



Memorandum

TO: APA Washington Board Members
FROM: Laura Benjamin, Secretary
DATE: June 17, 2016
RE: Minutes of March 31, 2016 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
Puget Sound Regional Council, Seattle, WA**

March 31, 2016; 1:00 p.m. – 4:00 p.m.

1:03 p.m. Call to Order

President Paula Reeves called the meeting to order at 1:03 p.m.
Secretary Laura Benjamin confirmed that a quorum of the APA Board was present.

In attendance:

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| Paula Reeves, AICP CTP, President | Josh Peters, AICP, Vice President |
| Matt Ransom, AICP, Treasurer | Laura Benjamin, Secretary |
| Ivan Miller, AICP, Past President | Justus Stewart, Climate and Sustainability |
| Geoff Appel, Membership | Chris Comeau, Northwest Section President |
| Rick Walk, South Sound Section President | Ferdouse Oneza, AICP, Continuing Education |
| Patrick Lynch, AICP, CPAT | Bob Bengford, AICP, CPAT |
| Katy Haima, Young Planners Group | Stefanie Young, Puget Sound Section President |
| Nancy Eklund, AICP, Professional Development | Andrew Estep, SBI Administrative Office |
| Michele Reader, SBI Administrative Office | Yorik Stevens- Wajda, Legislative |
| Esther Larsen, JD, Legislative | Steve Butler, FAICP, Youth in Planning |
| Nikole Coleman-Porter, AICP, Communications | Brian Manford, UW Student Representative |
| Liz Kaster, AT COI Director, Plan4Health | Dave Anderson, AICP, Inland Empire Section President |

1:03 p.m.: President Paula Reeves opened the meeting. Agenda approved with revision by Reeves, moving the Strategic Plan Implementation—Diversity Task Force discussion item to the President Report, and Esther Larsen added Legislator of the Year as an action item.



Action Item: Approval of Minutes

Action: Approve minutes from the APA WA Board meeting on December 3, 2015 posted on Basecamp.

Vote: Approved by Board.

Laura Benjamin to sign minutes and send to SBI.

Action Item: South Sound Section

Paula Reeves introduced Rick Walk, City of Lacey Community Development Director. Walk provided background on the Olympia area's interest in and work to develop a new section. In January 2016, a Strong Towns forum was held to gauge interest in a potential South Sound section. The forum was well attended and attendees expressed interest in developing a new section. Since the forum, a working group of 12-15 people has held regular informal meetings to discuss procedures, education, and membership for the potential South Sound Section.

Nancy Eklund inquired about the geographic area for the section. Walk stated that is currently only includes Thurston County with the option to expand to underserved counties later, if needed. Reeves clarified that Thurston County is currently not covered by an existing section. This ties into section chapter integration, led by Josh Peters. Ivan Miller expressed support for the new section.

Eklund asked if creating a new section will require an amendment to the Chapter Bylaws. Andrew Estep confirmed Oneza's statement that no amendment to Chapter Bylaws is needed. The Chapter Bylaws do not define the sections, only the process around section formation.

Action: Establish a new South Sound Section, with a geographic area of Thurston County. Appoint Rick Walk as President until section is able to go through election process.

Motion: Paula Reeves

Second: Nancy Eklund

Vote: Approved by Board

Action Item: Climate and Sustainability Ad Hoc Committee – Climate Initiatives

Justus Stewart, new chair of the Climate and Sustainability Ad Hoc Committee, explained that his focus for the meeting is to provide information on I-732 by Carbon WA to put tax on carbon and asks the Board to take action on whether or not to support the initiative. Stewart referred to a two page brief on carbon pricing, posted to Basecamp. The briefing includes a high level overview on carbon pricing, APA WA's work to date on climate efforts, and information on I-732 specifically. Paula Reeves reminded the Board of the lead up to I-732, including the recent webinar on climate initiatives, and Yoram Bauman from Carbon WA speaking at the GMA 25th anniversary event.

Yorik Stevens-Wajda provided a recap of the webinar which provided an introduction on the two competing carbon initiatives and a forum for a good debate between the presenters. The main difference between the two initiatives reviewed in the webinar is that I-732 is revenue neutral and the other invests revenue from carbon pricing in clean technology. Because other initiatives on hold, do we want to support I-732 as it is moving forward. Paula provided history on APA WA's support of efforts to address climate change. The Chapter supported a bill in 2007. Climate change was identified as a primary issue for action



and education in a past member survey and there is momentum among members for the Chapter to get on board with I-732.

Esther Larsen clarified that as the legislative session has ended, I-732 will be an initiative to the people. Paula stated that the initiative has been certified, and can move forward. Esther added that past initiative support from the Chapter included funding. Larsen asked if Chapter support merely an endorsement or committing support monetarily. Reeves stated that since there has yet to be a motion for this action item, this is undecided. Ivan Miller stated that the timing is right and the Chapter should take action now. The Chapter should lend its name and to continue to engage for now. The initiative will need big money to pass, so monetary support from the Chapter will be nominal if the Board decided to take action on that. Miller recommended considering making a donation at next meeting if the Board decides to support I-732 today. Miller stated that from the information provided in the webinar, there are real connections in using carbon pricing revenue for social justice efforts, which ties to the triple bottom line.

Justus Stewart explained how I-732 is revenue neutral. All revenue raised on fossil fuels pricing will be offset by tax reduction, specifically a 1% decrease in state sales tax. Chris Comeau stated that protecting health, safety, welfare are basic mandates of planning and I-732 supports this.

Action: APA WA name only endorsement of I-732.

Motion: Chris Comeau

Second: Ferdouse Oneza

Vote: Approved by Board

Ivan Miller asked Justus Stewart to come to the next Board meeting and provide an update on the I-732 campaign and who else involved. Based on this update, the Chapter may want to make financial contribution.

Discussion Item: Section Chapter Integration

Josh Peters stated that 6-8 counties are currently not served by a section. The Section Chapter Integration Committee is exploring redrawing section boundaries or redrawing boundaries to allow all state members to participate in section activities. The committee is interested in the Board's thoughts on how to move forward, specifically on a survey to get membership input. A report from the Membership Committee shows that 63% of overall membership is located in the Puget Sound Section. Peters opened the discussion up to comments and questions.

Oneza shared her experience starting the Columbia Section. The boundaries for the Columbia Section do not facilitate people driving to meet, and she believes they should be reviewed. Ivan Miller stated that 30 of 39 counties are in sections, while there are members in 35 counties. Miller also stated that Puget Sound Section membership has consistently been approximately 60% of Chapter membership. Miller recommended getting elected leadership and committee chairs from outside the Puget Sound Section, and there is no reason to rush this work. Miller encouraged section presidents to continue talking and suggested that a goal of the Feasibility Study should be to have all planners in a section. If the Chapter moves forward with an Executive Director role, this position can support this work. Paula Reeves expressed support for the committee's work and encouraged the committee to come to June Board meeting with an action item.



Discussion Item: New Organizational Management

Paula Reeves reminded the Board of the announcement of changes made at the December 2015 Board meeting. Michele Reeder joined team since SBI acquired another company in early 2016. Reeder is now the management lead for APA WA. Reeder introduced herself and provided background on her previous work in the business community. Reeves welcomed Reeder and is looking forward to Reeder providing guidance on how to expand sponsorship efforts and membership communications.

Discussion Item: Organizational Management Feasibility Study

Matt Ransom provided a status report on the organization management feasibility study. He stated that current management services are sufficient for now. Looking forward, the Chapter can explore if it wants to create an Executive Director position to lead and provide strategic guidance. Three primary tasks are underway – (1) finance forecast, (2) stakeholder review, (3) case study review. These tasks culminate in a report, with a draft available by end of summer. From report, the Board can decide how to move forward. No deadlines are set. This is exploratory.

Matt Ransom took questions and provided clarification on the scope of the study and the committee. Nancy Eklund stated that she thinks the Board should be more involved as there are many activities beyond those executed by the Executive Committee. Ransom explained that information will be collected from interviews with past Executive Committee members, survey full Board, and there is also the option to directly contact Ransom. Eklund asked how to differentiate between SBI function and potential Executive Director position. Ransom clarified that the committee is still answering that. SBI's current focus is the back office – finances, behind the scenes, keeping the organization moving along. Front office functions – strategic guidance, professional leader is provided by Board members, but this can be difficult since all Board members volunteers. There is the potential for more focus on fundraising, sponsorship, and membership efforts with Executive Director, as the position will have committed paid hours for these functions. Nancy Eklund expressed concern that open ended questions will not provide good feedback. She suggested including case studies for members to react to. Andrew Estep can provide a list of executive services SBI can provide.

Ivan Miller agrees with Matt Ransom that SBI has and continues to provide strong back office services. Miller encouraged Ransom to reach out to past presidents. Miller stated that other chapters have very different staffing models. The Chapter is poised to grow with more money in the bank than historic levels. Miller suggests Board members participate in the survey and the study needs to be inclusive. Eklund stated that there needs to be a clear sense of what asking for if we move forward with a RFQ. Matt Ransom stated that Eklund's comments underscore the importance of the exploratory nature of the study.

Josh Peters suggested exploring APA National' model. National has officers who set policy and pay an Executive Director to implement the policy. The President position is very heavy lift, and it can be hard to find folks to run. If the Chapter had an Executive Director, that person can go out in field at the direction of the Board and provide additional programmatic planner support beyond basic functional tasks. Peters suggested asking other chapters how they are served by their management model and compare this to services offered by SBI. Nancy Eklund stated she would like to be involved in the feasibility study.



Ransom reviewed the financial projection, posted to Basecamp. From a financial standpoint, the Chapter has the option to keep existing services, reduce services, or add on to services. Esther Larsen asked if conference revenues will be down from previous years because sharing revenues with Oregon. Matt Ransom clarified that the Chapter can expect less revenue from the 2016 conference because it is a joint conference with APA Oregon. Larsen asked if giving a financial contribution to I-732 will affect unallocated cash balance. Matt Ransom asked if there had there been a budget request for a monetary donation to the initiative. Larsen clarified that no request has been made. The Chapter needs to decide what would be appropriate for the effort. This will be taken up at the June Board meeting.

Ransom asked Board members to review the stakeholder input questions and send feedback directly to him. Board members can expect a link to a Survey Monkey survey and can follow up with Ransom if anyone wishes to provide more input. Nancy Eklund stated that it is important to know what service SBI provides that we are not using.

Ivan Miller stated that this effort is the most important thing the Chapter is doing. Miller recommended involving the Board in the process, as much as possible, and encouraged Board members to share their feedback with Ransom. Paula Reeves stated that this is an ongoing discussion and no decisions are being made in haste. She looks forward to continued dialogue.

Discussion Item: Centralized Financial Management FAQ

Matt Ransom referred to the FAQ posted to Basecamp. The FAQ addresses how the Chapter provide bank account services to the sections, eliminating work and risk for sections. Ransom explained that this is not a mandate, but rather a service the Chapter is prepared to offer the sections. Josh Peters and several section presidents provided questions to Ransom and these questions are addressed in the FAQ. This service is available now if sections want it. Ransom opened the discussion to questions.

Esther Larsen asked what is in place to protect against potential losses. Matt Ransom stated that he cannot speak for what is in place at the section level. Ferdouse Oneza asked about the purchasing process. Ransom clarified that the sections would not have p-card or checks tied to the Chapter bank account. Purchases would be coordinating in advance with the Chapter office.

Stefanie Young thanked Ransom for the information. Young stated that the Puget Sound Section is interested in centralized financial management from a liability standpoint. The section currently makes large payment for events and conference and want to streamline this process for liability. Young will follow-up with Ransom after the next Puget Sound Section Board meeting.

Michele Reeder stated that with chapter management of finances, sections have the same level of authority without the headache of having to manage all aspects of the finances. Turnaround time for purchase approval can be day of, if needed, as long as SBI has the proper authorization from the section to make payment. Nancy Eklund expressed support for centralized financial management. Chris Comeau stated that the Northwest Section has minimal financial needs and a very small budget. Comeau is not opposed to centralized financial management, but would like more information before making a decision. Dave Anderson stated that the Inland Empire treasurer finds accepting money to be most difficult. It would be most useful if the Chapter can help sections accept credit card payments for conference registration. Matt Ransom stated that the Chapter and sections can route more events thru the MemberClick portal, an



online registration tool. Andrew Estep stated that the Chapter helped the Peninsula section process its last conference through MemberClick and it went well.

Discussion Item: Plan4Health Presentation

Liz Kaster, director of the Active Transportation Community of Interest (AT COI) thanks the Board for support of the Plan4Health grant. Plan4Health is federal funding to strengthen the connection between planning and public health. AT COI received 160,000, about 40% of their budget. The funding is a big step for the organization to grow its capacity. The AT COI is part of the Puyallup Watershed, a 10 year collective impact effort funded thru Russell Family Foundation, focused on Pierce County. AT COI is one of six coalitions with focus areas. AT COI works to increase access to safe, healthy and affordable active transportation options. There are three overarching strategies of the grant work – Build Community Capacity, Health, Equity and Active Transportation, and Policy, Systems, and Environmental Change.

Paula Reeves thanked Kaster for the presentation and asked if grant funding is on an annual cycle. Liz answered that an annual cycle is planned, but funding is not secured. Nancy Eklund asked if the AT COI has formalized relationships with local jurisdictions and non-profits. Kaster answered that numerous local jurisdictions and non-profits are members of the coalition.

Brief recess 2:51 p.m.

Reconvene 3:09 p.m.

Section Reports

Dave Andersen, Inland Empire Section President: The section continues to work with the EWU liaison program and student mentorship program with Idaho APA, and hosted faculty and student meet and greet. Upcoming section conference in June. Call for nominations out and putting together the program. Registration information will go out soon. The section had planned an awards program as a fundraiser for the scholarship fund, but the banquet has been cancelled due to minimal interest. The section will present awards at section conference and an EWU event. There will be turnover in the section Board with the upcoming elections. There is a joint service project scheduled for April.

Chris Comeau, Northwest Section President: The section has a full elected board and appointed positions have been filled. Recently sent out surveys to section membership to figure out what to work on and get the word out that the section is here to serve them. Hosting a special forum on stormwater issues, support from Commerce in April. Looking for common theme at forums to tie section geography together.

Stefanie Young, Puget Sound Section President: PLACES event to tour a recreational marijuana dispensary very successful. Upcoming Tacoma waterfront tour in April. Currently planning EPIC ½ day conference, tentative date of June 8, program focused on public participation and technology. The call for proposals will go out soon. The section is working with Matt Ransom on centralized finance management.

Nancy Eklund asked the section presidents to confirm that each section website has a PDO identified and the contact info is correct.



Officer Reports

Paula Reeves, President: Reeves announced that Karen Wolf has been inducted into the College of Fellows, FAICP. As outlined in the Strategic Plan, a group will be working to update the awards program to Great Places in WA, based off the APA National Great Places awards program. Great Places captures what planning is about. Reeves will convene a diversity initiative task force, another Strategic Plan priority. The task force will look at how the Chapter can support diversity, what the Chapter is doing now, and what the Chapter can do in future.

Ivan Miller, Past President: No report. Miller reminded Board members that his main focus is to serve as a resource.

Josh Peters, Vice President: Peters is leading the Section Chapter Integration committee which holds regularly scheduled conference calls. Oneza joined the most recent call to discuss continuing education needs and gaps in sections. Peninsula President Katrina Knutson is moving outside the section, and Peters is working with the Peninsula Section Board to appoint a new president, and address the vacant president elect position. Amanda Smeller, Southwest Section President, posted update on the 2016 joint conference to Basecamp. Peters encouraged Board members to get involved with the conference planning efforts.

Laura Benjamin, Secretary – No report.

Matt Ransom, Treasurer: Ransom reported that there is about \$200,000 in the bank. Sponsorship and job posting revenues are on track. Esther Larsen asked for clarification on Ransom's report, posted to Basecamp. Ransom clarified that the report shows account activity, expenses and revenues. The second attachment shows all accounts, regardless of activity.

Andrew Estep/Michele Reeder, Office – No report.

Committee Reports

Nikole Coleman-Porter, Communications: Coleman-Porter reminded Board members that they have signed up to prepare newsletter articles. The committee is available to support members with articles. Paula Reeves stated that board members should step up to help out with the newsletter. Coleman-Porter can send reminders to members to get article together. Several members expressed that a reminder would be helpful.

The April and May newsletter will be combined to work around the APA National conference. The deadline is April 15 with goal to publish April 25. Ivan Miller reminded the Board that the article schedule is included in the Communications Committee's written report. Miller further explained that some articles are time bound and some not. Articles that are not time bound can be added whenever the newsletter content is light. Oneza stated that continuing education information does not always sync with newsletter deadlines. Coleman-Porter will coordinate with Oneza on scheduling. Esther Larsen added that the legislative session didn't coincide with newsletter deadlines.

The committee is always working to increase the Chapter's social media presence. Coleman-Porter stated that trying to make social media presence statewide is very challenging. She asked that members send her information to share and to not make it Seattle centric.



CPAT/Bob Bengford, Patrick Lynch – Actively seeking projects, project in east Renton not quite ready, back to looking. Whatcom County potential project – sponsored by County, gateway initiative, multiple stakeholder WTA, Forest Service, similar to effort done with Aberdeen. Chris Comeau – project to work with east foothills chamber of commerce. Property for welcome center and park and ride. Bob- will follow-up with Amanda- question in written report. Calls from CA and IL chapters trying to start up CPAT programs. Reach out to AWC for other cities and towns with potential projects. Paula – upcoming call with FHCWA, may have potential community/project.

Continuing Education/Ferdouse Oneza – CE webcasts now available, links on education page. New links every month. Need to provide one webcast to be part of consortium. Spoke with Josh and section presidents to identify interest and gaps, want to continue discussion, can partner to develop opportunities. Reference table in written report. Need to ensure addressing entire chapter – geographic, topics needed for members. Steve – MRSC as partner. Nancy – need clarification on our role, often asked to promote events for other groups, specifically private for profit, what is our role as a non-profit. Andrew – norm is for non-profits to charge for promotion, can set-up policies for that. Ivan – policy now to charge \$50 for paid event and no charge for free events

Steve Butler, Kids in Planning: Butler reported that The Kids in Planning webpage update is coming soon. Recently held an event at Rainier Beach High School in Seattle,, and hoping to have at least one event in each section/region.

Steve Butler, Nominations Committee: The committee is looking for candidates and hopes sections and the Board can act as an avenue to cultivate leaders in the future. Butler thanked Paula Reeves, the Legislative Committee and all who contacted legislators to support MRSC funding.

Esther Larsen/Yorik Stevens-Wajda, Legislative Committee: Larsen referred to the committee's written report, posted to Basecamp, which includes links to completed reports. To date the committee has met 10 of the 14 goals outlined in the 2016 work plan. Larsen asked Board members to look at past LEADs and let the committee know if these email updates are helpful or not. Larsen stated that news moves fast and it can be hard to put legislative updates in the newsletter because of time lag.

The Legislative Committee held a meeting earlier today and discussed the Legislator of the Year award which has been done in past, but not in recent years. Sheri Appleton is chair of House Local Government, representative for the 23rd legislative district, and formerly a Poulsbo Councilmember. Appleton has been instrumental in potential GMA assessment and put a planner on that task force. The award will be presented at the joint conference. Appleton will be added to a session for time to speak.

Action: Award Sheri Appleton 2016 Legislator of the Year

Motion: Esther Larsen

Second: Chris Comeau

Vote: Approved by Board

Yorik Wajda-Stevens added that the GMA "big look" bill went to committee but did not move. If this effort does not move forward in the Legislature then Chapter may reach out to allied professional to develop a coalition to work with Rucklehaus to look at GMA independent of the Legislature. Wajda-Stevens asked the



Board to move forward with initial discussions. This project will eventually require funding from the Chapter. Paula Reeves requested a scope of work and range of cost. Reeves suggested taking action on this as an official agenda item in June. Ivan Miller stated that this might be good idea if the Chapter can build coalition. It will be a waste of time if just the Chapter. Oregon's big look was expensive, timely and ineffective. A strong coalition of partner sis needed to make any assessment worthwhile. Esther Larsen stated that here is still a chance that the Legislature may consult with Rucklehaus on a big look of GMA. Given these potential efforts, Larsen asked for additional members to assist the Legislative Committee this summer.

Nancy Eklund, Professional Development Officer: Eklund provided an update that AICP is changing its website and CM system. There will be a grace period to enter CMs through May 30. The AICP exam will be modified in 2017. 19 candidates attended AICP training session. Eklund needs to know the section PDOs and asked sections to coordinate with her is they put on events or conferences as this helps to streamline the process.

Katy Haima, Emerging Professional: Haima provided an overview of the recently revised position. The Youg Planners Group (YPG) is focused on the Puget Sound Section while Emerging Professionals works with young planners across the state and focuses on how to recruit and retain new members. Haima referenced the written report, posted to Basecamp, which includes a work plan with goals to recruit new planners, sustain memberships, meet the needs of new planners and how the Chapter benefit from increased involvement by new planners. Paula Reeves stated that other committees can benefit from Haima's work and suggested Haima coordinate with others, such as the Legislative Committee.

Nancy Eklund reminded members of the New Directions event at UW following this meeting, hosted by the UW Professionals Council. The speakers' panel starts at 5 p.m.

Adjourn 4:04 p.m.

Next meeting time and location TBD. Doodle Poll will be posted on Basecamp in April 2016 to begin the scheduling process.

Recorded 3-31-16 by Secretary Laura Benjamin

Approved by Board June 24, 2016 – Signed by Laura Benjamin, APA Washington Secretary

