

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

DATE: SEPTEMBER 8, 2015

Members Present

Melissa Zornitta, AICP, President
Andre Anderson, AICP, President Elect
Brian Teeple, AICP, Past President
Alissa Barber Torres, AICP, Secretary
Ryan Morrell, AICP, Treasurer
Rick Perez, AICP, VP Certification Maintenance (joined at 1:36 p.m.)
Marcie Stenmark, VP Communications
Kathie Ebaugh, AICP, VP Conference Services (left at 1:48 p.m.)
Laura Everitt, AICP, VP Membership Services (left at 1:55 p.m.)
Henry Bittaker, AICP, VP Professional Development (joined at 2:04 p.m.)
Tony LaColla, AICP, VP Section Affairs
Thuy Turner, AICP, Broward Section
Keith Burnsed, AICP, Capitol Area Section
Wiatt Bowers, AICP, First Coast Section (joined at 1:33 p.m.)
Silvia Vargas, Gold Coast Section (joined at 1:36 p.m.)
Hetty Harmon, Heart of Florida Section
Jason Burton, AICP, Orlando Metro Section
Tony Palermo, AICP, Promised Lands Section
Stephen Benson, AICP, Sun Coast Section
Josh Long, AICP, Treasure Coast Section (joined at 1:22 p.m.)
Nicole Estevez, Young Planners Group
Andrew Meyer, Student Representative (FAU)

Maeve Desmond

Members Absent

Lisa Frazier, AICP, Atlantic Coast Section
Christy Johnson, AICP, Emerald Coast Section
Adam Hall, AICP, San Felasco Section
Joseli Macedo, University Liaison (UF)

Guests

Alex Magee, APA Florida Executive Director
Lester Abberger, APA Florida Legislative Representative
Merle Bishop, Emerging Topics Committee

Jim Drinan, APA Executive Director
Val Hubbard, AICP President
Kim Glas-Castro, AICP

Melissa Zornitta called the meeting to order at 1:12 p.m. and introduced Patti Shea and Amanda Vickers as new Chapter staff members. Melissa announced the bylaws amendments passed and that 327 votes were received from members.

Consent Agenda

Melissa Zornitta asked for comments on the Consent Agenda. A motion was made by Kathie Ebaugh and seconded by Tony LaColla to approve the minutes as amended. The motion passed unanimously.

Legislative Update

Lester Abberger presented a legislative overview, including the early end of the legislative session, the two special sessions, the Governor's veto of budget items, the next special session for reapportionment in October, Amendment 1 and pending lawsuits regarding related legislative spending. Lester recognized Alex Magee, Melissa Zornitta, and Andre Anderson's efforts on behalf of the Chapter this session and Rep. Powell, a professional planner in the Legislature. Brian Teeple noted that Department of Economic Opportunity staff has stated additional Development of Regional Impact changes are anticipated next session. Andre Anderson asked what the early start of the Legislature in January will mean for Chapter activities. Alex Magee stated the Policy Planning Workshop will go on as scheduled. Members discussed Amendment 1 funding. No formal action was taken on this item.

Conference Items

Kathie Ebaugh commended Alex Magee for her exceptional efforts on conference planning. She noted the conference hashtag is #APAFL15 and asked members to use it on their social media platforms. Kathie stated this year's conference has sessions that have never before been featured and recognized the local host committees' efforts. Alex said the local host committees did a great job this year. Kathie feels this is the best program ever featured. Kathie concluded her report by saying that a local host for 2017 has not yet been identified, but needs to be confirmed by November.

Andre Anderson said he has been discussing with Alex potential changes in conference planning by using a state conference committee and/or hiring a firm to do conference planning. Kathie stated she has asked Tina Demostene to mentor the next local hosts, given her extensive conference experience. Kathie recommends a hybrid model. Melissa Zornitta noted she has been giving conference planning a lot of thought and recommends professional assistance to better utilize staff and support local host contracting and logistics. Discussion ensued regarding professional services and fees, the APA model, the option to hold the conference in the same

location for several years. Wiatt Bowers discussed his previous experience with conference planning. Kathie noted Promised Lands Section would be the next in a rotation and thanked members for considering professional assistance. Ryan Morrell asked if conference options would be available at the next meeting, and Kathie replied that would be an agenda item. Melissa stated this is not a reflection on any local efforts, as this is the largest conference to date, but just a recognition of the level of effort required for conference planning.

SOP Update

Melissa Zornitta noted the SOP Update identifies our tasks for 2016 and reviewed tasks to obtain a progress report from members. Discussion ensued regarding tasks. Merle Bishop gave a report on the Emerging Topics Committee and their activities, including a forthcoming survey of Chapter membership to be released soon to rank and identify key topics. Merle commended Lindsay Stevens on her leadership of the Emerging Topics Committee. Discussion ensued on other tasks, including social media efforts, Section templates, partnerships with other organizations, and appreciations sent to annual sponsors. No formal action was taken on this item.

Supreme Court Sign Case Request

Alex Magee stated she has received a request from the City of Venice asking if any information is being provided on Reed v. Town of Gilbert dealing with church signage and the First Amendment. Alex asked if members are aware if any information or programming related to this case. Alex contacted Susan Trevarthen on this matter, who stated this is a complex issue that will be addressed shortly by an APA National publication. Keith Burnsed reported the City of Tallahassee has formed a working group to create a new ordinance. Jason Burton noted the City of Orlando also is working on this issue. Additional discussion ensued. No formal action was taken on this item.

Conference Credits—Allied Organizations

Ryan Morrell reported on efforts to partner with allied organizations for mutual extension of credits. Members discussed their experiences in registering events for joint credits across disciplines, organizations that may be potential partnership options, and required criteria. Attendees agreed to gather information regarding other organization's requirements. The group agreed to discuss this item again in November. No formal action was taken on this item.

Member Thank You

Laura Everitt announced APA Florida will have a volunteer e-blast around Thanksgiving and asked attendees to update the volunteer list. Laura distributed thank you notes and asked attendees to write thank you notes.

MAPs

Stephen Benson presented a proposal from USF School of Public Affairs, Masters of Urban and Regional Planning Program and the Sun Coast Section and asked the committee for comments and feedback. Expansion of the MAPS program is one of APA Florida's SOP goals. The committee expressed support for the proposal.

GENERAL

Silvia Vargas stated this was her last meeting and that she greatly enjoyed participating on the Executive Committee. She thanked the Chapter for their endorsement for her position as AICP Commissioner for Region III.

Henry Bittaker would like to find a way to assist sections in hosting conferences like Daytona Beach.

APA Update

Jim Drinan, APA Executive Director, provided an update of APA activities. He has been in the position for over a year. Mr. Drinan has been attending chapter and regional meetings around the country. Ongoing APA priorities include:

- Improving partnerships within APA and with other organizations.
- Developing of an online Learning Management System (LMS) platform to share training and information.
- Implementing a web site overhaul including improvement of the E-commerce functions for ease of use and image library.
- Completing a communications audit is ongoing to evaluate APA's communication tools.
- Improving development plan and budget process, including moving from two year to one year time horizons.
- Relaunching the APA Foundation.
- Increasing membership engagement in decisions, including national conference sessions.
- Improving transparency in APA conference location decision making.

Mr. Drinan gave information regarding the conference city selection process. The process begins with an initial screen of cities meeting defined parameters including session rooms, large gathering rooms, and number of hotel rooms within a certain distance. Then, a preliminary list is generated. A site selection committee is formed. Staff makes a recommendation regarding geography to ensure diversity in regions. The Committee sends RFPs to a short list of selected cities. The RFP includes date and space commitments. Two to six proposals meet the criteria per year. Staff evaluates location data and input. APA then asks the Chapters on the list to provide information and willingness to host. Staff visits two or three of the finalists. The committee makes a recommendation to the APA Board. The only city in Florida meeting the numerical criteria is Orlando.

Melissa Zornitta indicated Orlando is being evaluated for the initial list for 2022. Wiatt Bowers stated the Miami Beach Convention Center, when finished, will likely meet the numerical parameters. Mr. Drinan indicated, when the center is far enough along, APA will schedule a tour. Criteria includes size of the chapter and how long it has been since a conference was held there. The APA and AICP Commissions are holding their retreats in Miami Beach in January.

Andre Anderson noted he is on the selection committee for next April's national conference sessions. He hopes that moving forward APA tries to be consistent with the selection criteria for city selection. Andre mentioned he recommends having the budget available for viewing. Mr. Drinan mentioned he would like to work on the development of a more descriptive budget document so it is easier to understand.

Brian Teeple stated there is a great opportunity for partnerships within the CPC. He recommends the Chapter be part of the vetting process in evaluating Great Place nominees.

AICP Update

Val Hubbard, AICP President, reported the Commission is doing a lot of work, including:

- Evaluating the certification process to ensure the test addresses core competencies and is formatted effectively
- Evaluating the application process
- Enhancing the certificate maintenance process to allow providers make decisions on events eligible for credits
- Increasing CM fees 15% to recoup some of the costs
- Developing a strategy and action plan
- Marketing the AICP credential
- Encouraging pro-bono activities to count towards CM credits
- Encouraging retired AICP members to stay engaged

Rick Perez asked if test takers who do not pass the exam get feedback regarding the section they failed. At this time, this information is not provided. The AICP Commission is providing technical assistance to PDOs and is bringing back the PDO scholarship to allow PDOs to attend the national conference.

Rick Perez stated more information is needed regarding advanced certification. Val Hubbard indicated we have environmental, transportation and urban design as areas of advanced certification. No more areas will be added until the current certifications are evaluated.

President's Items/ Other Items

Ryan Morrell asked the status of the vertical response roll out. Marcie Stenmark reported this is almost complete and she would send out an email regarding the status when complete. Tony

Palermo asked if there has been discussion regarding the next retreat location. Melissa Zornitta indicated it has not been determined.

The meeting was adjourned at 4:44 p.m.