

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

**DATE: JANUARY 30, 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  
Kathie Ebaugh, AICP, VP Conference Services  
Laura Everitt, AICP, VP Membership Services  
Henry Bittaker, AICP, VP Professional Development  
Tony LaColla, AICP, VP Section Affairs  
Marcie Stenmark, Interim VP Communications  
Dodie Selig, AICP Atlantic Coast Section  
Michael Alpert, AICP, Broward Section  
Tony Robbins, AICP, First Coast Section  
Maeve Desmond for Silvia Vargas, Gold Coast Section (joined at 10:23)  
Hetty Harmon, Heart of Florida Section  
Tony Palermo, AICP, Promised Lands Section  
Dean Mimms, AICP, San Felasco Section  
James Ratliff, AICP, Sun Coast Section  
Macy Fricke, Student Representative (FSU)  
Juan Higuera, Young Planners Group

**Members Absent**

Rick Perez, AICP, VP Certification Maintenance  
Keith Burnsed, AICP, Capitol Area Section  
Christy Johnson, AICP, Emerald Coast Section  
Jason Burton, AICP, Orlando Metro Section  
Josh Long, AICP, Treasure Coast Section  
Joseli Macedo, University Liaison (UF)

**Guests**

Adam Hall, San Felasco Section  
Lester Abberger

Melissa Zornitta called the meeting to order at 10:20 a.m.

### **Consent Agenda**

Melissa Zornitta referred members to consent agenda reports. No items were pulled from the consent agenda. A motion was made by Dean Mimms and seconded by Tony Robbins to approve the consent agenda. The motion passed unanimously.

### **Legislative Items**

Lester Abberger reviewed pre-Session activity to date, Florida's anticipated budget surplus, the Governor's priorities, Amendment 1 funding options, potential changes to Development of Regional Impact regulation, a Senate Bill filed to eliminate Regional Planning Councils, House Bill 383 on takings, Legislative Policy Committee activity, the forthcoming Public Policy Workshop, and other items. Discussion ensued regarding funding of environmental and housing programs, current issues in Tallahassee, charter school location criteria and the importance to good planning, charter school capital funding, the legislative proposal to allow guns on state university campuses, backyard gun ranges, and Amendment 1 appropriations.

Alex Magee thanked Lester for his assistance with legislative issues. James Ratliff noted Sun Coast Section has started a committee to support their member's representation on the Legislative Policy Committee, which may be an option for other Sections to consider. No formal action was taken on this item.

### **Conference Items**

Kathie Ebaugh thanked the 2014 conference team for their efforts and noted the 2015 Conference Committee has had a great start. The call for presentations is in the agenda packet for members' review. Speaker outreach and participation is a concern, as speaker registration is under 50 percent. The goal is 60 percent. The Conference Committee is recommending a \$50 discount as a reimbursement or a conference submittal form that indicates whether or not the speakers will attend. Kathie asked for Executive Committee motion to approve the discount.

Discussion ensued regarding other associations' approaches, the potential impact to the APA Florida budget and a potential increase in registrations from speakers with the discount, a potential requirement for APA members to register to be speakers, and rebate logistics.

A motion was made by Tony Robbins and seconded by Michael Alpert to approve the \$50 discount, as recommended by the Conference Committee. Brian Teeple suggested the motion be withdrawn to discuss a new motion to require a day's registration. The maker of the motion and the seconder agreed to withdraw. A motion was made by Brian Teeple and seconded by Henry Bittaker to require APA members to register for a day in order to be conference speakers.

Discussion on the motion included clarification that all APA members that are full members would be included, not just APA Florida members, and that the day rate is estimated at \$205 with early registration. The Executive Committee discussed the logistics of requiring and monitoring speaker registrations and that cost sharing of registrations should not be allowed. Kathie clarified that the fee structure could be decided at the next Executive Committee meeting. James Ratliff noted that membership in good standing is only listed in the bylaws relative to elections, and a potential update to bylaws should expand that to discuss relative to attendance at events. Melissa Zornitta requested that early registration for speakers include a discounted rate. Alex Magee mentioned that APA National does registrations and would need to be asked if their system would allow it—Alex will follow up on this point. Andre Anderson asked that a discount not be offered, but that the rate be termed an incentive.

Dean Mimms called the question. The motion passed.

Kathie informed the Executive Committee that keynote speakers are still in development. A special Executive Committee conference call will be convened on February 25 to approve the keynote speakers.

Melissa Zornitta left the meeting at 11:28 a.m. Andre Anderson called on Ryan Morrell to present the next agenda item.

### **Financial Planning Committee Items**

Ryan Morrell presented the investment options included in the Financial Planning Committee's report and their recommendations. A motion was made by Brian Teeple and seconded by Hetty Harmon to approve the Financial Planning Committee's recommendation for laddering Certificates of Deposit (CD). Discussion ensued regarding CD options, access to funds and liquidity, taxes and not-for-profit status, and potential fees.

Melissa Zornitta rejoined the meeting at 11:39 a.m.

The motion passed unanimously.

### **Bylaws Committee Update**

Alissa Torres noted the Bylaws Committee has worked hard to prepare the Interim Report and requires Executive Committee direction on three key policy approaches, as noted in the Report. Alissa stated the Bylaws Committee does not have a recommendation on these items, only a request for direction, and that Executive Committee input on other potential changes is welcomed. Alissa noted that Alex Magee has sent a request for input into potential bylaws changes to the general membership and that the Bylaws Committee will maintain an open process that welcomes all input.

Discussion ensued on the budget regarding provision of member updates on budget amendments. The Executive Committee direction is that they would like the ability to modify the budget and post on the website without a date certain. Relative to the request for direction regarding Planning Accreditation Board (PAB) accreditation, discussion ensued regarding eligibility relative to Chapter activities, the ability of planning programs to apply and timing, Section benefits that may be provided to non-PAB accredited schools, a potential new program at Florida Gulf Coast University, and other issues. The Executive Committee consensus was that PAB accreditation was needed for faculty and student representatives, as in the current bylaws. All planning programs should be eligible for scholarship and grants, which should not be included in bylaws. Melissa Zornitta asked that the Bylaws Committee review bylaws for other PAB-related eligibility language.

Relative to the request for direction regarding the Vice President of Certification Maintenance (VPCM), discussion ensued regarding current professional development activities, prior Bylaws Committee discussion on the role of the VPCM, the potential for streamlining and automation to eliminate some current VPCM tasks, the history of the VPCM position, and the timing of this direction from the Executive Committee relative to Bylaws Committee deadlines for preparing revisions.

A motion was made by Andre Anderson and seconded by Laura Everitt that would direct the Bylaws Committee to draft revisions that remove the VPCM. Discussion ensued regarding the expansion of the Executive Committee and the potential to withdraw the motion pending a position evaluation, which was not accepted by the maker of the motion. Alissa Torres stated that she would be abstaining from the vote based on her role with the Bylaws Committee.

The motion passed, with Alissa Torres abstaining from the vote.

Kathie asked that an evaluation of the two positions be done by the Bylaws Committee. Alissa stated the Bylaws Committee would prefer not make that recommendation and suggested the Professional Development Task Force make that evaluation.

Kathie Ebaugh made a motion that was seconded by Hetty Harmon to ask the Professional Development Task Force to evaluate position responsibilities between the Vice President of Professional Development and the Vice President of Certification Maintenance and to evaluate the ability of Sections to take over those responsibilities if the VPCM position were deleted. The motion passed with Alissa Torres abstaining from the vote.

Melissa asked EC to review other changes listed in the Interim Report, and no additional revisions or direction were offered.

A break was taken at 12:40 p.m. The meeting reconvened at 1:17 p.m.

### **Elevator Speech Discussion**

This item was deferred to the next meeting.

### **Partnering for CM Credit**

Rick Perez was unable to attend the meeting based on a family emergency. Melissa Zornitta stated this item was motivated by similar policies of other APA Chapters. Melissa noted Rick worked with Henry Bittaker and Dodie Selig to develop the draft policy.

A motion was made by Dean Mimms and seconded by Dodie Selig to approve the policy. Andre Anderson asked if the policy was affected by potentially eliminating the VPCM. Melissa noted that if that changed were proposed and approved by members, bylaw amendments would not be effective until September and that the policy could be changed at that time. The motion passed unanimously.

### **Task Force Crosswalk**

Laura Everitt gave a brief overview of the Membership Task Force activities, including video production, a conference session, and website updates. Discussion ensued regarding assisting Sections with website updating. Kathie Ebaugh and Henry Bittaker gave an update on the Professional Development Committee activities and noted the Emerging Topics Committee has begun their work. Melissa Zornitta reported she has appointed Lindsay Stevens as Chair of Emerging Topics. Brian Teeple reviewed Section Support Task Force activities. Brian and Dodie Selig have volunteered to provide Section orientations. Dodie Selig provided an update on Community Education and Outreach Task Force initiatives, including the marketing strategy. Melissa Zornitta reported she has appointed Allara Mills Gutcher to a new Education and Outreach Committee for outreach to schools and the public at large, and the Committee is being formed now. Dodie will provide her information to Allara. Discussion ensued regarding other committee activities, potential partnerships with other organizations, and other updates to the SOP tasks listed.

### **2016 Budget Discussion**

Melissa Zornitta asked for Executive Committee input regarding potential budget items. Alex Magee asked that a cost-of-living salary increase be included for the Administrative Assistant to help with retention. Alex mentioned that the Legislative Representative has been at the same salary for the last six years, so an increase may be considered. Alex also noted the Communications staff also could have an increase budgeted for flexibility next year, if needed.

James Ratliff asked that it be evaluated to offer Job Board ads at no cost in the future, understanding that is not possible now with the budget. Alex mentioned ads provide about \$17,000 per year. Discussion ensued regarding job ad costs with other services, potential new budget items that may be suggested by the Professional Development Task Force for webinars and other activities, and the membership with the Utah Chapter's consortium for their webinar series and ability to use the service for other webinars. Melissa will bring up this consortium

issue with the Chapter Presidents' Council in coordination with Henry Bittaker, who can discuss at the PDO Exchange. Marcie Stenmark mentioned that video production expenses may be a future need in current and future budgets.

Ryan asked that the Task Forces and Committees be asked to make budget recommendations in January as part of Chapter operations to formalize the process. Discussion ensued regarding other budget questions. No formal action was taken on this item.

### **2015 EC Meeting Schedule Revision**

Alex Magee is recommending a change in the meeting schedule to avoid Good Friday. Kathie Ebaugh made a motion to approve the change, which was seconded by Michael Alpert. Dodie Selig discussed the ability to provide orientation and a next-day Port Canaveral tour for CM credit if the March or June meeting is held at the Atlantic Coast Section. Dodie requested Executive Committee input on this opportunity.

Melissa Zornitta noted this may start a precedent for Executive Committee meetings to be held around the state. Alex mentioned she and Brian Teeple have committed to traveling the state to provide orientations. Discussion ensued regarding logistics of the Section training, the potential participation from Sections, professional development for future Executive Committee members, and other items. Members expressed the preference to keep Executive Committee meetings in Orlando.

Kathie Ebaugh moved that Atlantic Coast Section host the March meeting, which was seconded by Michael Alpert. The motion passed, with Dodie Selig abstaining from the vote. Alex thanked members for supporting the Atlantic Coast Section in their re-emergence.

### **APA Update**

Alex Magee noted Whit Blanton, the Region III representative, visited the Chapter Office to discuss the next national conference selection. APA National is doing their development plan and is still looking for input. The Delegates meeting at the National Conference will address the sustainability policy, and APA Florida tends to have 6 to 8 delegates. Delegates will be identified at the March meeting. Henry Bittaker mentioned potential delegates and discussed the logistics of review. No formal action was taken on this item.

### **Chapter Staffing Update**

Alex highlighted the new staff members' qualifications and activities since beginning their tenure. As new social media staff, Patti Shea already has made improvements on the Chapter's Facebook page in her first week and will be providing new social media analytics. Alex will connect Patti with Marcie Stenmark and Laura Everitt to assist with their Task Groups and with Alissa Torres for the Editorial Committee. Discussion ensued regarding Section assistance, future branding activities, and other items. No formal action was taken on this item.

## **President's Items**

Melissa Zornitta introduced the preliminary draft of the sexual harassment policy and conference code of conduct included in the agenda packet and provided APA National's input on these concerns. APA National suggests providing buttons for selected conference volunteers providing assistance, a new attendee conference orientation, and other supportive services. Henry Bittaker suggested including male and female liaisons. Alex Magee noted the policy will appear in the conference program and that Sections can use the policy.

Discussion ensued regarding the wording of the policy, the ability to report confidentially, the potential for stronger language, the need to train volunteers to handle concerns with a consistent protocol. Melissa mentioned the need for guidance for these conference volunteers and ability to review at the conference orientation.

Melissa requested a motion to adopt the policy with a revision from "complaint" to "concern" and adding the ability to report confidentially. The motion was made by Brian Teeple and seconded by Tony Robbins, which passed unanimously.

Melissa reported the Chapter Presidents Council has added a Communications Committee to coordinate with APA National, and she is serving on the Committee. Henry asked if the CPC AICP manual is being updated. Melissa will follow up to determine the status.

## **Other Items**

Melissa Zornitta reported she and Alex Magee were approached by Gene Boles of the University of Florida about offering training courses as part of a Planning and Growth Management Best Practice Series. Gene is requesting an endorsement of this concept for promotion of the series, locations, and other administrative items. Discussion ensued regarding the ability of planning officials' training to qualify for CM credit. Brian Teeple expressed concern regarding the level of support and requested more information. Several members reported on their experience with similar training with Gene Boles and potential instructors listed.

Andre Anderson asked about the history of how this initiative moved from APA Florida to Gene Boles' organization. Brian Teeple noted APA Florida paid for the development of this program, along with the Florida Planning and Zoning Association, but then Gene Boles obtained a copyright for it. Brian mentioned the Sections also provide some training that is similar. Melissa noted that Gene Boles has done a lot of training and has updated the course content. Melissa stated that the cost has not been clarified and should be obtained, along with additional information on logistics, and that it shouldn't be presented as an APA Florida program. Discussion ensued regarding the current relationship with this program, its offering at the Chapter conference each year with fees provided to the Chapter, and other items.

A motion was made by James Ratliff to offer assistance in promotion and participation on advisory basis, which was seconded by Dean Mimms. Brian Teeple expressed concern about the use of the Chapter's mailing list. James clarified that he does not intend anything contrary to Chapter policies. Melissa expressed that a motion may not be needed to publish an announcement about the course. Andre noted the Chapter is providing value that needs to be recouped. Discussion ensued regarding services provided to other entities, co-sponsorship of other conferences and programs, and related topics, and the approach taken with other requests. After discussion, the motion was withdrawn by the motioner and the seconder. No formal action was taken on this item.

Melissa introduced Marcie Stenmark to present a report on the use of Constant Contact by the Chapter and Sections and other potential communications options. Marcie invited members' feedback and discussion. Discussion ensued regarding Sections' communication products, potential for sharing services, the need for consistent branding, and other items. Alex Magee mentioned Patti Shea has reviewed these options and that Patti can review analytics and test outreach (ex. click-through rates on different image choices), but not all services are built for that level of analytics. Alex asked that the decision not be made on price or on which service being used now, but to account for Patti's capabilities in enhancing outreach and providing data for improvement. Ryan Morrell asked if Patti can provide a recommendation, and Alex stated that can be provided at the March meeting. Melissa asked if this recommendation includes the Sections, as well as the Chapter. Discussion ensued about consistency of platform, use of WordPress and Google Analytics, brand management, maintaining consistency as personnel changes at the Section level, the need to be open to options, and the ability for Sections to cost share.

In other business, Juan Higuera asked for volunteers to assist YPG in reviewing applications for the YPG national conference scholarship. Andre Anderson, Michael Alpert, Alex Magee, and Kathie Ebaugh volunteered to assist. Juan also asked for direction regarding having the YPG/student reception at the Chapter Conference remain open to all attendees. Executive Committee consensus was that it is a good idea.

Henry Bittaker reported that APA National gives scholarships for the AICP exam and noted that activity. Alex noted the CD ladder paperwork states that she is the trustee and contact and asked that the Executive Committee grant that authority.

Laura Everitt made a motion to approve Alex serving as trustee, which was seconded by Dodie Selig. The motion passed unanimously.

The meeting was adjourned at 3:35 p.m.