

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

DATE: JANUARY 27, 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
Ennis Davis, AICP, First Coast Section (joined at 10:35)
Tony Palermo, AICP, Promised Lands Section
Devan Leavins, Capital Area Section
Adam Hall, AICP San Felasco Section
Leslie Brown, Student Representative (UF)
Wiatt Bowers, AICP, VP Conference Services
Henry Bittaker, AICP, VP Professional Development
Lynda Westin, AICP, Gold Coast Section
Lindsey Stevens, AICP, University Liaison (FSU)
Brad Parrish, AICP, Atlantic Coast Section
Jason Burton, AICP, Orlando Metro Section

Members Absent

Melissa Zornitta, AICP, Past President
Allara Mills Gutcher, AICP, VP Certification Maintenance
Thuy Turner, AICP, Broward Section
Kristin Shell, AICP, Emerald Coast Section
Stephen Benson, AICP, Sun Coast Section
Josh Long, AICP, Treasure Coast Section
Hetty Harmon, AICP, Heart of Florida Section
Brandon Henry, Young Planners Group

Guests

Alex Magee, APA Florida Executive Director
Lester Abberger, APA Florida Legislative Representative
Trina Gilliam, Atlantic Coast Section Student Liaison

Andre Anderson called the meeting to order at 9:36 a.m. and requested a Roll Call.

Consent Agenda—Acceptance of Reports

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

Conference Items

(A) 2016 and 2017 Conference Updates

Wiatt Bowers provided an update on the Daytona (2016) conference planning and budget projections. Because food costs are reasonable, money can be spent elsewhere, such as on speaker fees or receptions or audio-visual upgrades. The 2016 Conference Committee recommended that expenditures and revenues be found consistent with the Chapter budget, and moved that the conference budget be approved by the Executive Committee, it was seconded by Henry Bittaker. The motion passed unanimously to approve the conference budget.

Brad Parrish and Trina Gilliper, Host Conference Committee Members, described the conference committee's 6 finalists for plenary speakers. After discussion, Lindsey Stevens made a motion to approve Major Carter, Robert Cabana, and Hank Dittmar as the three preferred speakers, ranked in respective order, and to allow the Host Committee to select an alternate (4th ranked) speaker. The motion was seconded by Laura Everitt and approved unanimously by the Executive Committee.

Wiatt Bowers announced that the Call for Presentations would soon be released and that session tracks would be developed after selection of the presentations. Reception venues were summarized, as well as mobile workshop opportunities. Henry Bittaker made a motion to accept the host conference committee direction on mobile workshops and receptions, which was seconded by Marcie Stenmark and approved unanimously.

(B) 2018 and 2019 Conferences

Wiatt Bowers reported that contracts had been signed for the hotel and convention center. No EC action was needed.

Alex Magee described that the proposed Sandestin location for the 2019 conference had been visited, and is only able to accommodate five breakout rooms and limited exhibitor booths. Devan Leavins and Lindsey Stevens offered that the Capital Area Section and FSU students are able to assist the Emerald Coast Section in the conference planning efforts.

Henry Bittaker made a motion to approve Sandestin as the 2019 conference venue if the local Section is willing to undertake the Host Committee responsibilities. Tony LaColla seconded the motion, and it was approved unanimously.

(C) Consideration of Reduced Conference Fees for Retired/Life Members

The Executive Committee considered a request made by Merle Bishop to reduce the registration fees for Florida Chapter members who have retired or life membership status. Henry Bittaker shared that reduced fees are offered at the national conference, but receptions and lunches are not included with these registration packages. Alex Magee reported that this approach would not have an impact on the conference budget. Laura Everitt argued that reduced fees might entice more retired/life members to attend that Chapter conference, which would bring “expertise”, and an opportunity for exchange between seasoned and new planners. Andre Anderson suggested that it be oriented to retired members, and that any discount for life members coincide with reduced conference benefits, such as no lunch or receptions.

Marcie Stenmark moved to generally accept the proposal and to ask the Conference Committee to bring back their recommendations on fees. It was seconded by Doug Kelly and approved unanimously.

Sponsorship Committee

Wiatt Bowers summarized a change to conference sponsor opportunities to add an additional “diamond” level, increase sponsor rates by \$500, but also add benefits to the sponsor packages, and to set the “bronze” level at \$500 flat fee, It was noted that sponsor fees have not been increased since 2004. The Executive Committee discussed benefit differences between booth and table exhibitors. Henry Bittaker moved to approve raising the sponsor rates, as outlined, and to add 2 tickets for the plenary lunch for the full booth exhibitor package. It was seconded by Marcie Stenmark, and approved unanimously.

Legislative Update

Lester Abberger highlighted that there are 66 new legislators. State priorities include 1) addressing Lake Okeechobee releases, 2) education (especially university) enhancements, and 3) reduced waste in government (with targets on economic incentives and tourism marketing). The Growth Management Committee should be advancing a stable framework for growth management: local autonomy, intergovernmental coordination enhancements for large-scale development projects, sector planning, etc.

Membership Services Work Program

Marcie Stenmark handed out a chart summarizing membership by categories. Chapter membership is still down 5.6% since the 2011 level. She outlined ideas to increase membership and asked for Executive Committee feedback. Input offered during the EC discussion included focusing on students and young professionals, promoting AICP because certification leads to long-term membership, emphasizing the value of APA membership (such as fee PAS), and reaching out to employers to show value of membership and urging budgeting for membership dues for employees.

BP Settlement Discussion

Tony LaColla outlined the Financial Committee's recommendations on allocating \$130,563 and asked for feedback. The following changes to the recommendations were discussed: do the scholarships for members for 5 years and keep the difference in recommended money for the for the 2019 conference (to be held in the panhandle), circuit rider programs should have an environmental focus, and additional funds of \$2,743 should be used for videos/commercials promoting the planning profession. Doug Kelly moved to approve the Financial Committee's recommendations with these changes, which was seconded by Michelle Heinrich. It passed unanimously.

Bylaws Committee

Kim Glas-Castro summarized the Bylaws Committee's discussion and asked for EC feedback on 2 items: mandated EC member attendance, and effective period of the SOP. Consensus of the EC is to mandate attendance of State officers at all EC meetings, but to only encourage Section Chairs to attend and to utilize technology (conference call or video meetings) to enhance their attendance. Further, it was discussed that EC members need to participate in the preparation of the SOP, so the Retreat needs to be after the election of new officers. The timing of the Public Policy Workshop and National Conference might result in continued Fall retreat meetings.

Future of AICP Exam Prep

Henry Bittaker shared that 80 contact hours of exam preparation is provided through the Treasure Coast Section's classes and audio recordings, which is the most of any Chapter. Despite the availability of free training, Florida has a low pass rate on the exam. Alex Magee stated that the other Sections need to host training at their local level. Henry Bittaker will further explore use of webinar technology for statewide access to the Treasure Coast sessions.

National Conference Chapter Reception

Alex Magee announced that the Florida reception at the National Conference in New York would be held at Hudson's Statin on Sunday, May 7th, with a cash bar.

SOP Update

The summaries from the Retreat break-out groups were compiled by the facilitator, Gert Garman. Alex Magee further drafted these Retreat recommendations include the SOPs. The EC broke into small groups to review and discuss the draft tasks, and members offered suggested changes to Alex Magee, who will revise the document and send it back out to the EC for final review.

SOP/2018 Budget Implications

Andre Anderson led a short discussion on the expenses/costs associated with the new tasks added to the SOP as a result of the Retreat discussions. All members were asked to review the tasks assigned to them and estimate budget needs for the upcoming budget preparation.

AARP MOU

Alex reported that the draft Memorandum of Understanding was not yet ready, and it will be brought to the April meeting.

President Items

XVI(A) Delegates Assembly

Andre Anderson informed the EC that the Assembly will be held on Sunday, May 5th during the National Conference in New York. Chapter members who are attending the conference may volunteer to serve as delegates.

XVI(B) FSU Accreditation Comment Request

It was announced that PAB will visit in February. PAB has asked the Chapter to survey members on the interaction between the school, its planning students and the Chapter.

Other Business

Alex Magee reminded the EC that the Chapter office lease expires this year. The EC consensus is to try to a long-term (3-5 year) lease renewal.

Andre Anderson announced that he has been asked to sit on the national Nominating Committee. Any recommendations for national and regional officers are desired.

There was no other business.

The meeting was adjourned at 3:36 p.m.