



Memorandum

TO: APA Washington Board Members
FROM: Laura Benjamin, Secretary
DATE: September 20, 2017
RE: Minutes of June 9, 2017 APA WA Board Meeting

_____ **For the Record** (No Board Action Requested)

_____ **Discussion only**

—**X**— **Board Action Requested**

**Washington Chapter, American Planning Association
Board Meeting Minutes
NBBJ – 223 Yale Avenue, Seattle, WA 98109**

June 9, 2017; 1:00 p.m. – 4:00 p.m.

1:06 p.m. Call to Order

President Paula Reeves called the meeting to order at 1:06 p.m.
Secretary Laura Benjamin confirmed that a quorum of the APA Board was present.

In Attendance:

Paula Reeves, AICP, CTP, President	Rick Sepler, AICP, President-Elect
Laura Benjamin, AICP, Secretary	Stefanie Young, Puget Sound Section President
Talia Tittelfitz, Membership	Yorik Stevens-Wajda, Legislative Committee
Michael Cardwell, Tribal Planning	Kim Selby, AICP, Communications
Chris Comeau, AICP, Northwest Section President	Patrick Lynch, AICP, CPAT
Nancy Eklund, AICP, Professional Development Officer	Paul Inghram, AICP, UW Professionals Council
Ferdouse Oneza, AICP, Continuing Education	Bob Bengford, AICP, CPAT
Steve Butler, FAICP, Youth in Planning	

On the phone:

Wells Williams, Scholarship Committee	Josh Peters, AICP, Vice-President
Michele Reeder, SBI	Katy Haima, Emerging Professionals
Branden Born, UW Faculty	Matt Ransom, AICP, Treasurer
Nikole Coleman, Communications	Esther Larsen, JD, Legislative Committee



Kirk Rappe, Scholarship Committee

Action Item: Approval of 6-09-17 Board Meeting Agenda

Amendment made by Talia Tittelfitz to include an update on the nominations and elections as a discussion item. Amendment made by Bob Bengford to include an update on the Great Places Awards as a discussion item.

Action: Move as amended.

Motion: Kim Selby

Second: Chris Comeau

Vote: Approved by Board.

Action Item: Approval of Minutes from April 14, 2017 Board Meeting

Amendment made by Esther Larsen to include Yorik Stevens-Wajda as a presenter of the legislative overview.

Action: Move as amended.

Motion: Michael Cardwell

Second: Kim Selby

Laura Benjamin to sign minutes and send to SBI.

Action Item: APA National Conference Travel Subsidy for Students

Wells Williams and Kirk Rappe, Scholarship Committee co-chairs, presented a proposal to provide travel subsidies to two students from accredited programs to attend the APA National Planning Conference. The subsidy would cover registration costs of \$125 per student, \$250 in total. The co-chairs stated this proposal is line with the chapter's history of supporting students.

Students would be required to apply for the travel subsidy. Board members discussed a schedule that would call for applications and selection in fall. Nancy Eklund suggested the chapter notify students by January to allow time for students to make travel arrangements for the spring NPC. Steve Butler suggested providing funding for four students and allowing students to use the funds for any conference related costs, not just travel costs.

Action: Approve the travel subsidy application and selection process, with the amendments to notify students by January at the latest and to fund up to four students per year.

Motion: Nancy Eklund

Second: Michael Cardwell

Vote: Approved by Board



Discussion Item: Continuing Education and Professional Development Survey

Ferdouse Oneza and Nancy Eklund provided an overview of an upcoming survey to assess continuing education and professional development needs. Draft questions were posted to Basecamp. Paula Reeves suggested working with Hiller West to involve allied professional and to discuss how we can better coordinate with PAW on future trainings. The survey will be sent out to the membership in mid-June.

Discussion Item: Social Media Strategy

Nikole Coleman walked through a proposed social media strategy that was posted to Basecamp. Coleman's research shows that to make the chapter's social media presence more robust and useful to members we will need to identify point people for social media posts. These point people should have a range of viewpoints and be subject matter experts in different fields. Coleman suggested involving the Young Planners Group in future social media efforts. Steve Butler clarified that the chapter does not have a Twitter account. Kim Selby suggested focusing on one or two social media platforms and post regularly rather than spreading volunteer time too thin among several different platforms. Paul Inghram stated that social media provides a platform for the chapter to advocate on the importance of planning to a wider audience.

The Communications Committee will continue to develop the strategy and will reach out to Board members to assist with posts.

Discussion Item: Nominations and Summer Elections

Talia Tittelfitz provided an update on the nominations process and candidates who will be on the August ballot. The Nominations Committee is working to confirm the sections for members and is working with SBI to correct and update information.

Discussion Item: Great Places Awards

Bob Bengford provided an update on the Great Places Awards pilot project. The award request for applications has been sent out and applications are due July 14.

Board Work Session: 2017 – 2019 Strategic Planning

See attached spreadsheet.

Adjourn: 3:49 p.m.

Next meeting will be on the Wednesday prior to the APA WA conference in SeaTac. More details to follow.



American Planning Association
Washington Chapter

Making Great Communities Happen

Recorded 6-09-17 by Secretary Laura Benjamin

A handwritten signature in black ink, appearing to read 'Laura Benjamin', written in a cursive style.

Approved by Board September 27, 2017 – Signed by Laura Benjamin, APA Washington Secretary