

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

DATE: NOVEMBER 15, 2014

Members Present

Melissa Zornitta, AICP, President
Andre Anderson, AICP, President Elect
Brian Teeple, AICP, Past President
Alissa Barber Torres, AICP, Secretary
Rick Perez, AICP, VP Certification Maintenance
Kathie Ebaugh, AICP, VP Conference Services
Laura Everitt, FAICP, VP Membership Services
Henry Bittaker, AICP, VP Professional Development
Tony LaColla, AICP, VP Section Affairs
Dodie Selig, AICP Atlantic Coast Section
Keith Burnsed, AICP, Capitol Area Section
Hetty Harmon, Heart of Florida Section
Jason Burton, AICP, Orlando Metro Section (*Arrived at 9:11*)
Dean Mimms, AICP, San Felasco Section
James Ratliff, AICP, Sun Coast Section
Josh Long, AICP, Treasure Coast Section
Joseli Macedo, University Liaison (UF)
Macy Fricke, Student Representative (FSU)
Juan Higuera, Young Planner Group
Stella Wilson for Christy Johnson, Emerald Coast Section (*Departed at 11:01 a.m.*)
Wiatt Bowers for Tony Robbins, First Coast Section
Michael Alpert for Dawn Sonneborn, Broward Section

Members Absent

Ryan Morrell, AICP, Treasurer
Dawn Sonneborn, AICP, Broward Section
Christy Johnson, AICP, Emerald Coast Section
Tony Robbins, AICP, First Coast Section
Silvia Vargas, Gold Coast Section
Tony Palermo, AICP, Promised Lands Section
Marcie Stenmark, Communications

Melissa Zornitta called the meeting to order at 9:04 a.m.

Consent Agenda

Melissa Zornitta discussed the use of a consent agenda to spend more time on Task Force efforts and Board priorities. A motion was made by Brian Teeple and seconded by Kathie Ebaugh to approve the consent agenda as presented. The motion passed unanimously.

Conference Items

Kathie Ebaugh began the 2014 conference report, and then asked Wiatt Bowers to present an update as a local representative. Wiatt highlighted that the 2014 conference had 621 registrations that raised \$293,000 in revenue and discussed distribution of profits.

Discussion ensued regarding conference budget representation, conservative approaches to conference budgeting, and profit improvement over last year's conference. Alex Magee recommended that funds stay in budget to balance out sponsorships projected, but not received, this year from annual sponsors. Wiatt explained that 15% of profit goes to the host section, and then the remaining 85% of profit is split between 11 sections and the Chapter. Discussion ensued regarding certain conference expenses for food, survey responses, conference scheduling, and other conference outcomes.

Melissa Zornitta discussed the need for a student survey and other outreach to welcome student participation in the conference. Discussion ensued among members regarding student relations at the conference, the need for specific and documented actions to address inappropriate conduct on the part of members toward students, information received about these concerns, and the need for student privacy. Members reviewed potential policy approaches, including a committee to address this concern, a code of conduct with registration, a protocol for reporting any issues at the event, communications with membership, adoption of a zero-tolerance policy for publication in the conference brochure, member sanctions, referral of individuals for AICP ethics review, monitoring of student events, alcohol at events, and the need for legal input.

Kathie expressed that she will work with all parties, including the Student Representative and conference committees, to resolve this issue. Keith Burnsed noted that a Section representative with a university should be included in a committee and volunteered to serve. Macy Fricke stated that FSU is making a concerted effort to educate students about conference interactions. Juan Higuera also volunteered to serve on a committee. Melissa noted she will follow up with APA National and on all the policy suggestions and asked for confidentiality on this issue until policy actions are initiated. No formal action was taken on this item.

Chapter CM Partnership Policy

Rick Perez presented the Georgia Chapter's partnership policy on Certification Maintenance (CM). The APA Florida Chapter has no formal policy, so he is looking at this policy and Virginia and Washington's policies to create a draft policy to bring forward to the Executive Committee. Rick discussed means of simplifying these example policies and requested feedback and

suggestions. Henry Bittaker noted there is a lot of merit to having a formal policy that can be advertised and helping organizations understand the CM requirements, particularly to avoid audit issues.

Discussion ensued regarding particular allied organizations for outreach, proposed efforts in Task Force work for coordination, the need for a simple application process, the need to specify what organizations have to do for reporting and surveys based on the CM process, defining partnerships with other organizations that offer member pricing on events, metrics required by APA for CM event sponsorship, and APA review of CM event applications. It was agreed that Rick should proceed with drafting a policy for review. No formal action was taken on this item.

Membership Services Report

Laura Everitt recommended that elected officers should submit reports in the consent agenda and suggested reports be submitted to Alex Magee by the deadline for agenda requests. Melissa Zornitta stated that cover memos should be submitted for action items. It was agreed that reports will be submitted. Laura presented the draft volunteer non-disclosure form included in the agenda packet. Discussion ensued regarding the form content, treatment of email addresses on the Section roster, and whether Section Chairs distributing the list to Section Boards should obtain completed forms.

A motion was made by James Ratliff and seconded by Brian Teeple to approve this form and require all current and future Board members to sign it and that anyone receiving the roster be required to sign the form. In discussion of the motion, James Ratliff requested form in PDF format and Dean Mimms offered a friendly amendment to revise the form. James Ratliff accepted the amendment. The motion passed unanimously.

2014 Minority Scholarship

Alex Magee noted the scholarship was increased from \$1,000 to \$2,000 to attract more applicants, but only one application was received this year. The application is from a Ph.D., not a second-year Master's student, but the student appears to meet all criteria. Alex recommends that the scholarship needs to be reviewed to make it more attractive to applicants. Discussion ensued regarding the scholarship requirement for citizenship, scholarship outreach, the parameters of scholarship awards available to students, Section scholarship applicants, scholarship amounts versus the student efforts needed to apply, the requirement for PAB accreditation and effects on USF and UCF as non-accredited programs, student eligibility expansion to schools actively seeking PAB accreditation as done with student organizations,

A motion was made by Kathie Ebaugh and seconded by Dean Mimms to suspend the scholarship requirement for a second-year student and to approve Jeniffer Suhkyung Shin as the scholarship recipient. Dean noted the citizenship requirement and offered an amendment to the motion to suspend that requirement that was accepted by Kathie. Henry Bittaker clarified the applicant is a citizen, and that amendment was withdrawn.

Discussion on the motion ensued regarding scholarship goals and requirements, the need to retain the scholarship purpose of enhancing diversity within the profession, whether or not retaining students in Florida was a goal, and other scholarship parameters. Kathie called to question. The motion was approved by a vote of members, with Keith Burnsed and Stella Wilson opposed.

Kathie Ebaugh recommended Joseli Macedo, Macy Fricke, and Juan Higuera for a committee to review the existing scholarship and provide revised criteria in January to improve the scholarship, while retaining the minority scholarship focus. Brian Teeple noted no motion is required to form committees. Members were in agreement.

Proposed 2015 EC Meeting Calendar

The meeting calendar for 2015 was presented. Melissa Zornitta asked for flexibility on the November meeting, as new Section chairs may want to meet in person. A motion was made by Tony LaColla and seconded by Andre Anderson to approve the dates as presented. Discussion ensued regarding additional conference call meetings, preference for meeting in person, number of meetings per year, and meeting locations. The motion was approved unanimously.

Florida Civic Advance Conference

Alex Magee stated in September, the Board agreed to partner on the Florida Civic Advance Conference with the Florida Conflict Resolution Consortium to promote civic engagement. The first effort is a networking conference on Feb. 22 and 23, 2015. Alex has been attending planning sessions and wanted to bring to members attention, as the coalition hopes that 5 to 7 members of each partner group will attend the event in Altamonte Springs. Alex requested direction on members who would like to attend, as the Chapter budget does not include attendance costs and may have to be amended to cover part of these costs. Brian Teeple will be attending on behalf of the Planning Council. Alex and Melissa can use part of their travel budget to attend. Discussion ensued regarding number of attendees, requesting interest from Section board members and the YPG board with the understanding that payment would be from those boards, and whether it presents budget conflicts with Public Policy Workshop. Alex requested that Section Chairs solicit interest from their Board members and will forward event information. No action was taken on this item.

Break was taken at 10:52 a.m. Meeting resumed at 11:07 a.m.

SOP and Task Force Reconciliation

Melissa Zornitta noted that Alex Magee has prepared a reconciliation of Task Force activities to the Strategic Operations Plan to help ensure items are assigned and moving forward. Melissa noted that Task Force discussions at yesterday's retreat may require some updates for coordination between Task Force. Kathie Ebaugh presented updates to the Professional

Development Task Force listings. Discussion ensued regarding task assignments and updates and AICP study guide options. Kathie requested the next Executive Committee meeting include time to review individual Task Force items in detail for coordination with volunteers on status. Melissa requested that all Task Force documents be updated and forwarded to Alex to ensure that there is one reference for all Task Force activities. Kathie stated that expanding the AICP study course may conflict with Orlando Metro Section and Sun Coast Section's offerings in this area, requiring more discussion to avoid conflict. Melissa stated review time will be on the agenda, and Kathie suggested items presenting concern be flagged in the agenda packet.

Laura Everitt presented updates to the Membership Services, Growth, and Communication Task Force listings. Several new items were added at yesterday's Task Force meeting and will be added to this listing. Discussion ensued regarding task assignments and updates. Brian Teeple presented the status of assigned Section Support Task Force items. Discussion ensued regarding task assignments and updates. Dodie Selig presented the status of assigned Community Education and Outreach Task Force assignments to note completed items and recommend some reassignments. Discussion ensued regarding task assignments and updates. Kathie recommended Task Force coordination with Karen Hamilton on outreach, as she is looking at conference sponsorships. Alex recommended getting sponsorship changes and options by the January Executive Committee meeting, as that is when the sponsorship campaign will begin.

Joseli Macedo requested input from the Task Force and Membership on her university efforts to revise the curriculum relative to Planning Accreditation Board (PAB) criteria. Discussion ensued among members. Alissa Barber Torres stated that she serves as a PAB Site Visitor and wanted to disclose that affiliation. Melissa Zornitta asked Joseli Macedo to contact PAB on her concerns and let the Executive Committee know the outcome. No formal action was taken on this agenda item.

President's Items

Melissa Zornitta noted the APA Leadership Meeting of the Chapter President's Council reflected openness to Chapter input on the part of APA National. Melissa stated that the proposal to move the 2018 national conference out of Miami without considering other Florida cities was discussed at length. Melissa recognized Whit Blanton for his leadership and Andre Anderson for an excellent proposal for Orlando as a conference location. Melissa continues to coordinate with Whit on this issue and will notify members when a decision is reached. Wiatt Bowers noted if this effort is not successful, the next opportunity would be in 2022. Melissa also provided a Ponce Inlet Amicus update. Nancy Stroud brought to the Chapter's attention. Members agreed the Chapter should support, and Nancy will do pro bono, if the Chapter provides filing fee. Discussion ensued regarding this case.

Melissa noted that APA received a public health grant from the Centers for Disease Control, which can provide funds to Chapters. APA National has informed the Chapter of new qualification criteria, so new partnerships may be needed. Melissa asked that Sections with relationships in the health field let Alex Magee know, so project options may be considered.

Alex stated that the Chapter would be the financial managers and that grant awards would range from \$100,000 to \$150,000. Melissa noted this is a multi-year program that may have opportunities in future years. Discussion ensued regarding potential partnerships. No formal action was taken on this agenda item.

Contract Renewals

A motion was made by Henry Bittaker and seconded by Rick Perez to approve renewing Lester Abberger's contract. Discussion ensued regarding the level of legislative activity over the past year, the importance of relationship building, and the DRI committee headed by Lester, as well as Lester's expertise, access to legislators, and credibility in that arena. Melissa noted Lester is available to be a speaker for Sections to discuss legislative issues. Alex Magee noted his travel costs would be covered by Sections, but the Chapter funding covers his time. The motion was approved unanimously.

Alex Magee highlighted website changes and needs in light of the existing contract and recommended renewal to maintain the internal knowledge and custom applications of the website. Alex mentioned Summer Taylor does a lot of website updates and backups. A motion was made by Brian Teeple and seconded by Michael Alpert to approve Exakt Marketing contract for five hours per month. Discussion ensued regarding the website's navigation, ability to find items easily and operate intuitively, the potential for better navigation, and the need for Sections to supply updated content. Alex said changes can be made if the Executive Committee provides direction. Discussion ensued regarding the input of the new Social Media staff member and Task Forces. The motion was approved unanimously.

Alex introduced the option to hire a social media staffer for electronic mail communications, social media engagement, and website updates. The current contract is on an hours-per-month basis, but a new part-time position is funded at \$20,000 per year using the existing contract budget and additional funds. Alex noted that website issues could be addressed by a position to do the website, social media, E-News and Notes, and Florida Planning with the Editorial Committee, as well as additional outreach with the VP of Communications. Discussion ensued regarding Task Force items relating to communications and need for resources.

A motion was made by Henry Bittaker and seconded by Wiatt Bowers to approve hiring a part-time communications staff person by giving Alex Magee the ability to work with Melissa Zornitta to execute a contract. Discussion ensued regarding full-time versus part-time staffing in office, administrative support, position requirements, future review of needs to discuss making a full-time position or obtaining additional hours, computer/equipment needs, and salary levels. The motion was approved unanimously.

New Business

Juan Higuera asked if YPG would still be leading the Great Places in Florida program in 2015. Members confirmed they would like YPG to continue and commended YPG for the successful number of applications, member voting levels, and coordination with other agencies. Mount

Dora promoted their award on their website and through press releases and will write an article for Florida Planning. Mount Dora held an awards ceremony with all their top officials that was documented by professional photographers, and all of the merchants attended and were very excited about the award. Members applauded YPG's efforts, and Juan Higuera commended Alex Magee and Merle Bishop's leadership and support in the awards program.

The meeting was adjourned at 12:25 p.m.