

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

DATE: SEPTEMBER 5, 2017

Members Present

Andre Anderson, AICP, President
Laura Everitt, AICP President Elect
Kim Glas-Castro, AICP, Secretary
Tony LaColla, AICP, Treasurer
Michelle Heinrich, AICP, VP Communications
Marcie Stenmark, AICP, VP Membership Services
Doug Kelly, AICP, VP Section Affairs
Wiatt Bowers, AICP, VP Conference Services
Henry Bittaker, AICP, VP Professional Development
Allara Mills Gutcher, AICP, VP Certification Maintenance
Melissa Zornitta, AICP, Past President
Brandon Henry, Young Planners Group
Daniel Hubbard, Student Representative (FSU)
Jeff Brown, AICP, University Liaison (FSU)
Ennis Davis, AICP, First Coast Section
Jason Green, AICP, Promised Lands Section
Devan Leavins, Capital Area Section
Forrest Eddleton, San Felasco Section
Edward Ng, Gold Coast Section
Joshua DeVries, AICP, Orlando Metro Section
Robert Modys, Broward Section
Catherine McCloy, AICP, Emerald Coast Section
Melissa Dickens, AICP, Sun Coast Section
Alessandria Palmer, AICP, Treasure Coast Section
Marisa Barmby, AICP, Heart of Florida Section

Members Absent

Lisa Frazier, AICP, Atlantic Coast Section

Guests

Alex Magee, APA Florida Executive Director
Lester Abberger, APA Florida Legislative Representative
Tony Palermo, AICP, former Promised Lands Section Chair
Josh Long, AICP, 2018 Conference Co-Chair
Kristin Shell, AICP, 2019 Conference Chair
Val Hubbard, AICP, Past President of AICP Commission
Silvia Vargas, AICP Region III Commissioner
Katie Shannon, Orlando Metro Section

Andre Anderson called the meeting to order at 1:37 p.m. and requested self-introductions.

Consent Agenda—Acceptance of Reports

A motion was made by Laura Everitt and seconded by Melissa Zornitta to approve the items on the Consent Agenda. The motion passed unanimously.

Hurricane Irma Statement

Andre Anderson stated that the Chapter, at this time, was planning to hold the entire conference. A discussion ensued regarding refunds and conference insurance coverage in the event of cancellations. Consensus of the members was to have a senior leadership team evaluate and make decisions regarding refund requests.

Legislative Update

Lester Abberger reminded the members that Legislative Committees will start meeting next week in preparation for an early, January, session in 2018. Election-year politics are anticipated. Bills are anticipated on a gambling compact renewal, workers compensation, fracking, CRAs and other municipal authority pre-emptions.

AICP Update

Silvia Vargas, Region III Commissioner, highlighted that the AICP Commission has a comprehensive strategy to improve services (i.e., free PAS Reports) and expand membership (AICP Candidate Pilot Program and free student memberships). A marketing campaign is being initiated to promote the value of the AICP credential to employers and the community. Changes to AICP exam preparation materials are being discussed to keep it relevant to the current exam.

APA Planners4Health Grant Update

Allara Mills Gutcher described the initiative to build collaborative efforts between planners and public health professionals. A website is being developed to share projects and information. As part of the collaboration, Alex Magee will speak at the upcoming AARP conference, and Allara will speak at the APHA conference.

Conference Items

- (A) 2017 Conference Updates – Wiatt Bowers summarized that there are 725 registrations, the hotel block is sold out, and that lower conference costs have allowed enhanced conference benefits (cell phone charging station, increased breakfast selections, free wifi).

- (B) 2018 Conference Logo – Josh Long presented the proposed theme and logo “Treasure Map to Florida’s Future”. The conference will be held in West Palm

Beach at the convention center. The Treasure Coast Section has a kick-off planning session planned for September 22, 2017.

Mini-Video Project Update

Michelle Heinrich provided an update that a production manager has been retained to assist in the finalization of three short videos that promote the profession to 1) new planners (why join APA Florida), 2) the general public and high school students (what is planning/value of the profession), and 3) current members (success stories). The videos are being funded with proceeds from the BP Settlement.

Planners Advocacy Network Update

Laura Everitt, as President-Elect, serves as the Chapter's Chairperson for the Planners Advocacy Network. An objective is to incorporate national policies into the Legislative Policy Forum. The Chapter is looking for members to serve as congressional district ambassadors.

Role of EC at Conference

Laura Everitt reminded the committee members that they should assist where needed at the conference, and promote the conference activities to the attendees.

Strategic Plan Update

Andre Anderson led the EC in a review of the SOP to ensure that everyone is on task with assigned responsibilities. It was noted by Henry Bittaker that the Chapter has a 66% passage rate on the AICP exam, which was above the national average of 65%, and the increase fulfilled a Chapter objective.

Conference Scholarship Process

Alex Magee noted that while 24 scholarships were approved (2 for each Section), only 12 scholarships were awarded. The EC members discussed the purpose of the scholarship. An Ad Hoc Committee was established, consisting of Melissa Zornitta, Tony LaColla, Jason Green, Marisa Barmby and Ennis Davis, to establish criteria for the scholarship awards.

President's Items

Andre Anderson questioned the EC members if it would be possible to hold the January EC meeting jointly with the Legislative Policy Forum. The Forum is scheduled for February 7, 2018. This will be a discussion item at the November EC meeting.

President Anderson noted that he would be attending the national leadership meetings at the end of the month. He will attempt to change the procedure for national voting – the timing of the election results is too late for the Chapter's annual conference.

Other Items

There was no other business.

The meeting was adjourned at 4:08 p.m.