Planning Minnesota

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Published by: The Minnesota chapter of the American Planning Association (APA MN) publishes this newsletter on a bimonthly basis.

Submissions: We welcome articles, letters to the editor, photos, calendar items, project profiles, planners on the move items, and other news. Send all submissions via e-mail to: apamnnewsletter@gmail.com.

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Election Season Approaches

What could be more exciting than the 2012 presidential election? That would be the 2012 APA MN Executive Committee election. Yes, it’s time to decide who will run your faithful planning organization. Starting in October, the APA MN Board will be seeking candidates to fill the President, Vice President, Treasurer and Secretary seats. Before you start writing speeches or campaign slogans, these following statements will give you a better sense of the positions:

Lance H. Bernard, APA MN President: I cannot think of a more rewarding experience than serving on the executive committee. The position has given me the opportunity to work with planners throughout the nation. The president’s main role is to ensure member needs are being met. This requires the oversight of committees at the local level and rolling out APA initiatives that enhance chapter services. I have also helped forge new partnerships with governmental agencies and non-profit organizations that promote sound planning decisions. This collaborative approach has helped create a visible front for the organization.

I have also enjoyed working with other chapter presidents and division leaders at APA. The president is required to attend leadership meetings at the National APA conference and during policy debriefings in Washington D.C. Overall, the position has required a flexible schedule to attend meetings and conferences. Approximately 5-10 hours per week are spent organizing activities and responding to inquiries. More importantly, the president needs to be available for six board meetings, six committee meetings and the conference each year.

Trisha Rosenfeld, APA MN Vice President: As the Chapter Vice-President, I have been fortunate to have met so many talented and dedicated people in the planning profession. The primary duty as the Vice-President is to oversee and manage the Chapter website and recruit new members. For example, we are continually looking for ways to reach out to our membership and improve our website. It has been very exciting to work with the Chapter Board and Webmaster to enhance and update the website. Overseeing the website requires approximately 10-15 hours a month. Additional time is spent assisting the chapter president and recruiting new members. This is a great opportunity for anyone looking to get their feet wet with the APA MN Chapter. It’s a great experience in a leadership role.

Adam Fulton, AICP, APA MN Treasurer: The Chapter Treasurer position has been a great learning experience and a rewarding opportunity to work with a wide variety of the membership. Each week there are a variety of tasks to complete, and the total commitment ranges between 1-4 hours a week. The Chapter Treasurer is responsible for receiving and depositing payments, issuing checks to service providers, and maintaining the books for the Chapter. There is some financial reporting required, including the yearly filings with the IRS and Minnesota Revenue, and a bimonthly report to the board. We use Quicken software to help speed up the reporting process, and have hired KDV Ltd. to complete the organization’s taxes for the past couple of years. As a 501(c)3, APA-MN still pays some taxes, mostly on ad revenue. There are many members who would be great in the Treasurer’s position. It’s a rewarding way to learn more about budgeting and financial management, and you don’t have to be an accountant to apply.

Jean Coleman, APA MN Secretary: The best thing about being Chapter Secretary is the camaraderie that comes from serving on the board and working with the executive committee. The Secretary’s tasks include meeting with the executive committee between board meetings to set agendas, drafting agendas, soliciting information reports and action items, taking notes at the board meetings, and typing up notes. These tasks take about four hours a month.

On behalf of the Executive Committee, we have had an amazing experience in serving this organization. We cannot thank our members and volunteers enough for making this organization what it is today. But there comes a time to pass along these rewarding positions to other leaders, and we hope you will consider running for a position. The ballot will be an open slate, with the exception of our Treasurer, Adam Fulton, AICP, who will be seeking another term.

Sincerely,

Lance H. Bernard
APA MN President
The Hoisington-Koegler Group has been in the planning and design business for 30 years, and the company’s president, Mark Koegler, has an equal number of years of planning experience. But they don’t assume they know better than the residents about what a community needs.

That’s why the company has emphasized public input from the day Fred Hoisington started the firm in 1982. Prior to joining the firm in 1991, Koegler, an Iowa State graduate, worked at a regional council of governments in Des Moines, then served as planning director for the City of Chanhassen.

Hoisington Koegler Group, or HKGi, is now a 15-person firm based in Minneapolis. It has put this focus on public input to work through numerous urban design projects and comprehensive plans. We talked with Koegler about his firm, about the challenges of public input, and about the future of planning. Here is what he had to say.

APA MN: You talk a lot about public participation in the planning process. Why is that important?

Mark Koegler: Any time we enter into a joint endeavor with a municipal client, the people know their city better than we ever will. We can help direct the planning process, add advice and add our expertise. But the core of what they want to be and what they want to accomplish lies within the community. Meaningful public involvement leads to outcomes that are supported by the community; outcomes that have a better chance of being implemented over time.

One of the challenges of getting public participation is making sure that underrepresented groups get heard. How do you ensure that you’re getting a full representation of the public when you’re soliciting their participation?

First, that’s one of a series of challenges. The state of public discourse is one of those challenges. The demographic of those participating is another and people’s schedules and the time they have available is yet another. Many simply don’t have the time to be involved. Those who are involved, and who go to public meetings, tend to the older segments of the population. We’ve had success in engaging typically underrepresented populations in a number of projects. A good example is the Bassett Creek Valley Master Plan that we prepared in collaboration with the Bryn Mawr and Harrison neighborhoods in Minneapolis. Harrison is a neighborhood with significant diversity. For that project, we did a lot of outreach with communities of color and those who don’t speak English or speak English as a second language. We tagged onto existing events and meetings. We had a very successful public workshop with 250 people going through a community building exercise, which was translated simultaneously in multiple languages. You need to seek out those populations, and go through the established means of communication they already have in place.

What kinds of challenges do planners, both public and private, face in the coming years?

Some of the challenges we face in the near-term are the ones we face today. One of those is the state of public discourse, among people in public settings, public meetings, and those who respond via social me-
dia, emails and blogs. The overall tone is far less civil today than it was historically. People tend to be locked into opinions. In my opinion, some of that is due to the information sharing resources that we have today; resources that let anyone reach very large audiences, sometimes with misleading and inaccurate information. It’s hard to correct misinformation once it’s out there.

**What role do you see the APA playing in the future of planning?**

APA has always been and will continue to be a terrific resource for timely sharing of information. Nationally, the APA is one means in which planners can keep track of the current state of the profession, and the trends and activities that impact their daily work lives. Locally, there’s a strong network of planners throughout Minnesota that comes together at the annual state Planning Conference. They’re eager to share the latest and greatest of what’s going on, thereby elevating the quality of planning in Minnesota.

**How has Hoisington Koegler Group helped shape this area?**

We’ve always strived to be slightly ahead of the times. That’s definitely true with public participation in planning. The success that we’ve had in the past three decades has truly given a voice to people who will be directly affected by the plans that we have helped to create.

“**The overall tone is far less civil today than it was historically. People tend to be locked into opinions. In my opinion, some of that is due to the information sharing resources that we have today; resources that let anyone reach very large audiences, sometimes with misleading and inaccurate information. It’s hard to correct misinformation once it’s out there.”**

**How has the recession changed your company?**

We’ve been fortunate that we haven’t had any significant size decrease. Being one who has practiced long enough to have seen several prior recessions, I can say that none have as deeply impacted the public sector as this one. Cities are still increasingly seeing budget cuts and budget shortfalls and an inability to undertake projects they’d have been able to do 5-10 years ago. All of us are challenged to stretch budgets as far as possible. In many cases, this results in prioritization. What does the community want to accomplish? And where are the resources that are available best applied to accomplish the objectives that have been deemed most important.
As University of Minnesota students returned to campus over Labor Day weekend, workers on the Central Corridor project worked hard to meet a deadline to open key streets prior to the start of classes. It’s part of the 11-mile light rail line between downtown St. Paul and Minneapolis.
Conference Update

The 2012 APA MN Conference is only a few weeks away and we are very excited about what is being offered at this year’s conference. We would like to take this moment to remind you of a few important details.

Registration
Registration materials are posted on the conference website at www.plannersconference.com. You may register for the conference online (using PayPal) or register via regular mail paying by check. Registration at the Early-bird Rate ends September 7th. All registrations end September 20th.

Lodging
You must call Arrowwood directly to make your reservations at (866)386-5263. At this time, the conference room rate is no longer guaranteed and room rates will be based on the regular resort rates and availability. However, when making reservations, mention that you are with the APA Minnesota and ask whether there are any rooms that are still available at the reduced conference rate – it doesn’t hurt to ask!

Conference Happenings to Remember
We are again going to collect donations for Second Harvest at the conference. You may donate non-perishable food, or you may donate cash, and for each of those donations, you will become eligible for some wonderful prizes.

Bring your bike and hit the road, learning about bikeable communities while enjoying the local scenery in the Local Motion I and II mobile tour on Wednesday. Bikes will also be available for rent through the Arrowwood Resort.

Bring your running or walking shoes to take part in the first ever APA MN 5K Walk/Run event on Thursday morning. Participants will receive a cool race t-shirt! Don’t forget to bring your favorite Microbrew to share with your fellow planners in a “Mircrobrew Exchange and S’mores Roast” at the Thursday night campfire!

So, don’t wait! Register today! See you in Alexandria September 26-28!

Stephanie Scott-Sims and Greg Wagner, Conference Co-Chairs
October Is National Planning Month

Each year in October we are asked to reflect upon our community impact as we celebrate ‘Community Planning Month.’ As members of the American Planning Association, we not only need to remind ourselves about the significant impact we have on communities and neighborhoods but also need to raise the visibility of the important role planners have in shaping where we live and work by enriching the lives of civic leaders, business interests and citizens.

Communities want our planning leadership and expertise. A recent national poll in the Planning in America: Perceptions and Priorities report found that 67% of Americans believe we need more planning and 79% of those surveyed believe their community could benefit from a plan. According to APA President Mitchell Silver, AICP, 67% of respondents believe “engaging citizens through local planning is essential to rebuilding local economies, creating jobs, and improving people’s lives.” Furthermore, 84% of Americans believe their communities are getting worse or staying the same. As professionals and community leaders it is our responsibility to engage our community.

Here are a few ways you can celebrate National Community Planning Month this October and bring greater visibility to the planning field:

- Proclaim October as National Community Planning Month. Here is a sample proclamation you can use in your community.
- Hold an open house. Invite residents to meet planning commissioners and staff to talk about current efforts as well as future plans.
- Create a library display about planning and include a recommended planning-related reading list.
- Visit schools and talk to students. Explain planning and your role as a planner to classes and have students plan their own community.
- Recognize planning commissioners and planning staff. Recognize years of service or significant achievements with awards to show appreciation.

In addition, the National APA has other great community planning resources online, including:

- Press Release Templates that you can use in your community;
- PowerPoint presentations for the general audience and potential planners;
- Recorded Public Service Announcements for radio or your website;
- Posters to print out;
- A forum to share past and future activities from around the nation;
- More ideas on how to celebrate with elected officials, youth and students, on campuses and in your community;
- A communication guide with tips and techniques for creating, targeting and reaching media and target audiences.

Use these resources to plan local activities in October and stand ready to support your efforts. If you have specific needs, do not hesitate to contact me.

Eric Laska
Citizen Planner Director
Upcoming Events

Food & Fund Drive At The State Conference
At this year’s state planning conference, APA Minnesota will again be partnering with Second Harvest Heartland to collect food items or monetary donations to help needy individuals and families in our communities. Last year $662 was raised through the generous contributions of the conference participants. Second Harvest Heartland is able to leverage that donation to provide 2,400 meals to those in need.

Second Harvest Heartland’s mission is to end hunger through community partnerships. They distribute more than 51 million pounds of food and grocery products annually to nearly 1,000 food shelves, soup kitchens, shelters and programs in Minnesota and Western Wisconsin. But it’s not enough. Each year, low-income Minnesotans miss a staggering 100 million meals. That’s 10 missed meals a month for every struggling child, adult or senior. The problem of hunger isn’t going away without the involvement of communities and the generous contributions from those that can afford to give.

Please look for the Food & Fund Drive booth at the conference and make a donation to this worthy cause. Those who donate will be given raffle tickets for prize drawings. The more you give the more chances you will have to win.

Twins Game
On Thursday, September 13, 2012, APA Minnesota will be going to Target Field to see the Twins battle the Kansas City Royals. There will be a gathering at the Loop Bar (see website below for location) beginning at 5:15 pm. We have tables reserved at the bar. At the Loop, you can pick up your tickets and have a drink and bite to eat prior to the game. As part of the price, APA Minnesota will spring for several appetizers. Here is the information:

**Date:** Thursday, September 13, 2012  
**Time:** Gathering at the Loop Bar is at 5:15 pm – first pitch is at 7:10 pm  
**Cost:** $15 (this includes ticket and delicious appetizers at the Loop Bar)  
**Location:** 606 Washington Ave N [http://www.theloopmpls.com/](http://www.theloopmpls.com/)  
**Parking:** We always suggest taking transit but if you drive, you are on your own for parking.  
**Reservations:** Reserve your ticket by emailing Lisa Wittman at lwittman@goldenvalleymn.gov  
**Payment:** Checks should be made payable to APA Minnesota and sent to Lisa Wittman, City of Golden Valley, 7800 Golden Valley Road, Golden Valley, MN 55427

PBIC Offers Webinars
The Pedestrian and Bicycle Information Center (PBIC) and Toole Design Group are holding a free webinar series covering the updated American Association of State Highway Transportation Officials (AASHTO) Guide for the Development of Bicycle Facilities. The guide is a key resource for creating bicycle facilities. The seven-part webinar series began in August, but continues until October.

The next webinar, on September 18, covers on-road facilities including shared lanes, paved shoulders, bicycle boulevards and traffic signals. The October 9 webinar covers off-road facilities, including shared use paths. Additional webinars will be held October 23 (off-road intersections) and November 6 (maintenance). For more information, or to register for any of the webinars, go to [www.bicyclinginfo.org/aashto](http://www.bicyclinginfo.org/aashto).
This past year, the City of Willmar drafted and adopted a Trails and Pedestrian Plan Addendum to the Comprehensive Plan. Predicated on the concept of linking major destinations, the plan sought solutions to problems in the overall system to encourage bicycling and walking. Areas of the city were hostile to non-motorized transportation, and this reduced travel choices by creating more automobile dependency. Willmar has a diverse population. Along with an increasing number of senior citizens who may no longer drive, there is a population of immigrants and “institutional” residents who cannot drive. And many simply don’t want to drive. So it was necessary to develop a plan to improve bike and pedestrian options.

The mayor and city council appointed a task force, with representatives from the Planning and Development Services Department, Community Education, Police, Mid-Minnesota Development Commission, rice Hospital, County Public Health and MnDOT, plus interested citizens. Their job: create a plan built on four objectives:

- Provide a transportation system (street, rail, air, pedestrian & bike trails) which complements land use development and reinforces a staged growth approach to future development.
- Encourage street and trail systems which maximize accessibility to places of employment, recreation, shopping, entertainment, and all developed portions of the City.
- Cultivate a healthy, walkable, bikeable city.
- Plan street, pedestrian, and trail systems that provide access to all developed portions of the City, connecting parks and open spaces.

At the heart of the Plan was the recognition that bicycling and walking were a valuable and necessary part of a balanced transportation system. Bicycling and walking are forms of transportation available to nearly every demographic group, across all socioeconomic levels. Communities that encourage walking and biking experience economic, health and environmental benefits. A plan and system that offers a safe environment for people to walk and bike encourages residents to incorporate walking and bicycling into their daily lives.

The Plan focuses on three main goals. They are:

- Eliminate gaps in the existing trail system.
- Create links to major destinations.
- Identify and resolve safety issues on existing routes and at key intersections.

Gaps in the current trail system are obvious, but not necessarily easy to close. Solutions required planning, engineering, and significant investment of financial resources. By closing the gaps in the system, the public is often provided a better walkable or bikeable route to destinations such as parks, commercial areas, medical facilities, and government offices. Safety improvements are also costly. Safety is paramount for a mobility system that competes with the automobile. Funding to implement the Willmar plan has been made a part of an aggressive capital improvements program. One major source of trails funding is a local options sales tax approved by the voters and ratified legislatively. Other sources include grants, ad valorem taxes, and private developer investment.

A combination of grant funds and local option sales tax dollars will be used in 2013 to extend the Glacial Lakes Trail from its current trailhead on the north edge of the City to Selvig Park in the Central Business District. Other planned trail projects include a trail through the expanded industrial park and a trail on the north side of Willmar Lakes connecting several residential neighborhoods to the MinnWest Technology Campus.

A recent plan for the redevelopment of Becker Avenue, a major downtown route, calls for the development of a five-block segment of “complete street” design. This street segment includes a portion of the State trail to Selvig Park, as well as a traffic calming, convertible street to be used for outdoor events, such as community celebrations, concerts, markets, and festivals. Pedestrian enhancements feature prominently in the design, as do tree plantings, lighting, and storm water improvements.

It will take several years to gauge the success of the Willmar Trails and Pedestrian Plan, but early support by the community and elected officials is encouraging. Even in a regional center beyond the immediate influence of the metropolitan area, and where traffic congestion and air pollution are non-issues, walking and bicycling are viewed as increasingly important modes of transportation for health and economic reasons.
Job Opportunities

Job Title: APA MN Chapter Webmaster/Webmaven
Hiring Agency: APA Minnesota
Deadline: September 12, 2012
Salary Range: Please indicate your rate

Job Description

APA Minnesota seeks proposals from interested persons/firms who have experience in web programming and design, web maintenance and the ability to update the website on a routine basis in a timely manner. The APA MN Chapter’s website, www.mnapa.com, provides updated information on chapter events, conferences, meetings, job postings and a blog on the latest planning topics for APA MN members. The APA MN Board is looking for individuals/firms interested in ensuring our professional website continues to provide our members with valuable and updated information.

Major duties of the position includes:

• Provide programming and design improvements, as necessary.
• Upload new information, such as photos and content, to the APA website regularly and in a timely manner.
• Implementation of PayPal setup to integrate with the APA website, allowing for members to pay for all APA MN events, products and services through this service.
• Implementation and management of social media accounts for the APA MN Chapter, including Facebook, Twitter, with feeds from the APA MN website.
• Maintain member blog on website.
• Seek appropriate images and design detail for website updating, as necessary.
• Coordinate with the APA MN administrators and APA board for content.
• Coordinate business advertisements, ensuring design quality with company representatives.
• Serve as ex-officio APA MN board member.

Time Required: Approximately 15-25 hours per month. This is a paid position. Please indicate the payment you would require for your services in your proposal.

Preferred candidates are those who have experience in web-based services, specifically with programming and design (mainly html/css and familiarity with php and MySQL), and can commit to a minimum of two years in this position.

Application Instructions:
Interested persons/firms should submit a cover letter of interest, references, and links to samples of work to Trisha Rosenfeld, APA MN Vice-President, at trisharosenfeld@msn.com by September 7, 2012. Please limit proposals to no more than five (5) pages. The APA MN Board seeks to recommend approval of this position during their Board meeting in September.

Job Title: Planner
Hiring Agency: City of Aberdeen
Web Link: http://www.aberdeen.sd.us
Deadline: September 7, 2012
Salary Range: $41,137/year

Job Description

Performs professional and technical work in the development, implementation and enforcement of planning/zoning activities, policies and ordinances for the municipality; Assists the Planning/Zoning Director in subdivision special use and regulatory amendments, agenda preparation/organization, project management, coordination and implementation; Able to research, compile and analyze data related to various studies and projects and use technology to create clear and concise presentations; Bachelor's degree in urban, regional community planning, public/business administration, geography and/or responsible municipal or related planning experience; or an equivalent combination of training and experience.

Application Instructions:

Apply to:
City of Aberdeen
Human Resources
123 S. Lincoln St.
Aberdeen, SD 57401
Phone - (605)626-7013
Fax - (605)626-7042
Email - hr@aberdeen.sd.us

Job Title: Project Manager, Creative CityMaking
Hiring Agency: Intermedia Arts
Web Link: info@intermediaArts.org
Deadline: Open until filled
Salary Range: $38k

Job Description

Intermedia Arts is seeking a project manager for Creative CityMaking, a one-year partnership between Intermedia Arts and the City of Minneapolis that will foster collaborations between local artists and City planners to develop fresh and innovative approaches for addressing the long-term transportation, land use, economic, environmental and social issues facing Minneapolis. Creative CityMaking will embed four artists in the City’s CPED-Planning Division. Their collaborative work will be showcased throughout the year at citywide community events, culminating in a public exhibition and forum at Intermedia Arts.

Position Purpose:
The project manager for Creative CityMaking will be hired by Intermedia Arts to manage and coordinate the successful implementation of this program on time, on budget, and in a manner that exemplifies the following values: Collaboration, Diversity, Innovation, Excellence, and Accountability.
The Metropolitan Council and MN Dept. of Employment & Economic Development present an information session on Brownfield Resources

You are invited to attend an information session to learn about programs that assist with the cost of cleaning up contaminated land. Over $7M in grant funds in addition to low cost loans are available to investigate or clean up contaminants associated with real estate development.

State and federal funds are available for environmental investigation and cleanup activities at sites with:
- Asbestos and hazardous materials
- Petroleum contamination
- Groundwater contamination
- Soil contamination

Agency representatives will discuss programs and funds available from:
- MN Department of Employment and Economic Development
- Metropolitan Council
- Hennepin County

Cost: FREE!
Thursday, September 6, 2012
10:15 AM – noon, Roseville

Event Location:
Roseville Library
Community Program Room
2180 North Hamline Avenue
Roseville, MN 55113

Parking: Free parking is available.

Registration:
No advance registration is required.

Questions? Contact
Metropolitan Council at 651-602-1054
or DEED at 651-259-7449.
Job Opportunities

Responsibilities Include:

- Coordination of Artist Selection Process
- Planning, Coordination and Management of Institutes
- Project Support for Artists/Planning Teams
- Management of Artists
- Management of Relationships with Anchor Organizations
- Planning and Implementation of Culminating Community Forum
- Planning and Implementation of Culminating Community Forum
- Coordination of Advisory Committee Meetings and Communication
- Coordination of Evaluation Team Meetings and Communication
- Coordination of Staff Team Meetings and Communication with Partner Entities
- Development and Maintenance of Project Documentation
- Other Project Administration and Duties as Assigned.

Skills and Qualifications

Essential Qualifications

- Minimum of five years of experience in Arts Administration and Arts-Based Community Development
- Demonstrated experience developing programming, managing events and projects, supervising contractors and volunteers, and developing and adhering to budgets
- Demonstrated knowledge of Public Policy and experience with City/Urban Planning processes
- Experience in artist selection and panel processes
- Experience working with artists
- Experience managing and facilitating partnerships and collaborations
- Strong meeting facilitation skills

Excellent writing and editing skills

Intermedia Arts is an Equal Opportunity, Affirmative Action employer. Excellent interpersonal and conflict resolution skills Proactive and self-directed; able to find solutions, innovate, and solve problems. Highly organized; able to manage multiple demands and adjust work schedule accordingly

Preferred Qualifications

- Knowledge of local community and arts community
- Demonstrated experience working in and with traditionally underrepresented communities
- Demonstrated experience working with city/regional planners

- Flexibility; able to adapt to changing circumstances
- Demonstrated record of professionalism and excellence

Willingness and ability to learn and grow while meeting the changing requirements of the job

Computer Skills:

Mac User; Proficient in MS Office Suite; Web and social media savvy; Able to use and manage digital media files (digital video, digital audio, digital images)

Application Instructions:

- 1-page Letter of Interest
- 1-5 page Professional Writing Sample (Reports, Documentation) and samples of other relevant work
- Resume
- 3 References

SUBMIT TO:

Intermedia Arts
Attn: Creative CityMaking
2822 Lyndale Ave South
Minneapolis, MN 55408
OR
info@intermediaArts.org

Planner on the Move:
Rothstein Joints WSB

WSB & Associates has hired Breanne Rothstein, AICP, as a municipal planner in its Minneapolis office. Rothstein has seven years of experience in public sector planning, and has worked in several communities in the Twin Cities.

Rothstein has served as project manager and lead planner on comprehensive plan updates, subdivision regulation updates and housing action plans. Rothstein is a graduate of Augsburg and has a masters in urban and regional planning from the University of Minnesota.
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