

**AMERICAN PLANNING ASSOCIATION FLORIDA CHAPTER
EXECUTIVE COMMITTEE MEETING MINUTES**

DATE: MARCH 27, 2015

Members Present

Melissa Zornitta, AICP, President
Andre Anderson, AICP, President Elect
Alissa Barber Torres, AICP, Secretary
Ryan Morrell, AICP, Treasurer
Kathie Ebaugh, AICP, VP Conference Services
Laura Everitt, AICP, VP Membership Services
Henry Bittaker, AICP, VP Professional Development
Tony LaColla, AICP, VP Section Affairs
Rick Perez, AICP, VP Certification Maintenance
Marcie Stenmark, Interim VP Communications
Dodie Selig, AICP Atlantic Coast Section
Michael Alpert, AICP, Broward Section
Silvia Vargas, Gold Coast Section
Hetty Harmon, Heart of Florida Section (left the meeting at 12:55 p.m.)
Jason Burton, AICP, Orlando Metro Section
Tony Palermo, AICP, Promised Lands Section
Dean Mimms, AICP, San Felasco Section
James Ratliff, AICP, Sun Coast Section
Josh Long, AICP, Treasure Coast Section
Joseli Macedo, University Liaison (UF)
Macy Fricke, Student Representative (FSU)
Juan Higuera, Young Planners Group

Members Absent

Brian Teeple, AICP, Past President
Keith Burnsed, AICP, Capitol Area Section
Christy Johnson, AICP, Emerald Coast Section
Tony Robbins, AICP, First Coast Section

Guests

Whit Blanton, APA Board of Directors (Region III) and APA Legislative & Policy Committee
Steven Thorp, Young Planners Group
Forrest Eddleton, San Felasco Section
Alex Magee, APA Florida Executive Director

Patti Shea, APA Florida Communications Contractor (joined the meeting at 12:58 p.m. and left the meeting at 1:45 p.m.)

Lester Abberger, APA Florida Legislative Representative
Melissa Zornitta called the meeting to order at 10:03 a.m.

Consent Agenda

Melissa Zornitta referred members to consent agenda reports. No items were pulled from the consent agenda. Members provided a few corrections and decided that minutes would not specify votes in favor or against motions by member names unless roll call votes were taken. A motion was made by Andre Anderson and seconded by Silvia Vargas to approve the consent agenda and minutes, as amended. The motion passed unanimously.

Legislative Items

Lester Abberger joined via telephone to review Session activity to date, HB 933's consolidation of several growth management-related bills, negotiations regarding regional planning councils, Amendment 1 implementation proposals, and activity on other bills of interest. Lester thanked Andre Anderson and the Legislative Policy Committee (LPC) for their leadership in review of legislative proposals. Discussion ensued regarding the LPC providing comments on HB 933, proposals for a property rights element, and other legislative proposals. Alex Magee was recognized and thanked by Lester Abberger and the Executive Committee for her exceptional work in support of legislative affairs.

No formal action was taken on this item.

Legislative Items

Melissa Zornitta recognized Whit Blanton, who provided an update on APA National initiatives. Whit discussed the forthcoming Sustainability Framework, the Delegate Assembly at the National Conference and the Policy Guide work session to be held at the APA National Conference, a new Grassroots Network for advocacy efforts at the state level, the Development Plan, and other initiatives. Discussion ensued regarding advocacy, communications, the delegate process, and related matters.

No formal action was taken on this item.

Bylaws Committee Update

Melissa Zornitta introduced this item and suggested the discussion be structured to hold review of the Vice President Certification Maintenance (VPCM) change to the end of discussion as being the revision that may involve the most discussion. Alissa Torres noted the Bylaws Committee has concluded its review of Chapter Bylaws and thanked Committee members and

those listed in the Final Report who supported Committee efforts through their input and revisions.

Discussion ensued among members, who requested the following additional revisions to the draft Chapter Bylaws revisions included in the agenda:

- Replace all “shoulds” with “shalls,” including the draft requirement under Article VIII (1) for the Vice President for Professional Development to be an AICP member supplied by APA.
- Under Article III, remove all AICP Certification Maintenance-related dates to end the description with the two-year reporting period.
- Under Article VI, correct the inadvertent deletion ending Lines 192-193.
- Under Article VII, Lines 398-399, delete reference to budget amendments, which is addressed under Article XI.
- Under Article VII, Line 416, change “Professionals” to ensure the correct title of Young Planners Group.
- Under Article VIII, delete Lines 544-545 regarding installation of officers, which is addressed in the Chapter Officers section.
- Under Article IX, add the Faculty Liaison, YPG Representative, and the Vice President for Certification Maintenance to the Professional Development Committee.
- Under Article IX, restore the Section Affairs Committee title to (10) where inadvertently deleted.
- Under Article IX, add the Vice President for Membership Services to the YPG Committee.
- Adjust text to ensure consistent “website” or “web site” usage and address typos, as needed.

Laura Everitt made a motion to approve draft revisions to Chapter Bylaws with changes discussed and the ability to correct for grammar and format, which was seconded by Dean Mimms. The motion passed with Alissa Torres abstaining, based on her role with the Bylaws Committee.

Melissa introduced discussion of Article VII and deletion of the VPCM position. Henry Bittaker and Rick Perez gave an overview of position responsibilities. Melissa noted the Professional Development Committee’s recommendation was to retain both positions. Discussion ensued regarding position responsibilities, the VPCM role within professional development activities of the Chapter, member services, and AICP CM responsibilities. Melissa asked for a motion regarding the position.

Hetty Harmon made a motion, seconded by Henry Bittaker, to retain the VPCM position in the Chapter Bylaws and ensure that bylaws language be updated to reflect current position responsibilities. This is to be based on comparison to bylaws from other states to be done by the Professional Growth Task Group that would be reviewed at the Executive Committee

meeting in June. Discussion on the motion ensued, and the motion passed with Alissa Torres abstaining, based on her role with the Bylaws Committee.

Conference Items

Kathie Ebaugh presented a status report on conference planning, including a memorandum outlining the roles of the State Conference Committee and the Executive Committee. Kathie stated there has been some confusion in this regard, which this memorandum is intended to address. Discussion ensued regarding the theming of the conference and whether that is an asset in attracting attendees, debriefing post-conference, responsibilities and preferences of Local Host Committees, budget and conference costs, conference tracks and their interpretation by potential session proposers, Executive Committee updates from the Conference Committees and the level of detail needed, suggested revisions to the memorandum, and related items.

Ryan Morrell made a motion, second by Henry Bittaker, to approve the memorandum as amended during discussion. The motion passed unanimously.

A break was taken at 12:26 p.m. The meeting reconvened at 12:58 p.m., with Patti Shea joining the meeting via telephone.

Email Service Discussion

Marcie Stenmark noted research has been conducted to compare available electronic mail service software options. Marcie turned the discussion over to Patti Shea, who reviewed each option relative to ease of use, customer support, and other features. Patti stated leading options appeared to be Vertical Response or Constant Contact, and Constant Contact is used by many Sections. Marcie thanked Patti for her report and recognized Patti as an asset to the Chapter. Discussion ensued regarding software operations, software costs, the ability to do templates for Chapter and Section use to assist with branding and communications, and other features. Patti recommended Vertical Response, particularly in light of its cost. Alex Magee stated that template creation would cost approximately \$2,000 as a one-time expense. Discussion ensued regarding mailing lists, organizational features, ability to do surveys, cost sharing between the Chapter and Sections, Section/Chapter logo branding by APA National, availability to Young Planners Group and other committees, ability for Sections to opt-out of the software subscription, and related matters.

Ryan Morrell made a motion to choose Vertical Response and to do standardized templates for Sections and Committees, which was seconded by Andre Anderson. Dean Mimms offered a friendly amendment that the Chapter pay for the service. Ryan and Andre accepted the amendment.

Andre Anderson proposed that the Chapter pay 50% of annual costs and suggested the motion be amended again, which was accepted by Ryan Morrell. Discussion ensued regarding the

motion, Sections' current subscriptions, availability of funds in the current budget for implementation, and the Chapter's Survey Monkey subscription and availability to Sections. Andre Anderson withdrew his second from the friendly amendment, and the original motion stood.

Josh Long offered a friendly amendment to the original motion to choose Vertical Response that the Chapter pay half the monthly fee and the Sections pay half the fee, with the Chapter paying for template creation. Ryan and Andre accepted the amendment. The motion passed unanimously. Patti Shea left the meeting at 1:45 p.m.

Outreach Marketing Strategy

Dodie Selig distributed copies of comments received on the draft Outreach Marketing Strategy from Merle Bishop and reviewed the draft Strategy. Dodie discussed the findings of the survey of outreach activity done by other APA Chapters and highlighted key comments received from Merle. Dodie requested that as she is leaving the Executive Committee, the group assign a new volunteer to be responsible for the Marketing Strategy and to handle follow up items. Melissa Zornitta commended Dodie for her volunteer efforts in creating a great Strategy and leading the Marketing Task Force. Discussion ensued regarding links to the Membership Task Force and other teams.

Marcie Stenmark volunteered to assist, if needed, and asked about the level of support from other teams. Alex Magee asked about membership categories used by other Chapters and noted processes may be needed at APA Florida to handle proposed new categories, such as group memberships. Andre Anderson highlighted an Urban Land Institute brochure as a good example of effective outreach. Ryan Morrell thanked Dodie for her efforts and stated this Strategy is a good platform for a Task Force to address the Strategy and Merle's suggestions, but prioritization is needed. Melissa suggested the Marketing Task Force take the first steps in prioritizing items, with the addition of Marcie to the Task Force.

Task Force membership was confirmed as Ryan, Tony, Michael, and Lisa as a replacement for Dodie, and Marcie. No formal action was taken on this item.

2016 Budget Discussion

Ryan Morrell presented the draft budget, reviewed revenue sources, and asked for feedback on the draft budget. Ryan noted the budget assumes four annual sponsors, but the Chapter only has two, and encouraged the Executive Committee members to assist in seeking these sponsors. If additional sponsors aren't secured, the budget will need adjustment. The draft budget projects an increase of \$22,000 through advertising, Certificates of Deposit, and grant funds. These funds largely would be used to give 2% cost of living increases to staff, increasing Section grants, and cosponsorship of other organizations' events to build relationships.

Discussion ensued regarding projected profit for the conference next year and the revenue generation of the prior conference in Tampa. Ryan highlighted funds are available in the budget for implementation of the Marketing Strategy and for Young Planners Group. Discussion ensued

regarding webinar provision through the Suncoast Section's Fuze subscription and transition to the Chapter for communication, YPG's budget request and need for promotion of the YPG's local Section Ambassadors and activities, the importance of Sections supporting YPG local activities, sponsorship options, sponsorship of events and other organizations' events, review of sponsorship by the Outreach Task Force based on the Strategy, website maintenance and update expenses, potential sensitivity of staff salary increases to members, potential staff salary increases (Alex Magee left the meeting during this discussion).

Kathie Ebaugh made a motion to increase staff salaries by 3.0% COLA, which was seconded by Henry Bittaker. Discussion ensued regarding what budget item would be adjusted for the larger increase, the value of APA Florida membership relative to the cost, public sector membership levels, and related items. Ryan stated the website maintenance and Marketing Strategy were budget items that could be adjusted. Andre Anderson called the question. A question arose as to whether Lester is included, and it was clarified that was the intent. The motion passed unanimously.

Minority Scholarship Discussion

Juan Higuera reviewed recommended changes to the application criteria and application form and requested direction on several items per the agenda packet. Discussion ensued on deleting the loan question, Census racial categories, and adding an option to select more than one race or a multiracial category. Joseli Macedo made a motion to accept recommended changes, as amended for race and ethnicity, deleting the loan question, and retaining the PAB-accredited program and fulltime student criteria. The motion was seconded by Rick Perez.

The motion passed unanimously. Alex Magee clarified changes would be effective this year.

Elevator Speech Discussion

Jason Burton stated APA Florida is about education and professionalism and the larger message is that "we plan for the physical, economic, and social vitality of communities." Jason stated the Chapter-Only membership is only \$60 per year and that we can be successful selling that membership. No formal action was taken on this item.

Task Force Crosswalk

Melissa Zornitta suggested that Task Force updates be sent to Alex Magee for circulation. No formal action was taken on this item.

President's Items

Melissa Zornitta noted the Delegate's Assembly is forthcoming, and the Chapter has five of its seven delegates. The Chapter would like volunteers from any Executive Committee members who are attending. Silvia Vargas and Juan Higuera may be able to participate. The schedule will be confirmed to see if Henry Bittaker can participate.

Melissa updated members that she complied with a request from APA National to support a time-sensitive federal appropriations bill. Melissa reviewed the APA National conference location discussion in the draft Plan circulated to members. Discussion ensued regarding APA National's process of location selection and consideration of Orlando and Miami, APA National legislative priorities, AICP activities in China, streamlining of AICP CM and changes to approval fees, and the availability of an APA National-sponsored conference call service for free Chapter use. Alex Magee stated if Sections want to use the conference call service, they should reserve through Kim Lovern, as only one call can be done at a time. Alex will circulate information about the service.

Other Items

Alex Magee stated Patti Shea will start summarizing social media and website metrics for the Consent Agenda to report on activity each quarter. Engagement is increasing, and she will report on these activities. Joseli Macedo reported that the Department will be celebrating its 90th anniversary and requested help in alumni tracking. Joseli stated that an endowment is being started in recognition of Earl Starnes and his work on Florida's growth management system, and alumni may wish to contribute. Alex will send a blurb to Sections to help promote the endowment effort. Kathie Ebaugh stated that the 2017 conference site will be selected in September, and she is happy to help Sections with proposals. Dodie Selig was recognized and applauded for her service to the Chapter, as this is her last meeting.

The meeting was adjourned at 3:31 p.m.