<table>
<thead>
<tr>
<th>Time</th>
<th>Item</th>
<th>Presenter</th>
</tr>
</thead>
<tbody>
<tr>
<td>2:45</td>
<td>1. Call to Order</td>
<td>Gladhill</td>
</tr>
<tr>
<td>2:45</td>
<td>2. Approve Agenda [any additions?</td>
<td>Gladhill</td>
</tr>
<tr>
<td>2:45</td>
<td>3. Approve Minutes – At Next Meeting</td>
<td>Aro</td>
</tr>
<tr>
<td>2:45</td>
<td>4. President’s Report</td>
<td>Gladhill</td>
</tr>
<tr>
<td></td>
<td>- Motion to: Motion to accept the resignation of Carissa Schively</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Slotterback as Faculty Liaison and authorize the Executive Director</td>
<td></td>
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<tr>
<td></td>
<td>to issue a Call for Nominations for 30 days to select a new</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Faculty Liaison at the November Board Meeting.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Motion to: Motion to establish a Membership Survey Task Force and</td>
<td></td>
</tr>
<tr>
<td></td>
<td>appoint ___________ to said task force.</td>
<td></td>
</tr>
<tr>
<td>2:50</td>
<td>5. Secretary</td>
<td>Andrusko</td>
</tr>
<tr>
<td>2:50</td>
<td>6. Treasurer’s Report</td>
<td>Zimmerman</td>
</tr>
<tr>
<td>2:55</td>
<td>7. Executive Director Report</td>
<td>Aro</td>
</tr>
<tr>
<td>2:55</td>
<td>8. District Directors’ Report</td>
<td>Janish,</td>
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<tr>
<td></td>
<td></td>
<td>Boylan,</td>
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<td></td>
<td></td>
<td>McGuire</td>
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<tr>
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<td>Brigl,</td>
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<td>Perdu,</td>
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<td>Otsea,</td>
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<td>Hurley,</td>
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<td></td>
<td></td>
<td>Overhaug,</td>
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<tr>
<td></td>
<td></td>
<td>Bersaw</td>
</tr>
<tr>
<td>3:00</td>
<td>9. Student Chapter Director and Representative</td>
<td>Engstrom</td>
</tr>
<tr>
<td>3:05</td>
<td>10. Professional Development Officers</td>
<td>Durbin,</td>
</tr>
<tr>
<td></td>
<td>- Motion to adopt policy for non- APA MN CM</td>
<td>Kansier,</td>
</tr>
<tr>
<td></td>
<td>credit applications</td>
<td>Poehlman</td>
</tr>
<tr>
<td>3:10</td>
<td>11. Committees:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>11.1 Awards</td>
<td>Falkers</td>
</tr>
<tr>
<td></td>
<td>11.2 Conference 2019</td>
<td>Healy,</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Pflipsen</td>
</tr>
<tr>
<td></td>
<td>11.3 Diversity and Equity</td>
<td>Imihy,</td>
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<tr>
<td></td>
<td></td>
<td>Keller</td>
</tr>
<tr>
<td></td>
<td>11.4 Events</td>
<td>Henderson</td>
</tr>
<tr>
<td></td>
<td>11.5 Legislative and Law</td>
<td>Bernard,</td>
</tr>
<tr>
<td></td>
<td>- Motion to appoint Sarah Allen as Legislative &amp; Law Co-Chair</td>
<td>Mogush</td>
</tr>
<tr>
<td></td>
<td>- Motion to Move forward in quarterly brown bag sessions</td>
<td></td>
</tr>
<tr>
<td></td>
<td>11.6 Professional Development Committee</td>
<td>Durbin,</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Kansier,</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Poehlman</td>
</tr>
<tr>
<td></td>
<td>11.7 Spring Workshop</td>
<td>Boylan</td>
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<tr>
<td></td>
<td>11.8 Women in Planning</td>
<td>Hoffman</td>
</tr>
<tr>
<td></td>
<td>11.9 Young Planners Group</td>
<td>Bunge,</td>
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<tr>
<td></td>
<td></td>
<td>Goellner</td>
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<tr>
<td>3:40</td>
<td>12. Other</td>
<td></td>
</tr>
<tr>
<td></td>
<td>12.1 Communications</td>
<td>Maze</td>
</tr>
<tr>
<td></td>
<td>12.2 FAICP</td>
<td>Slotterback</td>
</tr>
<tr>
<td>3:45</td>
<td>13.</td>
<td>Adjourn</td>
</tr>
</tbody>
</table>
### AGENDA ITEM

**APA Minnesota Board of Directors Meeting**  
**DATE:** 9/26/2019

**Name:**  
Tim Gladhill

<table>
<thead>
<tr>
<th><strong>Committee:</strong></th>
<th><strong>Action Requested?</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Executive Committee</td>
<td>Yes, Action Requested</td>
</tr>
</tbody>
</table>

**Background (attach additional sheets for tables, images, etc.):**  
Carissa Schively Slotterback has announced her resignation as Faculty Liaison to the Board of Directors. Carissa has dedicated over 15 years to this position and growth our relationships with the academic community greatly. Carissa is current the Associate Dean at the Humphrey School of Affairs at the University of Minnesota. Her contribution will be greatly missed.

Carissa has agreed to continue leading the Chapter’s FAICP Nomination process.

**Requested Action:**  
Motion to: Motion to accept the resignation of Carissa Schively Slotterback as Faculty Liaison and authorize the Executive Director to issue a Call for Nominations for 30 days to select a new Faculty Liaison at the November Board Meeting.

**Attachments/Enclosures?**  
No, No Attachments Included
**Name:**
Tim Gladhill

**Committee:**
Executive Committee

**Action Requested?**
Yes, Action Requested

**Background (attach additional sheets for tables, images, etc.):**
Membership Survey Task Force

Based on recent discussions, the President is asking to establish an ad-hoc task force (similar to the Governance and Operations Task Force recently completed) to manage a process to complete a comprehensive membership survey. As you may recall, several individual components desire to poll the membership, and the Board has talked about doing a broader survey. In order to build momentum and accountability in this process, a task force is recommended as an effective strategy.

**Requested Action:**
Motion to: Motion to establish a Membership Survey Task Force and appoint ___________ to said task force.

**Attachments/Enclosures?**
No, No Attachments Included
Name: Tim Gladhill

Committee: Executive Committee

Action Requested? No, Informational Only

Background (attach additional sheets for tables, images, etc.):

Report of President’s Activity

Fall Leadership

The President recently attended Fall Leadership with APA National leading up to the Fall Policy Conference in Washington, DC. Below is a summary of key points.

CM Credit Changes

As discussed earlier this year, the AICP Commission of APA National is proposing changes to Mandatory CM Credit Changes. There are currently 2 categories (ethics and law) with a required 1.5 CM Credits per cycle (3 total CM Credits per cycle).

The proposed changes are outlined below and are expected to be voted on by the AICP Commission on October.

- 1.0 CM Credit on Law
- 1.0 CM Credit on Ethics
- 1.0 CM Credit on Equity **new**
- 1.0 CM Credit on Targeted Topic **new**

The Targeted Topic has garnered the most conversation, both in terms of structure and content. The first Target Topic is proposed to be Climate. This Target Topic is proposed to change once every 4 years. APA National has noted that they will plan to provide content for utilization by Chapters in both written and webinar formats.

Note that Metro District Director Erin Perdu was recently elected to the AICP Commission and can be a communications conduit on this topic. Her term begins January 1, 2020 (after the AICP Commission is likely to vote on this matter). Additionally, President Gladhill chairs the Chapter Presidents Council (CPC) Certification and Education Committee. This Committee is now working on putting together a toolbox for Chapters to aide in this transition.

Brand Guideline Changes

APA National has updated brand guidelines for Chapters. Please ensure you use this manual when putting together marketing materials. Original artwork is available upon request. Of note, the APA Mission (slogan) was recently updated slightly. The new slogan is now ‘Creating Great Communities for all.’
Social Equity

A key policy item of focus at APA National is Social Equity. APA National recently adopted its first ever Social Equity Guide for use by members. In addition, APA National also wrapped up a Social Equity Task Force that put together a report on how Chapters can advance policies on social equity. Once available, this will be distributed to the Board.

Requested Action:
NA

Attachments/Enclosures?
No, No Attachments Included
About APA
The American Planning Association provides leadership in the development of vital communities by advocating excellence in planning, promoting education and citizen empowerment, and providing our members with the tools and support necessary to meet the challenges of growth and change.

OUR MISSION AND TAGLINE
Creating great communities for all

OUR VISION
APA advances planning through leadership in education, research, advocacy, and ethical practice.

About APA Chapters
APA’s 49 chapters allows for continued growth on the local level for our members. Chapters provide opportunity for professional development, continuing education, networking and so much more.
Brand Family
The APA brand family includes the American Planning Association, the American Institute of Certified Planners, and the APA Foundation. APA Chapters are also included in our family of brands (The Alabama Chapter lockup is used as an example below and throughout this document).
Branding the Organization
The American Planning Association Chapter Brand Guidelines will show you all of the elements that make up the APA Chapter graphic identity and the specifications for using this identity consistently across all platforms.

The APA Chapter lockups (logo, association name, chapter name, and tagline) are the most commonly used elements for Chapter brands These marks are the first reference to the Chapters in all their communications.

The APA Chapter logo (which is a part of the lockup) stands as a second reference to the chapter.
APA Chapter Lockups

Each chapter lockup has four parts: logo, association name, chapter name and tagline. Each comes in three configurations. The scale and position of the parts in these configurations have been carefully defined. Do not attempt to build these lockups for reproduction; use the provided files. They have been designed to offer you variety and flexibility in your layouts.

We consider these marks to be a first reference to the chapter identity. One of the APA lockups—three options below—should be used prominently online and in print for both internal and external audiences.

Stacked

American Planning Association
Alabama Chapter

Creating Great Communities for All

Centered

American Planning Association
Alabama Chapter

Creating Great Communities for All

Horizontal

American Planning Association
Alabama Chapter

Creating Great Communities for All

The APA lockups are available in three color options: (positive—which is the chapter chosen color, black, and reversed (white).

* Color libraries with PMS, CYMK, and HEX/RGB specifications are on pages 13–15.
APA Chapter Logo

One component of the Chapter graphic identity is the Chapter logo. Use the logo on second reference or when space dictates that the full lockup cannot be used.

For electronic use, the Chapter logo is preferred for social media, or when it will link directly to the Chapter website, as is the case for electronic ads. This is considered second use.

If the lockup is used in a mailing panel, the logo can be used elsewhere in the same document to support the brand.

APA Logo

*Color libraries with PMS, CYMK, and HEX/RGB specifications are on pages 13–15.
Lockups and Logos | Minimum Sizes
For good legibility, do not reproduce the Chapter lockups and logos smaller than the sizes noted below.

In electronic use, the logo must be 40 pixels wide or wider.
In print use, the logo must be larger than .375" (2.25 picas, or 27 points) wide.

Electronic

40 pixels

Print

.375"
Lockups and Logos | Free Space

Sometimes type, photos, or other graphic elements are positioned close to the Division lockup in a design. In such cases, do not crowd the lockup with other graphic elements; maintain a minimum amount of white space around it.

The diagram below shows the minimum amount of “free zone” you must maintain around any lockup at any size.

This measurement on each side is half the dimension of the Division logo.
Fonts | Primary | Sans Serif
Myriad Pro is the primary sans serif font. Myriad Pro is the preferred choice for titles, headlines, and body text in documents and communications when fonts will be embedded or document will be printed.

Myriad Pro Light
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (.,;/#$%&*)

Myriad Pro Light Italic
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (.,;/#$%&*)

Myriad Pro Regular
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (.,;/#$%&*)

Myriad Pro Regular Italic
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (.,;/#$%&*)

Myriad Pro Semibold
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (.,;/#$%&*)

Myriad Pro Semibold Italic
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (.,;/#$%&*)

Myriad Pro Bold
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (.,;/#$%&*)

Myriad Pro Bold Italic
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (.,;/#$%&*)
Fonts | Secondary | Sans Serif
Verdana is the secondary sans serif font choice for any materials that will be shared with others including email, Word docs, Powerpoints, where the reader may not have the primary fonts installed, or in any digital media.

**Verdana Pro Regular**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (.,;:!/?@#$%&*)

**Verdana Pro Italic**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (.,;:!/?@#$%&*)

**Verdana Pro Bold**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (.,;:!/?@#$%&*)

**Verdana Pro Bold Italic**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (.,;:!/?@#$%&*)
Fonts | Primary | Serif
Janson Text is the primary serif font for APA, AICP, and the APA Foundation. Janson Text is an option for titles, headlines, and body text in documents and communications when fonts will be embedded or document will be printed.

Janson Text Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (.,;:!?/@#$%&*)

Janson Text Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (.,;:!?/@#$%&*)

Janson Text Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (.,;:!?/@#$%&*)

Janson Text Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (.,;:!?/@#$%&*)
Fonts | Secondary | Serif
Georgia is the secondary serif font choice for any materials that will be shared with others including email, Word docs, Powerpoints, where the reader may not have the primary fonts installed, or in any digital media.

Georgia Regular
ABCDEF GHJKLM NOPQRSTUVWXYZ
abcdefg hi jklmnopqrstuvwxyz
1234567890 (,.;:!?/@#$%&*)

Georgia Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (,.;:!?/@#$%&*)

Georgia Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (,.;:!?/@#$%&*)

Georgia Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (,.;:!?/@#$%&*)
Colors | Primary
The primary color for the APA brand identity is APA blue. It is used for all APA lockups; it is also used extensively in APA documents and communications. Complementing APA blue, is AICP red.

APA Foundation green is the third of the primary APA colors.

Chapters were able to choose a color from our color palette when we developed the Chapter brands. Those colors are specific to each chapter and are the primary colors associated with each individual chapter.
Colors | Secondary

APA created the secondary color palette below to foster creativity and unique expression. These colors complement our primary color palette. The specifications listed will ensure consistency across media. Under each Pantone coated-color swatch you will find the Pantone Matching System (PMS) number and specs for process color, Hex code, and RGB. These specs do not include uncoated specs; check conversions for this color choice should you need it.

Each chapter and division derives its lockup and logo color from this palette. APA created the artwork for all chapter and division lockups and logos.
Colors | Secondary (continued)

- **PMS Color 1525**
  - Process: C2 M77 Y100 K9
  - HEX: #B94700
  - RGB: R185 G71 B0

- **PMS Color 7424**
  - Process: C0 M90 Y9 K0
  - HEX: #E24585
  - RGB: R226 G69 B133

- **PMS Color 187**
  - Process: C7 M100 Y82 K26
  - HEX: #A6192E
  - RGB: R166 G25 B46

- **PMS Color 200**
  - Process: C3 M100 Y70 K12
  - HEX: #BA0C2F
  - RGB: R186 G12 B47

- **PMS Color 506**
  - Process: C19 M86 Y38 K57
  - HEX: #84344E
  - RGB: R132 G52 B78

- **PMS Color 266**
  - Process: C76 M90 Y0 K0
  - HEX: #753BBD
  - RGB: R117 G59 B189

- **PMS Color 268**
  - Process: C82 M98 Y0 K12
  - HEX: #582C83
  - RGB: R88 G44 B131

- **PMS Color 7447**
  - Process: C77 M85 Y6 K18
  - HEX: #5D4777
  - RGB: R93 G71 B119

- **PMS Color 5497**
  - Process: C38 M9 Y23 K32
  - HEX: #829995
  - RGB: R130 G153 B149

- **PMS Color 542**
  - Process: C47 M32 Y13 K0
  - HEX: #829995
  - RGB: R123 G173 B211

- **PMS Color 535**
  - Process: C43 M25 Y3 K8
  - HEX: #8E9FBC
  - RGB: R142 G159 B188

- **PMS Color 7467**
  - Process: C97 M0 Y30 K0
  - HEX: #00A3AD
  - RGB: R0 G163 B173

- **PMS Color 632**
  - Process: C93 M2 Y15 K7
  - HEX: #0093B2
  - RGB: R0 G147 B178

- **PMS Color 634**
  - Process: C100 M13 Y10 K41
  - HEX: #005F83
  - RGB: R0 G95 B131

- **PMS Color 655**
  - Process: C100 M79 Y12 K59
  - HEX: #002554
  - RGB: R0 G37 B64
Lockups | Applications
When placing the lockup or logo on a color background we recommend using the positive or black version on a light background, or using the reversed version on a black or other dark color.

Choose background colors carefully. Placing the logo or lockup on a very similar color will make it unreadable.
Lockups | Misuse
Do not alter the Chapter lockup. The examples below are not acceptable uses for any mark in the APA Brand Family.

Do not alter the color of the logo or any element of the lockup.

Do not condense or distort the shape of the lockup in any way.

Do not alter the font choices or font sizes.

Do not outline the lockup or any element within it.

Do not change the spatial relationships within the lockup.

Do not rotate the lockup.
Lockups | Photos

When using Chapter Logos or Lockups be sure to make sure the marks are readable when placed on top of an image, illustration, or other graphic.

It is acceptable to use drop shadows and outer glow special effects to make the marks readable when placed on a photo.

Try using different lockup color options to determine which is most readable. When an image is darker, the reversed out version will work best, however, in the example at the left, the reversed out version is unreadable.

Working with different color options of the Chapter marks will allow for the best combination of colors and effects to get the best readability. In the case on the left, the outer glow effect changes the readability of the background image and is not preferred.

Drop shadows may help readability when the lockup is against a busy background. In the case on the left, the shadow created allows the white type to be visible against the background. This level of readability is preferred.
Naming Style Guidelines
Use standard APA language when referring to your Chapter. Consistent language is an important part of the APA brand. Incorporating this language into your electronic, print, and verbal communications solidifies the brand.

Chapter Nomenclature
Correct
Florida Chapter of the American Planning Association
Florida Chapter of APA
APA Florida

Incorrect
FAPA
APAFL
Florida APA
Florida Planning Association
Chapter Family of Lockups

American Planning Association
Alabama Chapter
Creating Great Communities for All

American Planning Association
Arkansas Chapter
Creating Great Communities for All

American Planning Association
California Chapter
Creating Great Communities for All

American Planning Association
Colorado Chapter
Creating Great Communities for All

American Planning Association
Connecticut Chapter
Creating Great Communities for All

American Planning Association
Delaware Chapter
Creating Great Communities for All

American Planning Association
Florida Chapter
Creating Great Communities for All

American Planning Association
Georgia Chapter
Creating Great Communities for All

American Planning Association
Hawaii Chapter
Creating Great Communities for All

American Planning Association
Idaho Chapter
Creating Great Communities for All

American Planning Association
Illinois Chapter
Creating Great Communities for All

American Planning Association
Indiana Chapter
Creating Great Communities for All

American Planning Association
Iowa Chapter
Creating Great Communities for All

American Planning Association
Kansas Chapter
Creating Great Communities for All

American Planning Association
Kentucky Chapter
Creating Great Communities for All

American Planning Association
Louisiana Chapter
Creating Great Communities for All

American Planning Association
Maryland Chapter
Creating Great Communities for All

American Planning Association
Massachusetts Chapter
Creating Great Communities for All

American Planning Association
Michigan Chapter
Creating Great Communities for All

American Planning Association
Minnesota Chapter
Creating Great Communities for All

American Planning Association
Mississippi Chapter
Creating Great Communities for All

American Planning Association
Missouri Chapter
Creating Great Communities for All

American Planning Association
National Capital Area Chapter
Creating Great Communities for All

American Planning Association
Nebraska Chapter
Creating Great Communities for All

American Planning Association
Nevada Chapter
Creating Great Communities for All

American Planning Association
New Jersey Chapter
Creating Great Communities for All
Chapter Family of Lockups (continued)

American Planning Association
New Mexico Chapter
Creating Great Communities for All

American Planning Association
New York Metro Chapter
Creating Great Communities for All

American Planning Association
New York Upstate Chapter
Creating Great Communities for All

American Planning Association
North Carolina Chapter
Creating Great Communities for All

American Planning Association
Northern New England Chapter
Creating Great Communities for All

American Planning Association
Ohio Chapter
Creating Great Communities for All

American Planning Association
Oklahoma Chapter
Creating Great Communities for All

American Planning Association
Oregon Chapter
Creating Great Communities for All

American Planning Association
Pennsylvania Chapter
Creating Great Communities for All

American Planning Association
Rhode Island Chapter
Creating Great Communities for All

American Planning Association
South Carolina Chapter
Creating Great Communities for All

American Planning Association
Tennessee Chapter
Creating Great Communities for All

American Planning Association
Texas Chapter
Creating Great Communities for All

American Planning Association
Utah Chapter
Creating Great Communities for All

American Planning Association
Virginia Chapter
Creating Great Communities for All

American Planning Association
Washington Chapter
Creating Great Communities for All

American Planning Association
West Virginia Chapter
Creating Great Communities for All

American Planning Association
Western Central Chapter
Creating Great Communities for All

American Planning Association
Wisconsin Chapter
Creating Great Communities for All
Contact
American Planning Association
205 N. Michigan Ave., Suite 1200
Chicago, IL 60601
312-431-9100
planning.org

Susan Deegan
Senior Graphic Designer
sdeegan@planning.org
312-786-6393
## Chapter Presidents Council - Committee & Task Force Report

**CPC MEETING**

**DATE:** September 22, 2019

**TO:** Chapter Presidents Council

**FROM:** CPC Communications Committee/APA Staff

**SUBJECT:** APA Social Media Policy

**TYPE OF REPORT:**
- ✔ Action
- ☐ Information

**CONSENT AGENDA**
- ✔ Yes
- ☐ No

**RECOMMENDATION:** The guidelines document was first reviewed by the CPC Communications Committee in San Francisco in 2019 and then was reviewed again in a focused manner during a conference call in May 2019. The APA Social Media Policy will assist chapter presidents, chapter staff members, and chapter volunteers in establishing uniform rules for using social media in the name of APA and individual chapters.

We ask that the CPC review and adopt the Policy.
American Planning Association
Social Media Policy for Chapters and Divisions
Draft - July 2019

As volunteer ambassadors of the American Planning Association’s chapters, chapter sections, divisions, and all other related APA aligned entities responsible for digital messaging, and as stewards of the mission to “Create Great Communities for All”, it is essential to have a thoughtful, responsible, and respectful approach to both online social content and conversations; and towards all members of those communities.

Policy Brief & Purpose

This APA Social Media Policy for Chapters and Divisions provides a framework for using and posting to social media. Social media is a place where people exchange information, opinions and experiences to learn, develop and have fun. Whether volunteers are handling an APA component managed account or use one of their own personal accounts, they should remain productive. This policy is intended to provide practical advice to avoid issues that might arise by careless use of social media. This policy is designed to defend against any potential security risks or legal issues, protect the APA brand and its related components, while also providing guidance to empower staff, members, and volunteers, to become online advocates for the organization and its related entities. All American Planning Association employees, volunteers, and leaders are expected to adhere to this policy.

Representing APA and Components on Social Media – Component Owned Accounts

When representing the organization (APA) through the handling and administration of chapter or division owned and branded accounts or speaking on its behalf, account administrators should:

- Always be polite, respectful, and patient
- Refrain from speaking on topics outside of their field of expertise unless a knowledgeable staff member has been consulted and provided approval
- Avoid sharing proprietary or confidential information related to the APA parent organization or any components
- Never post discriminatory, offensive, defamatory, derogatory, inflammatory, or libelous content or commentary
- Update or remove any misleading or incorrect content as soon as possible after it has been identified
- Approach writing content in a personal manor, as “I” or “We”
- Avoid concoring by removing posts or comments once they are published unless they are inappropriate under these guidelines (e.g. comments that reveal proprietary or confidential information)
- Consult APA’s senior communications staff before posting or sharing any content perceived to potentially create major impact
- Never post or share information, pictures, videos, or other content that implies illegal conduct
- Follow the APA Brand Guidelines at all times when creating visual content to be shared on social media
- Keep your comments relevant and focused on the topic at hand
- Be responsive and make sure that if someone has posted a question that you follow up
• Avoid excessive use of jargon
• Always double check grammar and spelling as a failure to do so may work to jeopardize your subject matter authority
• Remember, when applicable, to always share government information from government sources
• Refrain from sharing or re-sharing rumors or unverifiable information

Representing APA and Components on Social Media – Personal Accounts

Guidelines for functioning in a digital and social media focused landscape are the same as the values, ethics and confidentiality policies employees, leaders, and volunteers are expected to adhere to every day. Whether it is posting to your social media channels, talking to customers or members on the phone, or in person, it is important to remember your responsibility to represent APA doesn’t end when you finish each workday. For that reason, this policy applies to both component sponsored social media and personal use as it relates to APA. When using personal social media accounts, employees are expected to:

• Disclose their affiliation with APA when discussing organization related matters within their component or volunteer role
• Refrain from posting, publishing, or releasing confidential or proprietary information related to the organization and its components
• Unless approved by the component’s communications or social media team, avoid responding to customer inquiries directed at APA components online, as dedicated staff will always handle those
• Direct complaints about your volunteer role or working environment to component leadership, and refrain from posting that information on social media
• Identify in your social profile bio (where available) that opinions are your own and not of your employers or representative of APA, especially when listing your volunteer role within APA in said bio
• Avoid posting negative comments or content as related to APA, APA components, sponsors, or affiliated partners
• Be responsible and think critically about the potential negative outcomes your posting could generate before publishing publicly
• Remember that professional, straightforward and appropriate communication is best

Violation of Policy

Any assigned volunteers and third parties who intentionally violate this policy may be subjected to denial of access to APA component social media platforms and/or removal of certain administrative privileges. APA and APA components reserve the right to remove any posted comment or withdraw administrative rights for any individual who is authorized to post on behalf of APA or APA components at its sole discretion. In addition, APA reserves the right to modify, suspend, or withdraw this social media policy at any time.

Inquiries related to this policy can be directed to socialmedia@planning.org
## 2020 Elections

District Directors - 2 year terms beginning January 1, 2020

<table>
<thead>
<tr>
<th>District</th>
<th>Votes Cast</th>
<th>Victor</th>
<th>Write-Ins</th>
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<tbody>
<tr>
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<tr>
<td>Southeast</td>
<td>8</td>
<td>Luke Sims</td>
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<tr>
<td>Southwest</td>
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<td>Angie Bersaw</td>
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<tr>
<td>Northeast</td>
<td>3</td>
<td>Rita Albrecht</td>
<td>3 Adam Fulton, Steve Robertson, Jenifer Moses</td>
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<tr>
<td>Northwest</td>
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<tr>
<td>Metro</td>
<td>120</td>
<td>Erin Perdu</td>
<td>2 Ginny McIntosh; Brendon Slotterback</td>
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<tr>
<td></td>
<td></td>
<td>Chloe McGuire Brigl</td>
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<tr>
<td></td>
<td></td>
<td>Michael Palermo</td>
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### APA MN

**BUDGET VS. ACTUALS: 2019 - FY19 P&L**

<table>
<thead>
<tr>
<th>Income</th>
<th>ACTUAL</th>
<th>BUDGET</th>
<th>OVER BUDGET</th>
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<tbody>
<tr>
<td>40000 Income</td>
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<tr>
<td>40100 Conference</td>
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<tr>
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<td><strong>154,250.00</strong></td>
<td><strong>-127,868.18</strong></td>
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<td><strong>Total Income</strong></td>
<td><strong>$26,381.82</strong></td>
<td><strong>$154,250.00</strong></td>
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**GROSS PROFIT**

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<td>ACTUAL</td>
<td>BUDGET</td>
<td>OVER BUDGET</td>
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<tr>
<td>--------------------------------</td>
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<td>---------------</td>
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<td>78000 Executive Director</td>
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<td><strong>Total 7000 Expenses</strong></td>
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<td><strong>Total Expenses</strong></td>
<td><strong>$58,386.59</strong></td>
<td><strong>$154,250.00</strong></td>
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<td><strong>$0.00</strong></td>
<td><strong>$ -32,004.77</strong></td>
</tr>
</tbody>
</table>

**Accrual Basis**
**Name:**  
Jane Kansier, Melissa Poehlman, Elise Durbin

**Committee:**  
Professional Development

**Action Requested?**  
Yes, Action Requested

### Background (attach additional sheets for tables, images, etc.):

#### Past/Upcoming events:

<table>
<thead>
<tr>
<th>Event</th>
<th>Location</th>
<th>Notes/Number Attended</th>
</tr>
</thead>
<tbody>
<tr>
<td>8/13 Brown Bag—Interpreting History Through Monuments (1 CM)</td>
<td>Richfield</td>
<td>10 in-person, several online (but had audio issues)</td>
</tr>
<tr>
<td>10/15 Brown Bag-Capital Area Update (1 CM)</td>
<td>St. Paul</td>
<td></td>
</tr>
</tbody>
</table>

**Professional Development Committee Update**

There have now been four brown bag seminar events, with people taking advantage of both the in-person and online options (including some from outstate Minnesota). We have had some challenges with audio with the online option and continue to work through that.

**AICP exam**

An AICP Exam Prep Session was offered on September 25 prior to the kick off session at the conference.

With help from Austin Hauf, we were able to secure a discount for the Planetizen prep course. There were many that took advantage of the discount. We will be reviewing this in the future to determine if we want to offer it again as it takes some administrative time to coordinate this effort.

**CMs for Outside Organizations**

This item was tabled at the July board meeting for additional review time. The purpose of this policy is how to address applying for CMs for outside organizations.

**Requested Action:**

Motion to: Adopt policy for non-APA MN CM credit applications

**Attachments/Enclosures?**

Yes, Attachments Included
**Purpose:**
Annually, the APA Minnesota chapter pays the American Planning Association for the ability to host AICP Certification Maintenance (CM) credits. APA Minnesota provides this service so that AICP members have the ability to receive CM credits throughout Minnesota. With this ability, the chapter is then responsible for a set of commitments and guidelines that it must follow in order to remain a CM provider.

The purpose of this procedure is to provide a process for individuals, groups, organizations or other entities who are seeking CM credits from APA Minnesota for a non-APA Minnesota sponsored workshop, lecture, seminar, or other educational training opportunity.

APA Minnesota will not sponsor more than 4 events or 1 multi-part event per year per organization.

**Responsible Person:**
The Professional Development Officers (PDO) for APA Minnesota will be responsible for overseeing this procedure. The PDOs will work directly with the inquirers regarding the requirements of this procedure.

**Requirements for Authorization:**
All educational opportunities where CM credits are sought must meet the requirements provided by APA for CM eligibility. These include:

- **Speakers**
  - Are led by one or more subject matter experts. An expert is defined by APA as a professional who has made a contribution to the profession through practice, teaching, research, or publications; completed works that proclaim individuality and mastery of the principles of planning taught; and whose work demonstrates outstanding quality and professionalism.

- **Learning Objectives**
  - A determination that the event will offer a professionally relevant learning experience for a planner with at least four years of experience.
  - A listing of the specific training objectives and how the educational opportunity meets those objectives.
  - Use learning methodologies and formats that are appropriate to the event’s educational purpose or objectives.

- **Non-promotional**
  - Remain unbiased and non-promotional in nature. Note: An organization’s services or products may be discussed prior to or after the completion of the CM credit portion of the event.
  - Do not include any proprietary information. Materials used during the CM credit portion of the event must be solely for educational purposes.

- **Timing/Number of CMs**
  - Are at least 30 minutes in duration.
  - Are timed in a manner that is consistent with the time for which the event was registered (i.e. an event lasting 75 minutes = 1.25 CM credits, an event lasting 90 minutes = 1.5 CM credits).
Non-educational activities that are ineligible for CM credit include breaks, lunch, welcome/orientation and travel to/from where no instruction is given during that time.

- Day of Event items
  - Include an announcement in which AICP members are notified that their attendance is required for the duration of the event in order to receive CM credit.
  - Include an attendance log and event evaluation.

- Other requirements apply for those seeking law and ethics credits

Procedures:
1. At least 45 days prior to the educational opportunity, the organizer shall contact the PDO for a brief discussion regarding the educational opportunity, the application form for CM credits and the timing needed for APA Minnesota to be able to host the CM credits.

2. As soon as the organizer is aware of the agenda, the organizer shall work with the PDO to determine eligibility.

3. If the educational opportunity is deemed eligible the organizer shall provide the following at least 30 days prior to the date of the educational opportunity:
   A. Ensure that APA Minnesota is marketed as a host or sponsor of the CM credits on materials and websites produced for the event. The APA Minnesota logo shall be supplied to the organizer.
   B. Submit all forms required for logging CM credits to the PDO. This shall include at a minimum the agenda, speakers' bios and a synopsis of the educational opportunity.

4. If the organizer cannot meet the lead times mentioned above in parts 1 and 3, then APA Minnesota shall not host or sponsor the CM credits for the educational opportunity.

5. The PDO shall ensure that the CM credits are logged into the APA system within 10 business days of receipt of a complete set of forms.

6. On the day of the event, the organizer shall:
   a. Ensure a registration log is made and kept for all AICP members seeking CM credits to sign into the event. The organizer shall submit this completed log to the PDO no later than one week after the date of the event.
   b. Distribute and collect evaluations from each participant seeking CM credits. For events where there are multiple sessions/educational opportunities, there shall be a set of evaluation forms for each session. The organizer shall submit the completed evaluations to the PDO no later than one week after the date of the event.

7. APA Minnesota is audited by APA on occasion regarding CM credit offerings; therefore, accurate recording is necessary. If all forms, registration logs and evaluations are not
received by the PDOs within the time frames specified, APA Minnesota may reserve the right to withhold hosting CM credits for future events of the organizer.
Name: PeggySue Imihy

<table>
<thead>
<tr>
<th>Committee:</th>
<th>Action Requested?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diversity and Equity</td>
<td>No, Informational Only</td>
</tr>
</tbody>
</table>

**Background (attach additional sheets for tables, images, etc.):**
The Diversity and Equity Committee has had a good first year, and we are excited to start planning for 2020.

Current initiatives underway:

- October Event: YEP event in St. Paul Public Schools – looking for 8-16 volunteers, seeking native Spanish speakers
- Beginning strategic planning for 2020 – building events base, clarifying narratives around purpose and vision for committee, looking to continue to connect with other committees around the nation (APA Texas, NY, etc)

**Requested Action:**
Motion to: No Action Requested

**Attachments/Enclosures?**
No, No Attachments Included
AGENDA ITEM
APA Minnesota Board of Directors Meeting
DATE: 5/17/2019

<table>
<thead>
<tr>
<th>Name:</th>
<th>Lance Bernard</th>
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<tbody>
<tr>
<td><strong>Committee:</strong></td>
<td>Legislative and Law</td>
</tr>
<tr>
<td><strong>Action Requested?</strong></td>
<td>Yes, Action Requested</td>
</tr>
</tbody>
</table>

**Background (attach additional sheets for tables, images, etc.):**

**Legislative & Law Co-Chair Vacancy**
Paul Mogush has stepped down as one of the Legislative & Law Co-Chairs for personal reasons. Paul has played an integral role over the years in helping elevate the organization’s legislative and law initiatives. On behalf of the committee, we applaud him for his years of service and wonderful work.

Moving forward, the committee would like to fill Paul’s position by nominating Sara Allen. Sara is a Planner with Washington County. She is an enthusiastic urban planner, with a passion for built environments surrounding transit. Sarah is a member of APA MN and WTS MN.

**Work Plan**
Sara Allen, Lance Bernard (Legislative & Law Co-Chair), and Tom Jensen (APA MN Legislative and Law Liaison) met on August 23 to discuss the committee’s work plan. This group would like to roll out quarterly brown bag sessions with guest speakers/panels. Legislative and Law Committee meetings would be held after each brown bag session. This approach is to help bolster committee meeting attendance and participation. We anticipate the first brown bag to occur in early November.

**Requested Action:**
Motion to: Appoint Sarah Allen as Legislative & Law Co-Chair

Motion to: Move forward in quarterly brown bag sessions

**Attachments/Enclosures?**
Yes, Attachments Included
Name: Patrick Boylan

Committee: Spring Seminar

Action Requested?: No, Informational Only

Background (attach additional sheets for tables, images, etc.):
I will be working on some very early preliminary ideas for Spring Workshop 2020. I will need assistance and if I seek you out, please allow me to pester you with my thoughts. I will be seeking out APA MN Board and of course non-Board folks to bounce ideas off of, pose questions, and otherwise help inform the next event.

As a reminder:
1. “Classroom” style seems to be less in favor than in-field experiences
2. Moving around the region seems good too (St. Paul Lowertown 2017, North Loop Mpls. 2018, Bloomington South Loop 2019)
3. 3 to 4 hours seems like a good duration
4. Leila Bunge is interested in working on this again
5. Outside walking and or transit use gets good reviews from attendees
6. AICP credit is popular and I believe should remain the focus of why the Board engages in this
7. Preliminary ideas include: Allianz Stadium site and greater redevelopment concepts, plans: NAZ/Upper Harbor, MetroTransit Orange Line development/construction, and I am sure many more before the whittlin' process starts
8. Looking to include the word “loop” into the 2020 efforts for pure hattrick

Requested Action:
Motion to: N/A

Attachments/Enclosures?
No, No Attachments Included