APA Board Retreat Meeting Minutes- January 16, 2015

Rothstein called to order at 9:00 a.m.


**Director Reports**- what happened in the districts in 2015

Gilman- Hosted Leg/law event in Rochester, attend ULI event, webinars

Kinney/Gadow- Held spring seminar- Developer session. Looking to do another spring seminar in 2015. Kinney-Metro “give and take” event- went well- discussed what future activities, events. Big issues for Metro- engagement; maintain communication between planners; health impact assessments. Metro district also hosted brown bags, capital day, and lawn bowling.

Gittmemeier- conference was held in the district- lots of involvement among members in district. Hosted NE leg/law event.

Hurley-Hosted NW leg/law event. Looking forward to hosting the 2015 conference in district. Working towards increasing memberships.

Chapulis- Hosted leg/law session. Working on increasing partnerships

Pauman- Hosted leg/law session

**Administrator Report:**

Peggy reported on the conference- 450 attendees; corporate membership is down slightly; need to figure out website blog issue.

**Breakout Discussions:** summary

Lifetime achievement award- add more specific criteria such as: maintain membership- desired but not required; near or post retirement; on-going contribution to APA MN; leadership role. Suggested an additional award- Planner of the Year- criteria could include: innovation, membership, engagement. Peggy and Carissa will help develop criteria.

Legislative- Learned a lot from sessions. Need direction on next steps. Reviewed 2015 action plan. Look at updating legislative platform.

Membership and Students- create opportunity to sign up on spot. Holding workshop on interviewing skills. Include other schools. Look at a graduated membership fee for those of school and just entering field.

Blog- create a weekly digest on website activity that goes to everyone.
Chapter Structure- consensus to leave district as they are. Metro and Greater MN have different goals. In greater MN- 1 social and 1 cm event. At conference hold scheduled time for people to socialize with others in district. Citizen Planner- valuable but at this time better to hold as we need a new point person to take this on.

How to Raise Revenue- charge small fee for events; new member packet; video- why do people love their city; brown bags and webinars.

**MN NAHRO Conf Event:** Guests- Barb Dacy and Shannon attended the meeting to discuss the Redevelopment session they are hosting at the spring conference with goals to team with APA MN on the event. Focus will be 1 ½ day on redevelopment tools for planners, lots of case studies.

Rita volunteered to work with Adam to create a memo of understanding regarding cost participation and return based on number of APA MN members attend. Motion by Chapulis; seconded by Gittemeier to enter into a memo of understanding with MN NAHRO and contribute a maximum of $1,500 for this program. All ayes.

Planners Emeriti Update: Bob Worthington provided an overview of the group, recent activities they have participated in. Not all are members but want to look for ways to create future programs that members can patriciate in as well. Look for opportunity to be involved in a future conference session.

**2015 Budget and Treasury Report:**

Fulton provided an overview of the 2015 budget and 2014 treasury report. Need to maintain strong corporate membership. The proposed 2015 budget did not include the 2015 Spring Seminar- will need to include. Motion by Chapulis; seconded by Gadow to approve the treasury report and 2015 budget. All ayes.

**Committee Updates:**

PDO- Tripp reported that the PDO committee created its work plan. A new development committee is in place for brown bags, webinars and spring seminar. The goal is hold an event monthly.

Spring Seminar- Blue Cross Blue Shield – partner on educating planners on getting health topics into comp plans. Need to development programs – work with Eric Weiss to find a speaker.

Motion by Fulton to approve the PDO work plan; seconded by Kinney. All ayes.

**Law and Legislative Committee:**

Mack discussed contacting law firms for future memberships/sponsorships. Could also be an opportunity to provide article for newsletter, etc. Could consider lower cost as benefits are difference then other corporate sponsors. Suggestion of $500 was made. Motion by Chapulis to approve law firm membership fee of $500; seconded by Gilman. All ayes.
Spring Seminar- Gadow reported that they are looking at the 1st -2nd week of May. Hold the event at Silverwood Center again.

Conference Update:

Thomson reported that the kick off meeting was scheduled for Jan. 23rd. Motion by Fulton; seconded by Gladhill to select Jeff Thomson and Kristina Nesse as conference co-chairs for the 2015 APA MN conference

Website Update:

Gladhill reported that the content is complete on the updated APA MN website. Address will be planningmn.org

The website will have a better mobile app; can do online forum and quick polls.

Meeting Dates and Locations:

The executive board will work on final locations. Need to maintain one board meeting a year to be held outside Twin Cities (in addition to conference).

Minutes:

Motion by Gittemeier; second by Chapulis to approve the November 2014 board meeting minutes

Meeting adjourned at 2:30
Additional discussion: Need more info on the anticipated financial contribution and risk to APA MN if not enough people attend. Could this be a substitute for the Spring seminar? Would like to see it not solely focused on public housing.

Chapulis, Hurley, Goodroad volunteered to be part of a conference call with Barb Dacy to provide APA MN input into the planning. More info will be provided at the retreat.

Lifetime Achievement Award Criteria:

Rothstein provided some background- concern regarding employment status- whether retired or not and whether it’s required that membership be maintained. Agree that this would be further discussed at the retreat.

Committee Updates:

Mack provided update on while paper. District meetings in December and January. Look toward using Planners Day at Capital to get city planners more engaged. Kinney added it would be great to provide training to Planning Commissioners on comp plans and general planning.

Mack asked the board to approve the 2015 Work Plan and 2015 Legislative Education Coordinator Contract with Tom Jensen. Motion was made by Gladhill; seconded by Goodroad. All ayes.

Gladhill provided a website update- changes to the design are being completed by Gov. Office. Will unveil at retreat.

Holiday Party for APA MN is being coordinated by Lance Bernard for January 15th.

Minutes: Motion by Hurley; seconded by Chapulis. All ayes. Adjourned at 2:00 p.m.