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American Planning Association **Wisconsin Chapter**

Making Great Communities Happen



Spring-Summer 2016 Newsletter

In this issue . . .

- Feature Story: Plan4Health Grants in Wisconsin
By Lydia Statz, UWM, Student Editor
- *More Resources on Planning for Health*
- APA-WI Member Survey Results
- New Book by Steve Grabow on Placemaking
- Law Update by Brian Ohm: US Supreme Court to Hear Wisconsin Case
- Legislative Update: Legislative Council Committees
- Know Your Region IV Representatives to the APA and AICP Boards

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Plan4Health Grants

**By Lydia Statz, UWM
Student Editor**

APA-WI is proud to congratulate two Wisconsin communities—Dane County and Shawano County—that received grants under the APA’s Plan4Health program to help advance public health planning efforts. Thanks also to APA - Wisconsin President Linda Stoll for taking on some additional administrative tasks as the Chapter sponsor of these projects.

Dane County

In April 2015, a coalition led by the Madison-based Capital Area Regional Planning Commission received a \$130,000 grant to promote access to nutritious food and to increase physical activity in Dane County.

To increase access to nutritious local food, a portion of the grant funding was awarded to two local organizations located in “food deserts.” The USDA considers food deserts to be locations where poverty is high and access to affordable, healthy food is low. This includes rural areas that are more than 10 miles from a grocery store, or urban neighborhoods more than one mile from a grocery. These areas also have a poverty rate of 20 percent or greater or a median family income at or below 80 percent of the area median family income.

In Madison, the South Madison Farmers Market used grant funds to increase marketing that boosted sales and customers, as well as recruiting formerly incarcerated people to train as new urban farmers. Allied Community Cooperative applied funds to training and community engagement to form and grow a neighborhood-based food cooperative.

The grant team also has coordinated with three pilot communities -- Cross Plains, Fitchburg, and Madison’s Park Edge/Park Ridge neighborhood -- to find ways to increase walking, bicycling, and active transportation. These communities were selected based on need and existing

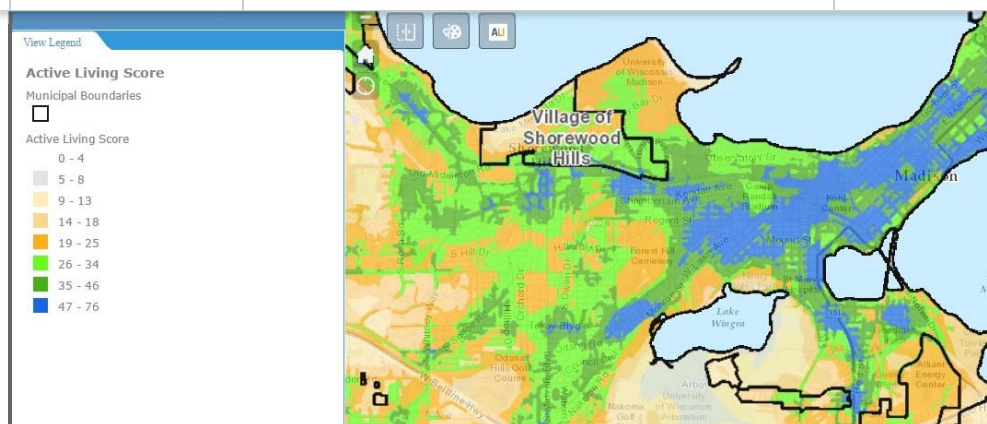


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work plans that centered around already existing projects, with the goal of connecting citizens and local agencies within the planning process around a central concept of developing active living places and healthy communities.

As an initial step, a measurement tool called the

Active Living Index maps current walking, biking and transit conditions throughout the region. The tool's goal is to help each community create a plan based on their own strengths and weaknesses in promoting physical activity through the built environment. The tool officially went live in April 2016 and can be found [here](#).



Cross Plains is a small village located west of the City of Middleton. Here, a local partnership led to the development of a project centered around safe routes to school for local children and development of future policies that will lead to a more walkable community.



Fitchburg is a rapidly growing small city south of Madison. Recently the city was awarded silver status from Bike Friendly Communities. The overarching goal in the city's plan updates is to maintain and enhance a comprehensive sidewalk, bike route, and trail path system (used for both recreation and exercise), and to link people from their homes to parks, and daily errands.

Park Edge/Park Ridge is a neighborhood on Madison's southwest side that serves as the grant's urban community pilot project. Current projects within the area include the reconstruction of McKenna Boulevard, repurposing of the old Griff's restaurant that will serve as a community employment center, and a potential pocket park on South Gammon Lane. Active Living Places will work to include

measures that increase walking and biking access within these projects.

Shawano County

At the same time, Shawano County received a \$130,000 grant through the program to help to improve access to local, fresh food by creating a team of planning and public health professionals to identify barriers to healthy diets.

The project will take a research-based approach to identifying components of the local food system that are either missing or insufficient. Stakeholders from Shawano and Menominee Counties, including the Tribal communities, will be invited to engage in the ten-month program.

"We have a thriving agricultural economy in Shawano County; however, at the same time almost half of the Shawano and all of Menominee County is considered a food desert," stated Christa Hoffman, County Planner, highlighting the necessity of the project.

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Plan4Health is a national, multi-year grant program that strengthens the connection between planning and public health. The program is implemented in partnership between the APA and American Public Health Association (APHA) and represents a major new collaboration between planners and public health professionals. Funding for Plan4Health was provided through an award from the Centers for Disease Control and Prevention (CDC).

Overall seventeen communities across the nation were selected for the second cohort of the Plan4Health program after a competitive review process, bringing the total number of coalition grantees to 35.

More information, and resources for those interested in the program, can be found [here](#). The website includes an excellent compilation of [funding](#) sources for planning for health.

More Resources on Planning for Health

HUD published an overview of health issues to consider in planning for affordable housing. The article, "Leveraging the Health-Housing Nexus," published in the Winter 2016 issue of Evidence Matters, describes the many ways that inadequate housing affects residents' health adversely and highlights opportunities to reduce health care costs by improving housing. <https://www.huduser.gov/portal/periodicals/em/winter16/highlight1.html>

The National Park Service in collaboration with the Centers for Disease Control has created a new tool to assist planners in incorporating public health considerations in the development and improvements of parks and trails. You can find the workbook at http://go.nps.gov/parkstrailshealth_workbook



APA-WI 2016 Member Survey: Summary Results

March 5, 2016

In the Winter-Spring 2016 issue of the APA - Wisconsin Chapter newsletter, we offered a sneak peak at the results of the member survey carried out this past Winter. The District Representatives have now had an opportunity to compile the results for distribution to our members.

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The [full report](#) with additional graphs of the results and the [compiled data](#), including comments, are available on our website.

About the Survey

The APA-WI Executive Board conducted an online survey of its members to solicit opinions and suggestions on the desired functions and activities of the chapter, with a focus on three core activities: Advocacy, Education, and Networking. The survey also sought feedback on Communication strategies and Chapter Structure topics. The Board intends to use the survey responses to help prioritize its activities over the next several years.

Methodology

The survey was conducted online via Survey Monkey. It was announced via email to all chapter members on Friday, January 15, with reminder emails on Monday, January 25. The survey was closed at the end of the day on Wednesday, January 27. Twenty-three percent of responses came in the day the survey was announced, another 23 percent on the following Monday, and 24 percent the day of the reminder.

Respondents

The survey was started 194 times, and finished by about 150 respondents – nearly every question garnered at least 152 responses. To put this into context, APA-WI has about 400 regular professional members, plus another 140 or so who are students, faculty, retired, lifetime or planning board members.

Approximately 58% of respondents were local government public employers, another 16% public employees with a regional or state agency, and 15% consultants. Geographically, respondents were predominantly from the Southeast (32%) and Southwest (31%) Districts, while 20% were from the Northeast District and 12% from the Northwest District. Eight percent weren't sure of their district.

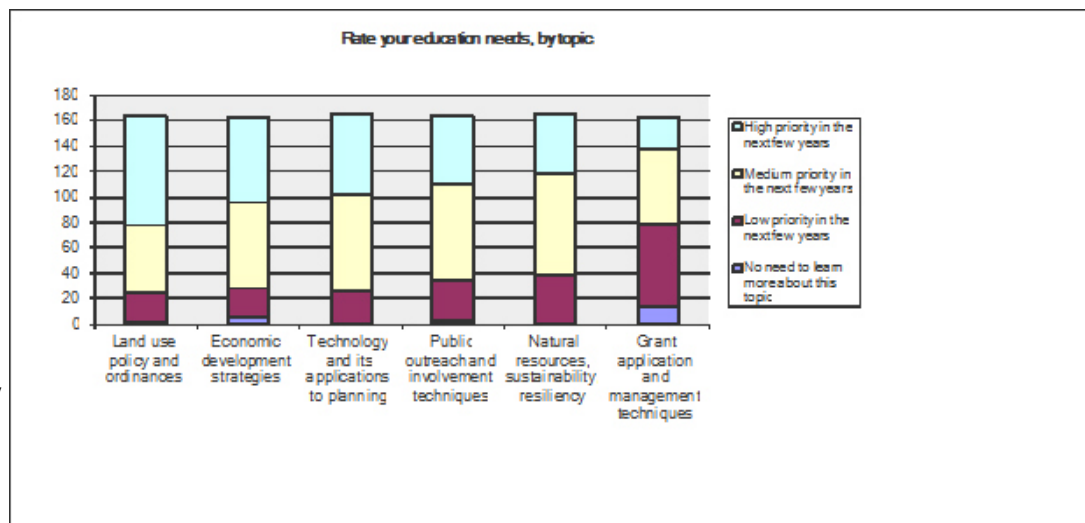
FINDINGS

Basic Priorities

We asked members to prioritize the core functions of Advocacy, Education and Networking, and found Education to be the most important function of the organization – 75% of respondents tagged it as “Very important to me”. By comparison, Advocacy and Networking were “Very Important” for 44% and 39% of respondents, respectively.

Education

We wanted to know which education topics are of greatest interest to our members. Respondents identified as their highest priority “Land Use Policy and Ordinances” (possibly reflecting a recognition of statutory changes under consideration by the legislature at the time). The lowest priority topic was “Grant Application and Management Techniques”.



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We also asked how people learn most effectively, and saw a clear preference for face-to-face training events, including “In-Person Presentation” and “Conferences”.

APA - WI Role in Education Public Officials

We asked questions about the planning knowledge of Plan Commissioners and elected officials, and we looked for differences by community type and size. We found, as expected, that the knowledge of officials in more urban communities was rated more highly than in more rural communities. Among respondents who have worked with Town plan commissioners, only 31% rated them at least “Somewhat well informed”, while for plan commissioners in cities and villages with more than 10,000 residents this number was 66%. When asked the same question about elected officials, the results were similar – 34% rated Town Board members at least “Somewhat well informed”, and 69% said the same about those in larger cities and villages.

Looking closely at the data we see that in towns and small cities and villages, elected officials are viewed as slightly more informed than plan commissioners, while in larger municipalities and counties it is the plan commissioners who rated as more informed than elected officials.

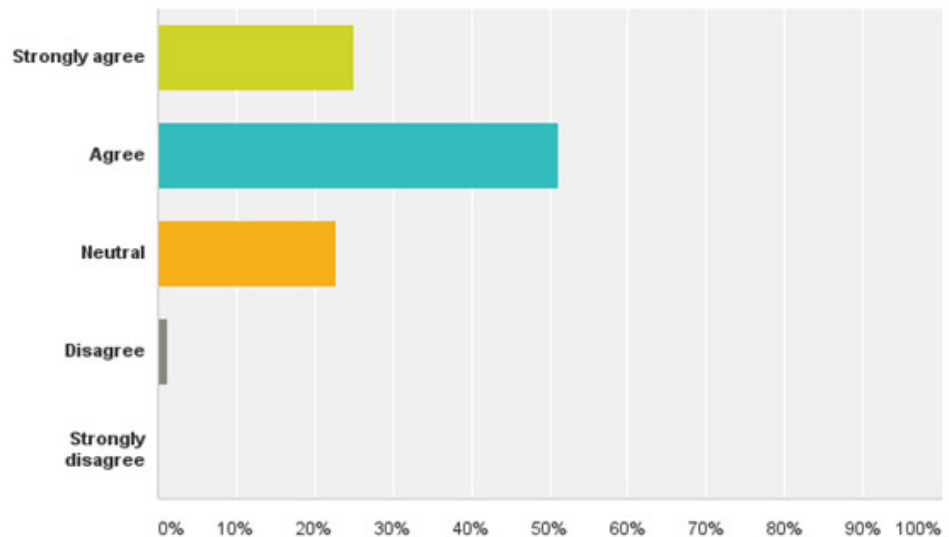
We also asked what APA-WI can or should be doing to help improve the planning knowledge of plan commissioners and elected

officials. Regarding plan commissioners, 87% of respondents either agreed or strongly agreed that we should be helping to promote plan commissioner training events around the state. Members were less enthusiastic but still generally supportive of ideas to add a column to the APA-WI newsletter geared toward plan commissioners (59% agree or strongly agree), or to encourage local governments to make all of their plan commissioners members of APA-WI through the chapter’s Organization Membership option (45% agree or strongly agree”).

Regarding elected officials, we simply asked if we should be doing more to help educate them. Seventy-six percent agreed or strongly agreed that we should. We asked for suggestions regarding how we can do this, and heard a variety of ideas. The most consistent threads were about training planners to inform their officials, and promoting/leveraging the work of other organizations, including the Towns Association, the Wisconsin League of Municipalities, UW-Extension and the Center for Land Use Education (CLUE).

Q7 Should the APA-WI Chapter be doing more to help educate ELECTED OFFICIALS?

Answered: 172 Skipped: 22

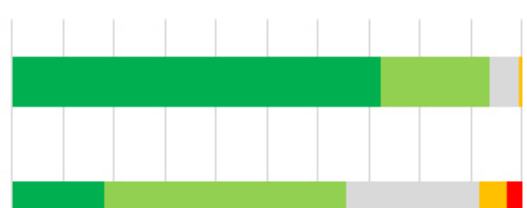


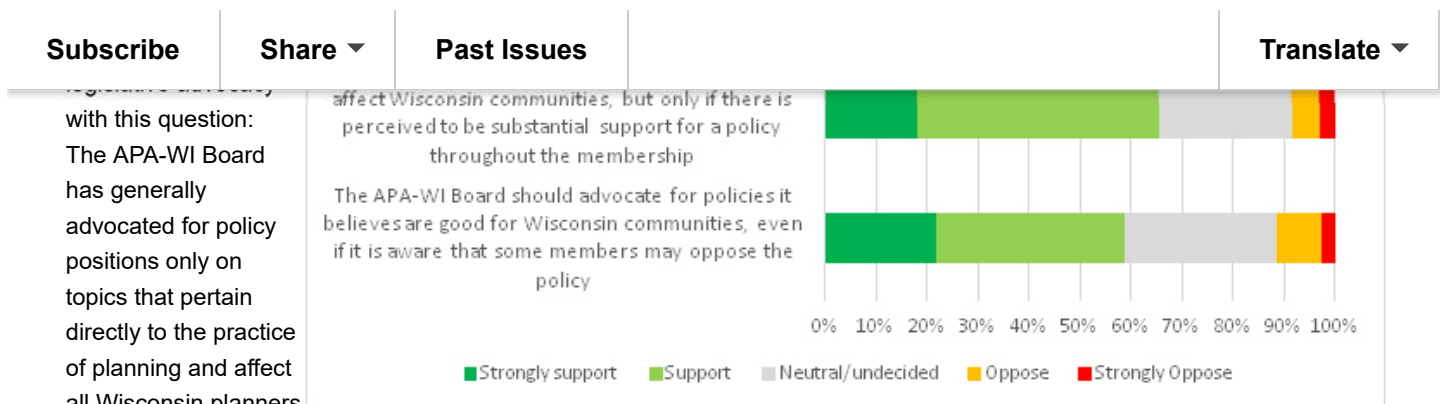
Advocacy

The survey addressed the topic of the chapter’s role in

The APA-WI Board should advocate for policies that directly affect the practice of planning in the state

The APA-WI Board should advocate for policies that affect Wisconsin communities, but only if there is





equally, such as laws that require planning or restrict what planners can do. The Board has refrained from taking positions on policies that affect communities in general, in part because those policies may affect urban and rural communities differently. The question asked respondents to indicate their support for different types of advocacy by the APA-WI Board.

As indicated by these result, members overwhelmingly endorse the APA-WI board continuing to advocate for policies that directly affect the practice of planning. Further, members are also generally supportive of advocacy for policies the APA-WI Board believes to be good for Wisconsin communities, not only when there is strong support for a position throughout the membership (66% support or strongly support), but also when the Board is aware that some members may oppose the policy (59% support or strongly support).

There are many ways to influence the legislative process, from contacting legislators directly to sharing viewpoints with the local paper and on social media. The survey presented a list of those methods and asked who should use each method – individual members, the APA-WI organization, both, or neither. For most of the suggested methods, “both” was the most popular response. The question asked about endorsing or helping with the funding of preferred legislative candidates, and members generally did not support these activities, either individually or by APA-WI. We also asked members if there is anything that restricts their ability to advocate for policies at the state level, and the answers reveal that some public-sector employees are either explicitly or effectively prohibited from such activities unless it is at the behest of elected leadership.

Having asked about member interest in additional advocacy efforts by APA-WI, we asked if members are willing to pay more dues to support such efforts. Nineteen percent “definitely” would pay more for more advocacy and another 56% “might” pay more. Comments on this question indicate that support depends on the positions taken by the chapter in issue advocacy.

Networking

The survey asked about the importance of statewide and regional events for getting to know other planners, and found that 48% view the statewide events as “very important” and 40% view the district events as “very important”. Less than 10% viewed either type as “not important”. When asked “What would you like APA-WI and/or District Representatives to do to facilitate your networking with other professional planners?”, members responded with a wide variety of comments and ideas, including appreciation for current activities and suggestions for events in locations outside the major metro areas. The comments reflect a desire/appreciation for both informational and purely social events.

Communications

Several questions about the chapter website reveal these findings:

- Most members visit the site about once per month (40%) or a few times per year (40%)
- The website content most frequently identified as “very important” includes “legal and legislative updates” (70%), “webinar and training opportunities” (62%) and “employment opportunities (52%).

Questions about the use of email for chapter communications revealed these takeaways:

- Email is the preferred method of communication, based on comments in this section.
- 45% prefer to receive about one email per week, while 46% are comfortable with emails on a daily basis, or as

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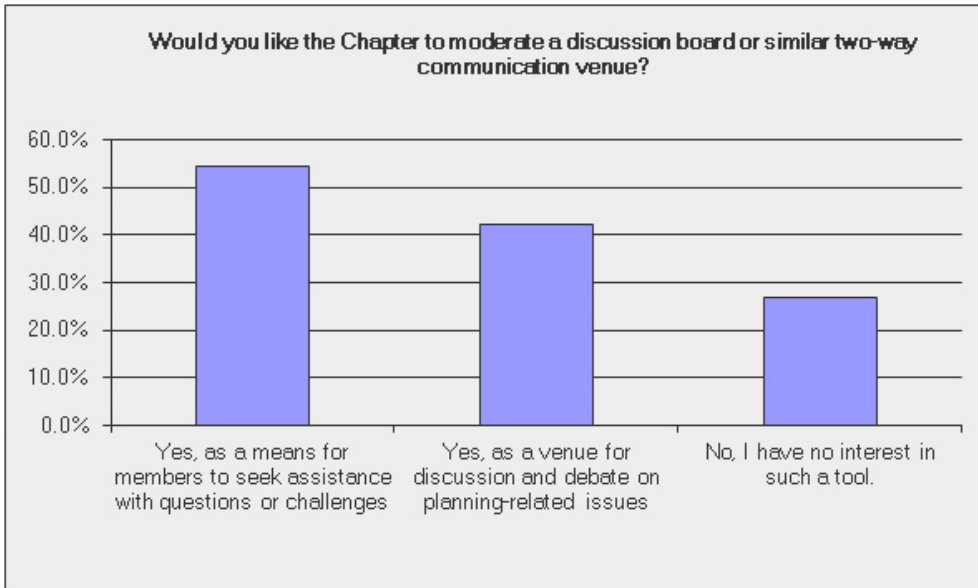
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- When considering email frequency by topic, the most common response, for every topic, was “whenever they come up”

The chapter doesn't really use social media right now, and the survey asked about member use of the most common platforms and the likelihood that members would see information posted on each platform. The responses tell us that 75% of members use LinkedIn, 64% use Facebook, and 27% use Twitter. If the chapter were to start using LinkedIn or Facebook for outreach, about 26% would likely see LinkedIn posts, and 29% would likely see Facebook posts.



We asked about members' interest in two new communications services not currently offered – a weekly email compilation of planning and development news from around the state, and a moderated discussion board. We found that over 80% see value in the weekly news compilation, and 73% have interest in the discussion board.

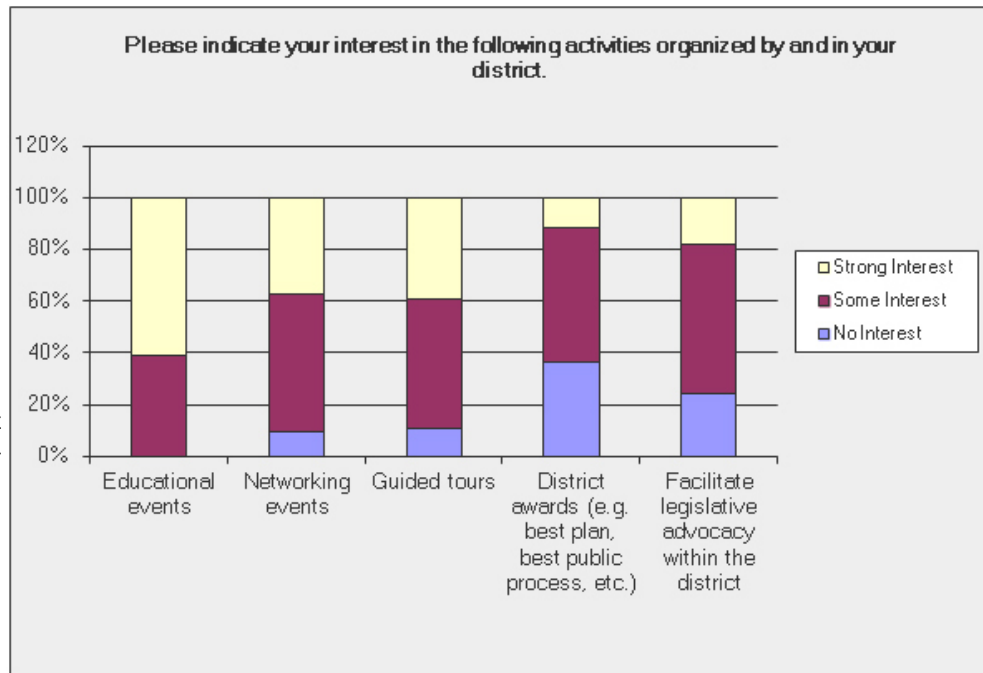
We asked about the willingness to pay more in dues to enhance communication services, and found that most members (59%) “might” be willing, while 19% answered “yes” and 22% “no”.

District Activities

As part of our continuing effort to foster district-level initiatives, the survey polled members about interest in various activities at the district level. Consistent with other survey findings, the strongest interest is in educational events – 60% have “strong interest” and another 39% have “some interest”. Support was weakest for District Awards, though over 60% indicated at least “some interest”.

A question about current participation in district events found that about 27%

participate “Whenever I can”, 36% participate “Sometimes, if it really interests me”, and another 36% participate “Rarely or Never”. Recognizing that travel distance can impede participation in district activities, we asked how far people are willing to travel for a district event. We found that about 31% will travel up to 30 minutes, 21% up to 45 minutes, and 25% up to an hour. Only about 20% would travel more than an hour, though the written comments confirm the assumption that willingness



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participation via conference call or webinar format instead of travel.



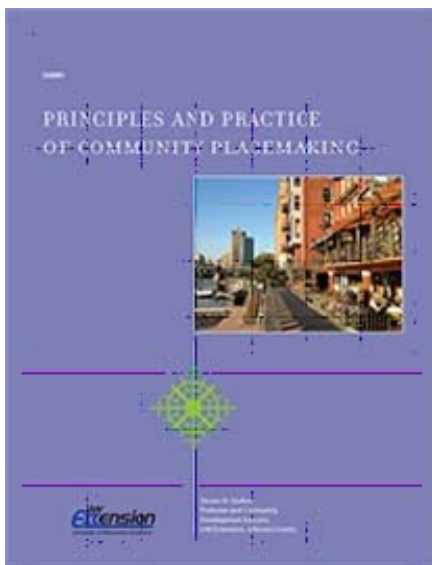
Steve Grabow Releases New Book



Help shape communities into better places

What gives a community its unique identity, sense of place and vitality? A bustling downtown filled with shops, housing and a mix of activities? Clear visual distinction between the country and the city? Ease of movement from one part of the community to another with inviting paths for walking or biking?

For years, experts have studied what goes into good community design. University of Wisconsin-Extension professor and community development educator Steve Grabow and his Extension colleagues, recognized the need for a tested, but user-friendly guide for learning about and applying these concepts in the community.



A new UW-Extension publication, ***Principles and Practice of Community Placemaking***, (G4083) is the result.

"We wanted to provide a basic understanding of key principles of community design and placemaking for local officials, planners, community development professionals and aspiring citizen planners. And we needed a menu of practical methods to use and apply the principles in practice," says Grabow, who is based in Jefferson County.

Placemaking is defined as: planning endeavors focused on spatial development, urban design, the public realm, streetscapes, infrastructure and community-based revitalization---all involving the general imaging and re-imaging of places.

Grabow says the publication was inspired by the book *Making Places Special* by former UW-Extension specialist Gene Bunnell. It covers 19 basic principles of community placemaking and includes numerous photos and examples of

successful placemaking efforts from Wisconsin and around the country.

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community learning, research, assessment and visioning.

The City of Fort Atkinson is using Grabow's publication as a guide to its six-month community placemaking initiative which is gaining widespread interest throughout the community. Previously, most all of Jefferson County's cities were briefed on the principles of community placemaking before they initiated their last round of comprehensive plan development. Placemaking principles have also been integrated into "First Impressions" community assessments---most recently a team of volunteers and city leaders from Lake Mills used Grabow's resources as part of their community assessment process. In addition to the publication, Grabow and members of the UW-Extension Community Vitality and Placemaking team conduct trainings, present at numerous professional conferences and directly assist community efforts.

In the foreword to the publication, Bunnell writes: "Of all the books about community planning and design that I've read over the years, I can't think of a single one that presents the principles of community placemaking as clearly, elegantly and persuasively as Steve Grabow's Principles and Practice of Community Placemaking."

You can download or purchase a copy of Principles and Practice of Community Placemaking from the UW-Extension Learning Store at <http://learningstore.uwex.edu/Principles-and-Practice-of-Community-Placemaking-P1786.aspx>

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Law Update

As June 11, 2016

By Brian W. Ohm, JD

**Dept. of Urban & Regional Planning
UW-Madison**

For questions or comments about these cases, please contact: bwohm@wisc.edu.

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Visit the [Law and Legislation](#) page on our website for cases reported since summer. Here is a quick summary of the issues addressed by the courts over the summer.

Cases reported in April and May

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US Supreme Court

Court to Review Wisconsin Takings Case

In January, the United States Supreme Court granted the petition to review the unpublished Wisconsin Court of Appeals decision in *Murr v. State of Wisconsin*. The Wisconsin Court of Appeals decided the case in December 2014 and the Wisconsin Supreme Court declined to review the case.

The question presented to the U.S. Supreme Court is, in a regulatory taking case, does the “parcel as a whole” concept as described in *Penn Central Transportation Company v. City of New York*, 438 U.S. 104, 130-31 (1978), establish a rule that two legally distinct, but commonly owned contiguous parcels, must be combined for takings analysis purposes?

The facts of the case were summarized in the February 2011 APA-WI case law update summarizing an earlier Wisconsin Court of Appeals decision in the case:

The Murrs’ parents purchased a lot on the St. Croix River in 1960 upon which they built a cabin. In 1963, they purchased an adjacent lot, which remained vacant. The Murrs subsequently transferred the lots to their children in 1994 and 1995.

Due to repeated flooding, the Murrs sought to reconstruct the cabin on higher ground by using fill. She initially planned to build in the same location. However, as suggested by the town planning commission, the Murrs ultimately requested to build further from the river to reduce the environmental impact. The lots, however, contain approximately .48 and .50 acres of net project area and do not comply with the standards in the Lower St. Croix Riverway Overlay District ordinance adopted by St. Croix County in the 1970s after the construction of the original cabin. The Murrs requested eight variances or special exception permits under St. Croix County’s Lower St. Croix Riverway Overlay District ordinance:

- (1) variance to sell or use two contiguous substandard lots in common ownership as separate building sites;
- (2) variance to reconstruct and expand a nonconforming structure outside its original footprint;
- (3) variance to fill, grade, and place a structure in the slope preservation zone;
- (4) special exception to fill and grade within forty feet of the slope preservation zone;
- (5) special exception to fill and grade more than 2000 square feet;
- (6) variance to construct retaining walls and stairs inside the ordinary high-water mark setback;
- (7) variance to reconstruct a patio within the ordinary high-water mark setback; and
- (8) variance to construct a deck within the ordinary high-water mark setback.

The St. Croix County Board of Adjustment denied all of the Murrs’ requests in a written decision. The Court of Appeals agreed with the Board finding that the request to relocate and rebuild the home in a new location was simply a matter of convenience since she could have flood proofed the current home in its existing footprint. The Court of Appeals relied on long-standing Wisconsin case law that personal inconvenience alone does not constitute the unnecessary hardship required to grant a variance.

The focus of the case accepted by the U.S. Supreme Court for review is the “Substandard Lots” provision of the County’s ordinance that limits their ability to sell one of the lots. The “Substandard Lots” provision states: “Adjacent substandard lots in common ownership may only be sold or developed as separate lots if each of the lots has at least one acre of net project area.” The Murrs contend that the relevant unit of analysis for determining a taking should be each individual parcel. In the unpublished 2014 decision accepted for review by the U.S. Supreme Court, the Wisconsin Court of Appeals interpreted the “parcel as a whole” rule to mean that a takings analysis must look at both lots owned by the Murrs to determine the impact of the ordinance on the Murrs. The Wisconsin Court of Appeals found that no taking had occurred. Similar substandard or nonconforming lot provisions are common in local zoning ordinances throughout Wisconsin and nationally. The outcome of the U.S. Supreme Court case could have significant impacts on how to analyze regulatory takings cases.

The American Planning Association invited the Wisconsin Chapter of the American Planning Association to join the APA’s friend of the court (amicus) brief in the case in support of St. Croix County. The APA-WI executive committee agreed to join

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Court's next term in October with a decision to follow several months later.

Wisconsin Court of Appeals:

AllEnergy Corp v. Trempeleau County Environment and Land Use Committee

The court's decision in this case of Denial of Conditional Use Permit Upheld Despite Applicant's Agreement to Comply with Conditions is reported in the [May 2016](#) case law update.

Case law updates are posted monthly, usually in the second half of the month, at the Chapter [Law and Legislation](#) page.

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Legislative News

APA - Wisconsin Legislation Tracking

Prepared by Deb Nemeth, 1000 Friends of Wisconsin
dnemeth@1kfriends.org

The legislative session has ended and the only expected legislative action will involve the work of the Legislative Council Joint Study Committees and the ongoing Wisconsin DOT Highway audit.

Legislative Council Joint Study Committees

One study committee that may be of interest to Wisconsin Planners is the Legislative Council Study Committee on the Preservation of Burial Sites. That committee will look into possible modifications to state law regarding burial sites for the next legislative session. This committee was formed as a result

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to the controversy surrounding legislation that was proposed to make it easier to destroy Indian burial mounds for development during the last legislative session.

More can be found here: http://lc.legis.wisconsin.gov/media/1314/april18_jlcmb_summary.pdf

Legislative Audit Committee audit of the Wisconsin Department of Transportation State Highway Program (http://legis.wisconsin.gov/lab/reports/15-Scope_DOT.pdf) This audit is expected to be completed later this year in time for consideration for recommendations for the 2017/2019 state budget.

Upcoming primary elections

Following are links to the lists of state legislative candidates for the August primary.

Assembly: https://ballotpedia.org/Wisconsin_State_Assembly_elections,_2016

Senate: https://ballotpedia.org/Wisconsin_State_Senate_elections,_2016



Know Your Region IV Representatives

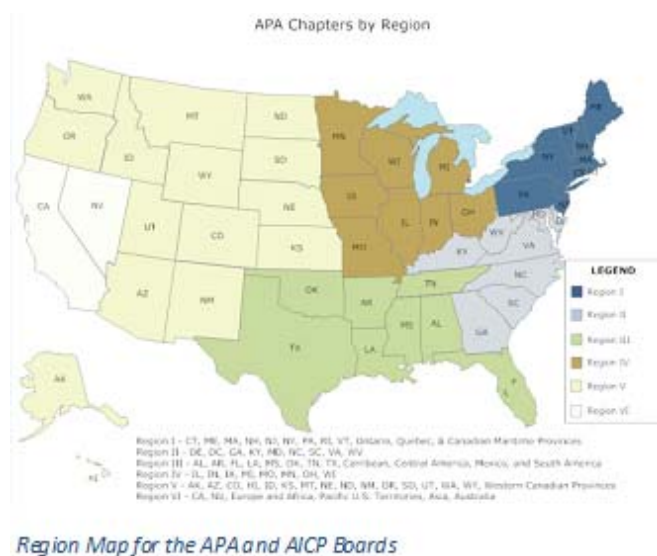
By Wendy Moeller, AICP
APA Region IV Director

Abridged version: [Read the full story online](#)

While some of you may be a chapter-only member, the vast majority of you gain your membership in the state chapter as part of your overall membership with the national APA organization. The question is have you ever wondered what goes on behind the curtains of that national organization? How does it function? How can you get involved? Who do I go to with questions,

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you can better interact with the organization.



The APA organization has two national level boards that help determine the policy and major directives, including the APA Board of Directors and the American Institute of Certified Planners (AICP) Commission. The AICP Commission is the eight-member board that oversees all things related to the certification process, Certification Maintenance (CM), certain community assistance programs, and related activities. The APA Board of Directors is a 13-member board (with three advisors) that oversees the broader organization including, but not limited to communications, educational opportunities, outreach programs, and resource provider for the membership. Each board has six regional representatives on each board. Region IV covers the eight states of Ohio, Indiana, Michigan, Illinois, Missouri, Iowa, Wisconsin, and Minnesota. Wendy Moeller and Ben Carlisle are the Region IV APA and AICP representatives. We are charged with ensuring solid communications between our respective boards and the membership.

So what does this all mean to you? For one, as regional representatives, we hope to be very accessible to the membership in much the same manner as a council ward representative might be on a community's city council. If you have any questions or thoughts on our organization, we ask that you feel free to contact either one of us. In some cases, we may forward your question or thought to an appropriate staff members who works on day-to-day operations for the boards. In other cases, it may be as simple as listening to your input to take back to the larger board when a related decision comes in front of us. In either case, we welcome your input on our great organization. If any of you have questions or thoughts related to APA or AICP, please free to contact Ben Carlisle or myself through the following means:

Region IV Representatives

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 Blue Ash, Ohio 45242
 Phone: 513-201-5183
 Cell (Phone or Text): 513-543-8651

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 AICP Region IV Commissioner
 Carlisle/Wortman Associates
 605 S. Main Street, Suite 1
 Ann Arbor, MI 48104
 Phone: 734-662-2200
 Cell (Phone or Text): 734-660-7742

E-mail: wmoeller@compasspointplanning.com

E-mail: bcarlisle@cwaplan.com

Wendy E. Moeller, AICP, is the principal/owner of Compass Point Planning in Cincinnati, Ohio and currently serves as the Region IV Director on the APA Board of Directors.

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