

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

DATE: APRIL 22, 2016

Members Present

Melissa Zornitta, AICP, President
Andre Anderson, AICP, President Elect (arrived at 10:16 a.m.)
Brian Teeple, AICP, Past President
Alissa Barber Torres, AICP, Secretary
Allara Mills Gutcher, AICP, Treasurer (arrived at 10:42 a.m.)
Rick Perez, AICP, VP Certification Maintenance
Marcie Stenmark, AICP, VP Communications
Kathie Ebaugh, AICP, VP Conference Services
Henry Bittaker, AICP, VP Professional Development
Tony LaColla, AICP, VP Section Affairs
Lisa Frazier, AICP, Atlantic Coast Section (arrived at 10:26 a.m.)
Thuy Turner, AICP, Broward Section
Susan Poplin, AICP, for Barry Wilcox, AICP, Capital Area Section (by phone)
Stephen Tocknell for Wiatt Bowers, AICP, First Coast Section
Alex David for Lynda Westin, AICP, Gold Coast Section
Hetty Harmon, AICP, Heart of Florida Section
Jason Burton, AICP, Orlando Metro Section
Tony Palermo, AICP, Promised Lands Section
Adam Hall, San Felasco Section
Catherine Hartley for Stephen Benson, AICP, Sun Coast Section
Josh Long, AICP, Treasure Coast Section
Brandon Henry, Young Planners Group (left at 1:11 p.m.)

Members Absent

Laura Everitt, AICP, VP Membership Services
Kristin Shell, AICP, Emerald Coast Section
Joseli Macedo, AICP, University Liaison (UF)
Andrew Meyer, Student Representative (FAU)

Guests

Alex Magee, APA Florida Executive Director
Lester Abberger, APA Florida Legislative Representative (left at 11:15 a.m.)
Melissa Zornitta called the meeting to order at 10:14 a.m.

Consent Agenda

Melissa Zornitta asked for comments on the Consent Agenda. Rick Perez asked that his officer report be added to the agenda. Alex David made a motion, seconded by Kathie Ebaugh, to approve the consent agenda, as amended. The motion passed unanimously.

Legislative Update

Lester Abberger presented a legislative overview, including this year's legislative climate, Medicaid, passage of the budget without the Governor's requested tax cuts and economic incentive fund, differences in projected revenue between the Governor and the Legislature, the passage of the water policy bill, and other updates.

Lester noted use of Amendment 1 funding for salaries and operations remains an issue, with \$190 million of funds budgeted for those purposes. Lester reviewed other budget allocations for this funding, including the Florida Forever program. Sen. Negron got a Legacy Florida bill passed at the end of the session that dedicates funding from documentary stamps to Everglades, springs, and Lake Apopka restoration, among other priorities. This is, in part, to access federal funds for the Everglades through implementation of a dedicated funding source for ten years.

Lester also reviewed other legislative actions regarding fracking, springs restoration, environmental concerns, and local government pre-emption by the Legislature, an ongoing trend seen in a number of bills. Lester noted the Florida League of Cities and the Florida Association of Counties are very active on the pre-emption issue. Lester concluded by highlighting constitutional amendments and other items on this year's ballot, confirmations and other agency-related actions, and growth management and Development of Regional Impact (DRI) updates and their effects on local governments. Lester thanked Alex Magee and Andre Anderson for their legislative participation this year. Lester stated that Bobby Powell is the only AICP planner elected to the Legislature and is running for State Senate. Members may be interested in learning more about his campaign.

Melissa Zornitta recognized Andre Anderson for a discussion of the legislative platform. Andre noted updates were needed for DRI, economic development, schools, and other topics. Discussion ensued regarding the concept of high-value ecosystems and the planned adoption of the platform at the June Executive Committee meeting. No formal action was taken.

Conference Items

Kathie Ebaugh presented highlights of conference planning and noted a decision is needed on the conference themes included in her agenda item. Kathie asked for input and a motion. Lisa Frazier provided additional details regarding the draft themes. Andre Anderson made a motion, seconded by Alex David, to approve the Rising to the Challenge theme. The motion passed

unanimously. Henry Bittaker offered to volunteer with the conference planning team and noted other members may be interested, as well.

Kathie noted the receptions and mobile workshops are confirmed and provided other conference planning updates. Discussion ensued regarding event details, transportation options, St. Petersburg and other potential workshop locations, the conference hotel, and other logistics. Kathie recognized Catherine Hartley, the Conference Co-Chair.

Kathie reminded members that many decisions are needed in the next few weeks, and a lot of conference planning authority has been delegated to the State Conference Committee. Kathie stated keynote speaker selection has been retained by the Executive Committee. Through efforts of the Local Host Committee, several speakers have been confirmed, with one more to confirm for the plenary session. Melissa Zornitta stated that she has been working on the final speaker with other volunteers and may have confirmation today. Discussion ensued regarding speaker options and other conference planning items. It was agreed to take up this agenda item again after lunch when speaker confirmation may have been received.

Alex David made a motion, seconded by Henry Bittaker, to select the Mayor of St. Petersburg as a speaker. After discussion of the motion, it was tabled until agenda item discussion resumes this afternoon. Kathie also discussed scheduling of the annual meeting during the event. Discussion ensued regarding timing, historic attendance, and related items. Allara Mills Gutcher made a motion, seconded by Andre Anderson, to hold it Wednesday between the last sessions and the reception. The motion passed unanimously.

Kathie reported sponsorships currently are at \$20,000. An FPZA member approached conference staff about reciprocal registration for their members at organizations' member rates. Discussion ensued regarding other organizations' reciprocity, the need to confirm any arrangement with the FPZA Board, and related items. Kathie Ebaugh made a motion to allow Alex Magee to work out reciprocal arrangements with partner organizations, which was seconded by Brian Teeple. Discussion ensued about which organizations would be approached, potential financial implications to APA Florida, reciprocity as an APA Florida member benefit, awarding of credits, and member questions.

Kathie amended the motion to "establish reciprocal agreements with other organizations regarding conferences and other professional development opportunities for registration and credits." The revised motion was accepted by Brian Teeple as the second. After additional discussion, the motion was further amended to focus on reciprocity and to research credits, which was accepted by Kathie and Brian and was approved unanimously.

Draft 2017 Budget

Allara Mills Gutcher reviewed budget line items and proposed funding levels. Discussion ensued regarding line items, use of funds to develop a webinar platform that would include Emerging Topics webinars, use of communications funds, AICP exam changes, the ability to shift funds

between line items if needed, and related items. Melissa Zornitta stated no action was needed today, as the budget will be reviewed for action in June.

A break was taken at 12:05 p.m., and the meeting resumed at 12:52 p.m.

Communications Issues

Marcie Stenmark highlighted major points of the communications report and described the resolution of Vertical Response issues by Patti Shea. Members discussed outreach by postcard to identify issues, issues seen locally with obtaining APA Florida communications, the need to conduct outreach across social media platforms, and related items. No formal action was taken.

Communications Audit

Alex Magee described the recent Communications Audit conducted by APA National's contractor of several Chapters nationwide, included in the agenda packet. Alex stated that Florida did extremely well in this review and reviewed findings across individual social media platforms and the newsletter. Alex pointed out what was reviewed as the newsletter was actually the E-News email, not the Florida Planning quarterly newsletter. Alex noted that Patti Shea's work as the Communications Coordinator has made a significant difference in the communications of the organization, as has Marcie Stenmark's work on the website and quarterly newsletter.

2016 Elections Slate and Process

Andre Anderson introduced the slate of candidates for office presented in the agenda packet and recognized each member of the Nominating Committee. Andre has confirmed the interest of all candidates on the slate and asked for a motion to approve the slate for publication in the Florida Planning newsletter. Alex Magee reviewed the process for publication and for write-in candidates to join the ballot by petition. Alex reminded members the election process now is conducted by APA National. Andre stated that the APA National logistics result in new officers potentially not taking office in time for the Annual Meeting and recommended all candidates plan to attend. Discussion ensued on timing and those elected taking office. Alex David made a motion, seconded by Hetty Harmon, to accept the slate of candidates, which passed unanimously.

SOP Update/Work Session

Melissa Zornitta discussed the SOPs and asked for any updates and direction that may be needed to move forward with SOPs. She mentioned the next bylaws update may need to address the timing of SOP changes, as members vote on SOPs at the Annual Meeting in September, but the November retreat is a chance for the Executive Committee to review and update SOPs. Discussion ensued regarding individual SOPs, holding Chapter webinars, other associations offering CM credit through webinars, the AICP exam and pass rates, the new pro

bono option for CM credits, and updates to individual SOPs. Alex Magee reminded members she and Brian Teeple are available to do board member trainings for Sections, and discussion ensued regarding the ability to offer this service during the state conference. Tony LaColla asked Section representatives to complete the reporting form for events to help with the best practices manual under development by the Section Support group.

Melissa Zornitta asked for discussion on the annual Chapter/annual conference sponsorship levels and indicated there has been ongoing discussion about the need to restructure sponsorship. It has been difficult to secure annual sponsors, and the most the Chapter has ever had in one year is three. Melissa asked for volunteers for a Task Force to do a proposal for restructuring. Discussion ensued on potential sponsor benefits, average number of conference sponsors in each category, changes to categories, revenue sharing between the Chapter and Sections, consolidating Chapter and conference sponsors, revenue calculation and allocation, and related items.

Melissa confirmed the Executive Committee direction is to enhance sponsorship levels, look at creating additional levels, explore potential sponsorship of individual conference items (ex. lanyards), and to review consolidating Chapter and conference sponsors with revised benefit packages. Discussion ensued, and consensus was reached on this direction, as well as Dodi's marketing strategy for the Chapter, past sponsorship recruitment efforts, sponsorship packages offered by other Chapters. Volunteers for the Task Force are Allara Mills Gutcher, Andre Anderson, Alissa Torres, Wiatt Bowers, and a representative from the Local Host Committee to be determined. Melissa will organize the first meeting of the Task Force in the next two weeks.

Personnel Item

Alex Magee noted the current year's budget included a 3% cost of living salary increase, which was planned to award to Amanda Vickers in July upon completing a year of service. Alex asked that it be given to Amanda now as a staff retention incentive. Alex noted Amanda has been a great employee and is graduating with her Bachelor's degree. Henry Bittaker made a motion, seconded by Brian Teeple, to approve the salary increase starting with the current pay period. Discussion ensued, and the motion passed unanimously.

Leadership Awards

Alex Magee directed members to the list of Leadership Award categories listed in the agenda packet. Nominations are due June 2 and may be made by Executive Committee members or by Chapter members. Alex recommends changes to the application, which are listed in the agenda packet, and will provide a list of past award recipients. Alex David made a motion, seconded by Brian Teeple, to implement recommended changes to the application, which passed unanimously. Alex will provide an announcement about the awards in E-News, Florida Planning, the Chapter website, and to the Section Chairs. Alex asked that the Section Chairs also promote the Project Awards in their outreach.

Sponsorship of Other Organizations

Alex Magee noted that \$1,700 is remaining in the Chapter budget for co-sponsorship of other organizations' events and conferences for Chapter outreach. Alex is asking for authority to spend these funds to be delegated to an ad-hoc committee comprised of the President, President-Elect, VP – Membership, and Executive Director. Brian Teeple made a motion, seconded by Alex David, to accept the recommendation, which passed unanimously.

President's Items

Melissa Zornitta provided updates on Chapter Presidents' Council (CPC) activities, her committee memberships and responsibilities, and Chapter membership and student dues. Discussion ensued regarding student membership, dues, and outreach, academic engagement, and related topics. Melissa encouraged additional discussion and feedback before the next CPC meeting later this year. No formal action was taken.

Other Items

Discussion ensued regarding APA National's Plan for Health grants and other updates. Melissa Zornitta reported the conference plenary speaker has been confirmed. Alex David withdrew his motion on the table. Members discussed APA National conference planning, positive changes in APA National's partnering with Chapters, and related topics. Alex Magee reported she heard from the Florida ASLA attorney that the traffic engineering committee that had proposed legislative changes of concern to APA Florida, a topic at prior Executive Committee meetings, has disbanded in response to recent court cases on professional authority in similar situations. Alex can provide the background on this issue to interested members.

The meeting was adjourned at 3:03 p.m.