Time to search for content, coordinate with others, and to craft and post/share content | • Time  
• Volunteers  
• Financial support  
• Communications Coordinator  
• Website consultant |

**2. Create and implement external communications plan that will build awareness**  
2.1. Create talking points and printed collateral for easy explanation of the organization to outside groups  
2.2. Use strong and consistent branding in all communications  
2.3. All external communication materials should be reviewed by the communications consultant, executive director, and/or executive committee for brand and messaging consistency

**3. Social media presence is coordinated and consistent**  
3.1. Consider using Instagram and other social media platforms  
3.2. Build a list of other organizations to follow, post on, send posts to  
3.3. Clarify our social media role and which issues APA-MN supports, shares, and educates  
3.4. Create more robust social media calendar with more articles, legislative action, current events, etc.  
3.5. Create portal for social media submissions  
3.6. Build a list of other organizations to follow, post on, send post to

**4. Update website**  
4.1. Website reflects changing organization and membership  
4.2. Provides an online forum
<p>| | |</p>
<table>
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<tr>
<td>4.3.</td>
<td>Provides other tools, resources, and information</td>
</tr>
<tr>
<td>4.4.</td>
<td>Is reviewed and updated on a regular basis to keep information fresh and up-to-date</td>
</tr>
<tr>
<td>Assets</td>
<td>Strategies and Tactics</td>
</tr>
<tr>
<td>------------------------------------------------------------------------</td>
<td>-------------------------------------------------------------</td>
</tr>
<tr>
<td>- Existing Planners Day at School</td>
<td><strong>1. Establish committee focused on diversity in planning</strong></td>
</tr>
<tr>
<td>- APA-MN Women in Planning group</td>
<td>1.1. Review opportunities to engage and encourage youth from diverse backgrounds to enter the field of planning</td>
</tr>
<tr>
<td>- Multiple user groups (LGBTQ, People of Color, etc.) at national APA level</td>
<td>1.2. Work with Minnesota colleges to support students of color</td>
</tr>
<tr>
<td>- Support and resources available from national APA</td>
<td>1.3. Consider financial support to assist the committee in its work</td>
</tr>
<tr>
<td>- Grassroots movement mobilizing and changing and expanding the dialogue in Minnesota</td>
<td>1.4. Expand ‘Planners Day in School’ program to reach more youth</td>
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<td></td>
<td>1.5. Connect with the equity and community-based organizations that are leading efforts to address inequities, seek advice and support</td>
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<tr>
<td></td>
<td><strong>2. Review all organization practices and procedures through an equity and inclusion lens</strong></td>
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<tr>
<td></td>
<td>2.1. Establish committee/task force to review</td>
</tr>
<tr>
<td></td>
<td>2.2. Consider financial support to assist the committee in its work</td>
</tr>
<tr>
<td></td>
<td>2.3. Implement recommendations of the committee</td>
</tr>
<tr>
<td></td>
<td>2.4. Establish a cultural competency program</td>
</tr>
<tr>
<td></td>
<td><strong>3. Establish and support user groups focused on diversity and inclusion in planning</strong></td>
</tr>
<tr>
<td></td>
<td>3.1. Women in Planning</td>
</tr>
<tr>
<td></td>
<td>3.2. People of Color in Planning</td>
</tr>
<tr>
<td></td>
<td>3.3. LGBTQ in Planning</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Barriers</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>- Lack of diversity on the Board</td>
<td>- Volunteer support</td>
</tr>
<tr>
<td>- Equity can be viewed as polarizing by some in the field</td>
<td>- Financial support</td>
</tr>
<tr>
<td>- Historical and Institutionalized racism</td>
<td>- Outside knowledge and support</td>
</tr>
<tr>
<td>- Constrained human and financial resources</td>
<td></td>
</tr>
<tr>
<td>FOCUS AREA</td>
<td>MEMBERSHIP</td>
</tr>
<tr>
<td>------------</td>
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</tr>
<tr>
<td>GOAL STATEMENT</td>
<td>Retain members and expand membership base by meeting members’ evolving needs</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Assets</th>
<th>Strategies and Tactics</th>
<th>Success Indicators</th>
</tr>
</thead>
</table>
|    • Historically high membership rates | 1. **Grow overall membership of the organization**  
1.1. Analyze membership data, identify gaps and needs  
1.2. Membership survey  
1.3. Retain retired planners | • Overall growth in membership |
|    • Membership data from National APA | 2. **Retain student members as they transition to professionals**  
2.1. Focus group or online survey with students and young professionals to identify areas of concern, needs assessment  
2.2. Targeted outreach to this population | • Increase retention rates as students transition to full membership |
|    • Two student board members | 3. **Grow business and corporate membership**  
3.1. Define business and corporate membership  
3.2. Targeted outreach | |
|    • Strong relationship with Humphrey School | 4. **Grow government and nonprofit membership**  
4.1. Define government and nonprofit membership  
4.2. Targeted outreach | |
|    • District Directors | | |

<table>
<thead>
<tr>
<th>Barriers</th>
<th>Resource Needs</th>
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<tbody>
<tr>
<td>• Weaker relationship with Mankato and St. Cloud programs</td>
<td>• Executive Director</td>
</tr>
<tr>
<td>• Turnover in student director position</td>
<td></td>
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<tr>
<td>• Inconsistent employer support of membership</td>
<td></td>
</tr>
<tr>
<td>• Membership rates tied to the overall economy</td>
<td></td>
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<tr>
<td>• Increasing number of job/career transitions</td>
<td></td>
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<tr>
<td>• In/out migration of planners</td>
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</tr>
</tbody>
</table>

| 1. Grow overall membership of the organization |
| 1.1. Analyze membership data, identify gaps and needs |
| 1.2. Membership survey |
| 1.3. Retain retired planners |

| 2. Retain student members as they transition to professionals |
| 2.1. Focus group or online survey with students and young professionals to identify areas of concern, needs assessment |
| 2.2. Targeted outreach to this population |

| 3. Grow business and corporate membership |
| 3.1. Define business and corporate membership |
| 3.2. Targeted outreach |

<p>| 4. Grow government and nonprofit membership |
| 4.1. Define government and nonprofit membership |
| 4.2. Targeted outreach |</p>
<table>
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</thead>
<tbody>
<tr>
<td>Barriers</td>
<td><strong>1. Review financial operations and procedures</strong>&lt;br&gt;1.1. Explore board of director term cycles&lt;br&gt;1.2. Update bylaws for efficiency, effectiveness, and equity</td>
<td><strong>Resource Needs</strong></td>
</tr>
<tr>
<td></td>
<td><strong>2. Maintain a strong and sustainable organizational budget</strong></td>
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<td><strong>3. Adopt staffing model which meets the needs of the organization</strong>&lt;br&gt;3.1. Executive Committee shall conduct review with each staff member&lt;br&gt;3.2. Board shall review staffing model on an annual basis and implement changes as needed</td>
<td></td>
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<tr>
<td></td>
<td><strong>4. Conduct regular organizational planning and development</strong>&lt;br&gt;4.1. Conduct strategic planning process every 5 years with incremental and annual updates as needed&lt;br&gt;4.2. Complete annual review and report&lt;br&gt;4.3. Provide space for board member and staff to get to know&lt;br&gt;4.4. Support ongoing and institutionalized board training, development, and culture work</td>
<td></td>
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</table>
Proposed changes to the criteria for Planner of the Year:

- 5 years as member
- Lead a significant planning process/project in their profession, community, or for APA Minnesota. Their project advanced a goal within the APA Minnesota Strategic Plan or Policy Platform.
- Application Process for both is a call for names. The Board will then follow up with a questionnaire to dive deeper and select.
Criteria for Planner of the Year Award

The Planner of the Year Award, as given by the Minnesota Chapter of the American Planning Association, celebrates the contributions of an emerging planning leader who is a member of the local chapter and APA. As a professional, the nominee will have completed at least 15 years in planning practice, education, and/or community service. As a leader, the nominee will have contributed to the vitality of the chapter or national association through elected or appointed roles. Nominees should be recognized as planning innovators who are advancing the field and advocating for planning.

The Candidate must have been a member in good standing of the local chapter and APA for a minimum of 5 years. Is the candidate a member?

The Candidate must have been in the planning profession for a minimum of 15 years, engaged in planning practice, planning education, and/or community service. Has the candidate been in the planning field or a related field for 15 years?

The Candidate should demonstrate leadership in the profession and in the chapter or national organization. List these leadership roles, elected, appointed and/or volunteer.

The Candidate should have actively contributed to the profession by advancing innovations in planning practice and/or education. List any accomplishments, activities, and/or awards that demonstrate the impact of the candidate’s work.
Criteria for Lifetime Achievement Award

The Lifetime Achievement Award, as given by the Minnesota Chapter of the American Planning Association, celebrates the contributions over a whole career of a member of the chapter. As a professional, the nominee will be recognized for innovation and creativity. The nominee will exhibit commitment and dedication to the field of planning, expressed through practice, education, and/or community service. As a leader, the nominee will have contributed to the vitality of the chapter or national association through elected or appointed roles. Nominees should be widely recognized as visible leaders in the field, who have had sustained impacts and have been advocates for planning throughout their careers.

The Candidate should have been a member in good standing for a minimum of 10 years with APA National or APA Minnesota during his/her employment career. Was the Candidate a member?

As the Award is a Lifetime Achievement award, the Candidate should be at or near the end of the employment career. Is the Candidate retired or near retirement?

The Candidate should have demonstrated leadership in the profession through elected, appointed, and/or volunteer positions in the chapter or the national organization. List these leadership roles.

The Candidate should demonstrate a passion and commitment to the field of planning, expressed through planning practice, planning education, and/or community service. List employment and activities/ and or body of work that demonstrate this criteria.

Please list any planning related awards, achievements, and or innovations associated with the Candidate.
International Sign Association – Request to Promote or Partner with ISA at Summer Workshop

APA Minnesota has been approached by the International Sign Association (ISA – www.signs.org) to hold a workshop in Minnesota. The organization has often stated it has partnered with other Chapters to hold its workshops, but they weren’t really formal partnerships, but rather workshops hosted in those state.

It has provided a flyer from its Orlando workshop to give us a feel for the nature of the event. Attendance ranges from 30-40 planners. There aren’t any exhibits, but they do typically display sign samples onsite.

The most important item they are requesting is that APA MN post and notify members of the workshop.

They are flexible about logistics. If APA MN chooses to “partner” with ISA and take on a little more work, such as the CM application and possibly registration, then APA MN would retain all revenues from the workshop. In either case ISA will incur all the costs for this workshop, such as room, catering, etc.
PARTICIPATE IN
ISA Planning for Sign Code Success™ Workshop
Thursday, March 22, 2018
Orlando, FL | Orange County Convention Center

Location
Orange County Convention Center
Room S230A, South Hall
9800 International Drive
Orlando, FL 32819

Credits
4.5 AICP (including 1.25 Law) CM credits available for attendees

Training Highlights
• Learn about the impacts of Reed v. Town of Gilbert and other legal issues
• Learn about sign types and design as well as energy efficiency
• Learn the economic impacts of signage and policy process considerations
• Understand the technologies and the regulatory issues involved in electronic message centers
• Learn how different communities evaluate, amend, and create their sign ordinance

Registration
Cost: $25 (inclusive of lunch)
Availability limited to first 20 spaces
To register visit:
Signs.org/OrlandoPSCS

Seminar Schedule

9:30 am  Introductions & Coffee

10:00 am  Module 1: Signs 101 Construction & Technology
          TJ Daly, Acorn Sign Graphics
          Module 2: Don’t Reed All About It—Other Legal Issues in Sign Codes
          Kenny Peskin, International Sign Association

11:15 am  Break

11:30 am  Module 3: Updating the Osceola County Sign Code
          Amy Templeton and Kelly Haddock, Osceola County, FL

12 noon  Lunch (included with registration) & Networking

12:45 pm  Module 4: Sign Regulations in a Post-Reed World
          Sarah Taitt, City of Orlando, FL
          Module 5: Policy and Process Considerations in Developing a Sign Code
          Dr. Eric Strauss AICP, Michigan State University School of Planning, Design & Construction

2:15 pm  Break

2:30 pm  Module 6: Municipal Perspectives on Sign Ordinances
          Deborah Albert AICP, Arlington County, VA
          Module 7: Effectively Regulating Digital Signs
          James Carpentier, AICP, International Sign Association

4:00 pm  Conclusion
          Optional: Tour of ISA International Sign Expo

Questions about the workshop?
Contact James Carpentier at james.carpentier@signs.org

In partnership with

Produced by

International Sign Association
Transportation and Communications Infrastructure
Because access to broadband is necessary for business growth in all parts of Minnesota, APA-MN supports continued funding of the Border-to-Border Broadband program, which will allow buildout of communications infrastructure in underserved areas. Since access to both markets and employees is critical to business, APA-MN supports improvements to the state’s transportation system, including consideration of all potential revenue sources.

Workforce Housing
A lack of available housing options for employees is a barrier to business retention and expansion in many parts of Minnesota. APA-MN supports state and local financing tools to expand the supply of workforce housing across the state.

Preserving and Expanding the Supply of Affordable Housing
APA-MN supports the following policy changes that could support affordable housing efforts.

- Changes in infrastructure and economic development programs providing incentives for community-wide integration approaches such as inclusionary zoning.
- Changes in enabling law applying to inclusionary zoning to provide for the option of making a payment to a locally administered fund for affordable housing in lieu of providing affordable housing as part of the site (similar to parkland dedication requirements).
- Expanding tax credits for affordable housing and matching funds.
- Strengthening housing rehabilitation programs at the state level, including enhanced preservation tools
- Amending TIF pooling language to expand its eligibility for affordable housing projects beyond tax credit eligible properties. An amendment to TIF pooling should also include eligibility for the rehabilitation for older apartments and buildings.
- Amending rent control statutory prohibitions in order to permit cities to manage or control properties when a project receives direct subsidies, bonds, infrastructure development, tax credits, or low-interest loans.

Local Government Economic Development Tools
APA-MN supports local governments’ ability to use Tax Increment Financing (TIF), a tool in which qualifying improvements are paid for by increased property taxes generated by new development that would not occur “but for” the assistance. APA-MN supports increased flexibility of use of this tool, as well as other tools that facilitate land assembly, redevelopment, and local financing of development.

Metropolitan Council
APA-MN supports strengthening the governance of the Metropolitan Council by staggering the appointments of members by the Governor and creating a nominating committee process that maximizes participation and input by local officials.

Compatible Land Use Planning for Airports
APA-MN supports changes to statutes and rules which ensure aviation safety and land use compatibility through effective integration of airport zoning with municipal and county planning and zoning laws.
WHO IS APA MN?

The American Planning Association Minnesota Chapter is a non-profit statewide organization of nearly 900 planning professionals, educators, local officials and planning commissioners who are involved in planning-related activities on behalf of state and regional agencies, counties, cities, towns, educational institutions and the private sector.

Planning involves the use of many tools, including economic and demographic analysis, natural and cultural resource evaluation, goal setting, visioning and strategizing. Besides being the only profession specially trained to look at how these elements fit together, planners bring something more. Planners can offer options, so communities and their citizens can achieve their vision of the future.

APA Minnesota is a chapter of the American Planning Association (APA), a non-profit public interest and research organization whose origins date back to 1917. APA represents 31,000 professional planners, government officials and citizens involved with urban and rural planning issues. APA and its professional institute, the American Institute of Certified Planners (AICP), are organized to advance the art and science of planning and to foster the activity of planning -- physical, economic, and social -- at the local, regional, state, and national levels. APA members are involved, on a day-to-day basis, in formulating planning policies and preparing land use regulations. Our objective is to encourage planning that will contribute to public well-being by developing communities and environments that meet the needs of people and society more effectively.

PLANNING RESOURCES

If you would like assistance with planning issues in your community, please feel free to reach out to our board of directors. Contact information is available on our website at http://www.planningmn.org/board.

www.planningmn.org
APA MN SUPPORTS:

Continued regional planning in the Twin Cities Metropolitan Area.

Local autonomy in the development and approval of comprehensive plans and official controls for all local jurisdictions outside the Twin Cities Metropolitan Area.

Strengthened comprehensive planning outside the Twin Cities Metropolitan Area, including:

- A more clearly defined role for comprehensive planning in guiding public investments and private development.
- Incentives to prepare comprehensive plans that are linked to potential funding mechanisms for infrastructure and other improvements.
- Defining of the required elements of comprehensive plans for all local jurisdictions, including:

  - **LAND USE**
  - **HOUSING AND ECONOMIC DEVELOPMENT**
  - **PARKS AND TRAILS**
  - **TRANSPORTATION**
  - **COMMUNITY FACILITIES**
  - **NATURAL, CULTURAL AND HISTORIC RESOURCES**
  - **ENERGY, SUSTAINABILITY AND RESILIENCY**
  - **HEALTH AND ACTIVE LIVING**
  - **INTERGOVERNMENTAL COLLABORATION**
  - **IMPLEMENTATION**

A requirement that zoning and other official controls be in accordance with an up-to-date comprehensive plan.

A requirement of planning and zoning certification training for all current and newly appointed planning commissioners and zoning board of adjustment members.

Study of increased resources, involvement and coordination at the State level with planning for Minnesota communities.

Changes to Minnesota’s planning and zoning enabling laws (Minnesota Statutes Chapters 394 and 462) creating coordinated and updated planning and zoning statutes following principles outlined in Minnesota’s Planning and Zoning Enabling Laws: Analysis and Options for Reform (APA MN, 2015).

Changes to statutes and rules which ensure aviation safety and land use compatibility through effective integration of airport zoning with municipal and county planning and zoning laws.

A requirement of planning and zoning certification training for all current and newly appointed planning commissioners and zoning board of adjustment members.

Changes to Minnesota’s planning and zoning enabling laws (Minnesota Statutes Chapters 394 and 462) creating coordinated and updated planning and zoning statutes following principles outlined in Minnesota’s Planning and Zoning Enabling Laws: Analysis and Options for Reform (APA MN, 2015).

Changes to statutes and rules which ensure aviation safety and land use compatibility through effective integration of airport zoning with municipal and county planning and zoning laws.
APA MN SUPPORTS:

**SUSTAINABLE TRANSPORTATION**

- Sustainable multimodal transportation enhancing access and mobility

**INTEGRATED RESOURCE PLANNING**

- Integrated renewable energy, local foods, and resilient planning practices which support Minnesota’s interdependent resources

**COMMUNITY HEALTH**

- Integrating public health into planning for equitable, sustainable and resilient communities

**APA MN SUPPORTS:**

- Increased funding for multi-modal transportation, including both urban and rural areas and covering capital investment in all modes, including roads and bridges, transit, air, rail and port facilities, and pedestrian and bicycle infrastructure.

- Prioritization of road maintenance and safety improvements over significant expansion of the highway system.

- Mileage-based user fees, which will be necessary as fuel efficiency improves and as electric vehicles become more prevalent.

- State legislation that enables value capture for transit oriented development, so that municipalities can maximize return on transportation investments and build livable communities that do not require use of a car.

- Buildout of a well-planned public transportation system in the Twin Cities Metropolitan Area that includes light rail transit, bus rapid transit, and local bus improvements in order to improve access to jobs, elevate the region’s competitiveness on a national scale, and enhance the state’s economic vitality.

- Changes to Municipal State Aid design standards intended to allow county and municipal governments to employ context-sensitive design that accommodates and promotes bicycling and walking.

- Implementation and strengthening of the MNDOT complete streets policy by incorporating bicycles and pedestrians into road and bridge projects as well as proactively identifying and constructing stand-alone facilities statewide.

- Prioritization of bicycle, pedestrian, and transit improvements to neighborhoods and communities with low rates of vehicle ownership in order to improve access for disadvantaged populations.

**APA MN SUPPORTS:**

- Integrating planning efforts across resources and disciplines.

- A requirement for state-supported water-related planning efforts which include outreach to community planners and local officials for consideration of land-water relationships.

- The incorporation of natural resources elements in comprehensive plans, including surface water and groundwater, natural landscapes, native plant communities, greenways, parks and trails, as a complete and interconnected system that is essential for a high-quality and sustainable living environment.

- Recognition and encouragement of renewable energy resources and opportunities in long-range plans and ordinances to better integrate land use decisions.

- Removing regulatory barriers to small-scale renewable technologies where they are compatible with urban land uses, as well as barriers to larger-scale renewable technologies in rural areas.

- Incorporating local food production, including urban agriculture, in land use plans and projects.

- State policies and programs that promote increased resilience to extreme rainfall and drought by preserving the natural functions of floodplains, keeping or restoring living cover on the landscape, and keeping natural drainage patterns intact.

- Integrating resiliency, hazard mitigation, climate change adaptation and mitigation, into local comprehensive, land use, and strategic planning documents to ensure Minnesotans that their communities are protected from high impact and extreme weather events to become sustainable and resilient.

**APA MN SUPPORTS:**

- The integration of public health and planning documents and activities to address the social and environmental determinants of health.

- Incorporating public health into land use enabling legislation, land use decision-making, comprehensive planning, and local and regional planning documents and activities to reduce public health risks and protect the life and health of Minnesotans.

- Approaches to ensure decision makers are informed about the mutually beneficial opportunities integrating public health provides.

- Development and adoption of health criteria or adapting established health indices to improve community health.

- Development and adoption of climate mitigation and climate adaptation plans and policies as a means to improve public health in planning and realize the mutual benefits of planning for global change at the local level.

- Changes in land use, zoning, development standards, building codes, regulations, and ordinances that improve public health throughout Minnesota communities.

- Planning activities that address active living, multigenerational living, health equity, emergency and hazard planning, access to cultural resources and health and social services to protect and improve the lives and health of Minnesotans.

- Planning activities that improve mental health conditions that are affected by the social and environmental factors resulting from land use decisions.
APA MN Professional Development Officer Report Form
Please send to kathy.aro@planningmn.org 10 days prior to each Board meeting.

Date Submitted: March 5, 2018
Name: Jane Kansier, Melissa Poehlman, Elise Durbin

Information Items
1. Certification Maintenance activities since your last report that may be of general interest to the Chapter Board members (do not include activities of District Reps since they will report separately):

<table>
<thead>
<tr>
<th>CM Activity since last report</th>
<th>Date/Location</th>
<th>Number Attending</th>
</tr>
</thead>
<tbody>
<tr>
<td>APA Book Club</td>
<td>2/22 – Minneapolis</td>
<td></td>
</tr>
<tr>
<td>Planners’ Day at the Capitol</td>
<td>3/14 – St. Paul</td>
<td></td>
</tr>
</tbody>
</table>

Upcoming CM Activity
<table>
<thead>
<tr>
<th>Topic</th>
<th>Date/Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Potential brown bag on Tiny Houses/Intentional Communities</td>
<td>Housing</td>
</tr>
</tbody>
</table>

Information from National APA regarding CM that may be of general interest

Other
- The AICP Exam Prep session was held on March 6. Approximately 15 people attended.
- The chapter awarded one AICP exam scholarship (reduced exam fees) to be used this May.
- A link to the 2017 conference presentations has been added to the conference page at http://www.plannersconference.com/presentation_docs.php.

Items for which you are requesting action by the Chapter Board
Please describe the type of action you are requesting (letter of support, approval of a budget line item, approval of workplan, etc.) Please provide background information for each item on which you are requesting Board action.

1. Action you are requesting of the Chapter Board (should be one sentence):

a. Background information for your request:
Information Only Items

1. Briefly describe committee activities since your last report.

1. Looked into SquareSpace website options, went with existing website up which is up and running (good idea to look into managing our own site next year)
2. Released the RFP using new software-Wufoo (managed by chairs and Kathy) and promoted in newsletter
3. Finalized the budget
4. Conference call with PDO to ensure we are gathering all the necessary information for CM credits
5. Met with Program Co-chairs and Program Sub-Committee held first meeting
6. Locked in Welcome Speaker-Rochester Mayor Ardell Brede
7. Locked in Dinner Speakers-Interview of Dr. Melody Hoffman by Jeff Wood of Streets Blog (Jeff will record and edit to use on his podcast and make available to us)
8. Working on adding panelists to the health/planning lunch panel discussion (2 on board with 2 more needed)
9. Held a conference call on March 9 with the Women in Planning group regarding conference activities

Items for which you are requesting action by the Chapter Board

Please describe the type of action you are requesting (letter of support, approval of a budget line item, approval of workplan, etc.) Please provide background information for each item on which you are requesting Board action.

1. Action you are requesting of the Chapter Board (should be one sentence):

No Action Requested.