

2017 APA-WI Annual Report

Action efforts conducted in 2017 by the APA-WI Board of directors has been guided by the newly adopted national minimum chapter performance criteria. As a result of the board's work, the Wisconsin chapter fulfilled all of the required criteria and addressed 8 of the 12 elective requirements (a minimum of four is required). The following provides a summary of the yearly activities.

1. ORGANIZATION

a. **Meet with allied partners to develop opportunities for collaboration**

- Members of the board have made some initial contacts with allied organizations, but much remains to be done. The board plans to develop a detailed plan to expand this effort at its retreat meeting in February 2018.

b. **Meet with directors of graduate and undergraduate planning programs to increase involvement in chapter activities and identify ways to participate in and assist school programs.**

- The Board has increased its contacts with both the UW Milwaukee and UW Madison graduate planning programs. The annual state conference will be held on the UW Madison campus and members of the student planning chapter will be involved in the planning.
- Information from APA is now available to share with schools regarding the new free student membership program. Potential undergraduate programs at state schools have been identified and a detailed outreach program will be developed to share this information. The planning program at UW Oshkosh has been discontinued.

2. MEMBERSHIP

The following actions were completed this year:

- a. See attached copy of final 2017 membership report.
- b. Provided APA National with a specialized APA-WI Member List to send out ballots for 2017 annual voting.
- c. Finalized a Membership Plan.
- d. Drafted a Student Member and New Member flyer for review and plan to implement in 2018.
- e. Managed folders on APA-WI Google Drive site and posted all Membership documents to Membership folder for Board access.
- f. Compiling a database of planner email addresses.
- g. Continued searching payment alternatives and plugin ideas for APA-WI website to improve state-only membership signup.
- h. Analyzed current website for updates.
- i. Posted draft of document outlining how to merge APA-WI District email lists on APA-WI Google Drive site.
- j. Promptly responded to the needs of several members over the course of the year regarding membership issues.

3. PROFESSIONAL DEVELOPMENT

a. **Mentoring planners who are preparing to take the AICP written examination by providing information and materials regarding AICP membership, and by the conduct of one or more professional development workshops annually.**

- The chapter Professional Development Officer (PDO) responded to inquiries about taking the exam.
- The PDO solicited interest in an AICP exam information and review session.
- The website directed prospective exam takers to the online resources on the APA – Wisconsin website, including the review APA-WI AICP review powerpoint with audio and Q&A from the 2015 presentation.

- b. Promote participation in continuing education programs by planners, [including the Certification Maintenance Program (CM) for AICP members], and prepare an annual education plan.
 - The PDO and the Certification Maintenance Officer (CMO) forwarded information to the member listserv about AICP CM programs offered by the Wisconsin Chapter and other partners and providers, especially webinars and free programming carrying AICP credits.
 - Participated on the program committee for the Wisconsin Economic Development Association's "Governor's Conference" on economic development on the theme "Creating Communities of Content". Solicited speakers for sessions with a planning theme, including "Placemaking & Design Charrettes - Tools for Creating Community Content".
 - The chapter held a two-day conference in Milwaukee on October 26-27, 2017, with the theme of "Getting There Together: Bridging the Divide," addressing divides of many types that affect planning and communities—rural/urban; race and ethnicity; economic; ideological; etc. The conference was well-attended, offering at least 13 hours of continuing education programming.
 - Participated in the APA chapter consortium, the "Planning Webcast Series," offering webinars carrying AICP CM credits. In 2017, Wisconsin's participation included offering a webinar on "Bicycling Innovations for Small Towns and Rural Communities".
- c. Assure liaison between the Board of Directors and the Universities with accredited planning degree programs in the State of Wisconsin.
 - Nancy Frank, the chapter VP for Professional Development, was chair of the urban planning program at the University of Wisconsin – Milwaukee during 2017.
 - Southwest District Representative Jason Valerius maintained liaison with the planning and landscape architecture program at the University of Wisconsin – Madison.
- d. Inform members of the Chapter about the APA Ethical Principles in Planning.
 - Information about the APA Ethical Principles was included in the ethics presentation at the annual conference.
 - A newsletter article included information relevant to ethical planning: Winter-Spring 2017, fair housing article.
- e. Assist in interpreting the APA Ethical Principles in Planning for Chapter members.
 - The ethics session at the annual conference engaged participants in thinking through and interpreting the application of ethical principles using the AICP code of ethics.
- f. Encourage attendance of APA-WI members at the APA National Conference
 - The chapter newsletter, website, and listserv distributed information about the national conference.
 - The chapter sponsored an informal Chapter reception at National APA conference in New York City.
- g. Planning Officials Education - Provide education to local officials involved in planning and land use decision-making.
 - Held 11 workshops throughout the state attended by approximately 500 local officials. Training focused on the roles and responsibilities of local plan commissions, zoning boards, and other land use decision-makers. Topics included comprehensive planning, zoning, subdivision regulations, open meetings, public participation, ethics and impartial-decision-making.
- h. Work with partner organizations to develop, strengthen and promote training for local officials
 - Developed new online training site and resource materials for local officials. Site provides an overview of the roles and responsibilities of local planning and zoning officials as well as relevant laws, tools and procedures. Work is ongoing to develop, refine and test the site. <http://fyi.uwex.edu/landusetraining/>

4. CHAPTER AFFAIRS

Accomplished

- Implemented revised legislative advocacy process to increase Legislative Committee & member responses to planning-related legislation
- Sent frequent updates & action alerts to members in response to planning-related Bills, Acts, & Rules
- Provided regular updates relating to state and federal budget proposals
- Prepared/presented annual Legislative Update at annual conference in Milwaukee

Not Quite Accomplished:

- Evaluate current contract with 1000 Friends for legislative updates & adjust if needed - Work in Progress
- Unable to attend 2017 APA Policy & Advocacy Conference in Washington, D.C. due to other commitments
- Explored feasibility of hosting a "2018 Planners Day at the Capitol" - Work in Progress

5. AWARDS

- Conduct an annual Chapter awards program** – Annual awards program presented at the annual state conference.
- Enhance a “Great Places” program with submittals from each district.** – While we did not secure submittals from each district, we did award a Great Places designation in two districts in 2017. Further, at the state annual conference we used the awards luncheon platform during the Great Places presentation in order to engage with planners from all four districts through a social media competition.

6. DISTRICTS

a. Southwest District

1. Improve communication with and utilization of the District Committee

- This did not happen in 2017; the SW District Committee was not utilized and is defunct. However, we have had one active “assistant” to the District Rep - Mark Opitz, Planner with the City of Middleton, assisted with the scheduling and hosting of several happy hour events,

2. Host at least one educational event in Madison

- On March 6 I hosted a Discussion Luncheon at Union South in Madison. The topic was *Engaging Hispanic Residents in Community Planning Processes*. 35 people attended.

3. Host at least four social events

Mark Opitz and/or Jason Valerius hosted the following three social events:

- May 10, including a tour of the new AC Hotel
- August 24, meet and greet at the Great Dane with DPLA Chair Ken Genskow
- October 5, including a tour of the Middleton Center development

4. Maintain periodic communications with District members on various topics

- I shared many communications with district members related to District events, local planning-related activities of interest to members, pending legislation, etc.

Other Activities:

- Assisted with planning for the 2017 Annual Conference in Milwaukee
- Participated in discussion and position statements about pending legislation with the other District Reps and the Vice President of Chapter Affairs

b. Northeast District

Members of the district met on the following occasions:

- January 13, Neenah, Topics: Wetland codes, wetland delineations and wetland mitigation.
- March 10, Ashwaubenon, Management Topics: Party houses and short term rentals, Premier Economic Development District
- June 26, SEH, Appleton, Topics: Pending budget/legislation update with Curt Wytinski and Legal update with Brian Ohm.

- July 14, Green Bay, Management Topics: Downtown Green Bay redevelopment projects, Oshkosh Arena project.
- September 8, Manitowoc, Management Topics: WEDC Redevelopment funding, Manitowoc redevelopment projects, demolition codes.
- September 18, Wautoma, Topics: Rural development, sharing economy, vacation rentals.
- December 5, Appleton, Management Topic: Fox Cities Exhibition Center project financing and tour.
- December 20, Hinterland, Title Town District, end of year review and community updates.

d. Northwest District

- Initiated what is intended to be a more regular communication with District members.
- Began a process of building a District Committee, or more formal network of coordinating District contact and feedback.

7. Student Chapters

a. Milwaukee Student Planning Association

- Our program sent five MUP students to the APA conference in New York.
- We expect to send six to nine students to the upcoming conference in New Orleans
- Seven students and one adjunct professor took part in a Habitat for Humanity Work Day in late August.
- This is expected to be an on-going commitment between the MSPA—and the UW-Milwaukee MUP program at-large—and Habitat. A work day is scheduled for this upcoming February.
- Five students partook in a bicycle tour of Chicago's greater-downtown area and the Pilsen neighborhood on the near-southside. This was in conjunction with a critical mass bike ride scheduled for that day
- As enrollment increased in our program from 2016 to 2017, membership in MSPA has grown. Current membership is at 17 MUP students.
- Over the summer faculty and students enjoyed a Brewers Game hosted by the Alumni Association.
- MSPA leadership intends to organize a trip to Madison in the Spring to survey urban planning practices, including development near the capitol and eastside, bicycle infrastructure, and pedestrian orientation around the capitol and UW campus.

b. UW-Madison Wisconsin Student Planning Association (W.S.P.A.)

- The beginning of the fall 2017-2018 school year, a new initiative was started to register new students for their free APA membership.
- There are currently 13 active members in WSPA. October 2017, 10 students went apple picking for local food banks in Madison; a total of 1,734lbs of apples were picked.
- In the spring of 2017, a workshop was held for 1st-year students looking for internships. 2nd-year students led the workshop and provided tips and suggestions on internship applications, interviews, and resumes. The event was well attended and will be held again in 2018.
- Each year a spring trip is planned for students to visit other cities and examine different planning principles and practices. In 2017 students attended a trip to Milwaukee and in February 2018, students will be taking a trip to Chicago.
- 7 Students attended the 2017 Wisconsin A.P.A. Conference in Milwaukee.
- A group of students will also be traveling to the 2018 A.P.A. National Conference in New Orleans this March.

8. Communications - Goal: To communicate with Chapter members and non-member constituencies in promoting effective planning in Wisconsin.

- a. Maintain the Chapter website

- The year began with a meltdown of the APA-Wisconsin website. During January and early February, the chapter switched to a different hosting service and rebuilt the website using the Wordpress platform.
 - The website receives over 4500 monthly visits. The Employment Center/Find a Job page is the most active, with almost 900 visits per month. The Requests for Proposals page accounts for an additional 200 visits per month. The conferences page averages over 90 visits per month.
 - During 2017, the webmaster has monitored the progress and plans of APA to provide a standardized web platform for all chapters. The chapter will be transitioning to the new web platform in early 2018.
- b. Explore, develop and implement a social media plan
- The chapter promoted its social media platforms, Facebook and Twitter, on its webpage and in its newsletter. At the annual conference, the chapter encouraged attendees to like the Twitter posts about Great Places in Wisconsin by creating a competition for the fastest sharing.
 - The Chapter Facebook page featured over 80 posts. The average daily reach for the year was 86, up from 26 in the previous year. Followers increased from 308 on January 1, 2017 to 408 on December 31, 2017. The chapter Facebook page experienced a dramatic spike in activity in early November when the Great Places in Wisconsin videos were posted (reach = 2457), UW – Milwaukee’s GIS Day was announced (reach = 1164), and a program hosted by Revitalize Milwaukee was announced (reach = 1384).
 - The Chapter’s Twitter platform is less robust, but it grew in activity over the year. In September 2017, the Chapter tweeted 22 times, with 2100 impressions, averaging 70 impressions per day. In November, when the Facebook activity spiked, Twitter did not respond similarly, even though it tweeted the Facebook posts. During the first eight months of 2017, the chapter did not Tweet regularly. In September, the chapter posted 22 tweets with over 2000 impressions, in October, we had 10 tweets with almost 1700 impressions, in November, we had 9 tweets with over 1000 impressions, and in December 7 tweets with over 1000 impressions. Twitter “impressions” are “the delivery of a post or tweet to an account’s *Twitter* stream” (<https://www.hashtags.org/featured/understanding-twitter-impressions-why-are-they-important/>)
- c. Electronically publish 4 newsletters annually identifying evolving planning trends for articles in the Newsletter and encouraging the reporting of planning successes in Wisconsin.
- The chapter published 4 issues of the newsletter. The newsletter is distributed by email to members using the Mailchimp platform. In addition, a weblink to the online newsletter and printable pdf of the newsletter are available on the chapter website under Resources/Newsletter. Feature articles about Wisconsin planning in 2017 included:
 - Fair Housing Lawsuit Settled (Waukesha County)
 - Chapter Receives Grant to Advance Healthy Communities (East Central Regional Planning Commission and other partners)
 - New Megatrends: Transportation Report Released (UW – Stevens Point Center for Land Use Education)
 - Planners and Lead in Drinking Water (statewide)
 - Chapter Awards Announced
 - Lawrence Witzling: APA Pioneer Award
 - Brownfields Innovations (Washington County’s award winning brownfields redevelopment program; new law enacted, Act 70 2017)
- d. Maintain the membership listserv.
- The chapter listserv had been implemented through the web hosting platform that was discontinued in January after the website crashed. The chapter transitioned to relying on the

listserv platform available through the University of Wisconsin – Milwaukee, apa-wisconsin@uwm.edu.

- e. Monitor APA brand identity consistency in all communications. Not implemented.
- f. Prepare an annual APA-WI Chapter Report describing the activities of the organization. The report was completed.

9. FUNDING

a. **Review all funding sources for the chapter and create a plan to increase chapter income.**

The APA-WI Board of Directors discussed various funding sources for the chapter and felt that major effort in “friend-building was needed to increase sponsorship of our activities. This would be place in the Action Plan for 2018. Considerable effort needs to be placed on membership recruitment to increase revenue. An action plan item will be developed at the January 2018 planning meeting.

b. **Discuss APA’s request for percentage-based dues**

The Board reviewed the material sent to the Chapter by APA on the need to convert to percentage-based dues. After much discussion as well as review of the chapter Bylaws, the Board voted to approve the transition and selected 20% of national dues as the number appropriate for the chapter dues. This most closely reflected the decision to raise chapter-only membership to \$50. The Board acknowledged the need to increase revenue while not placing undo burden on the members. This was the first increase in dues in ten years. This decision will be implemented in 2018.

10. ADMINISTRATION

The following actions were taken by the APA-WI Board of Directors as outlined in the 2017 Action Plan:

- a. APA-WI created an Action Plan at its January retreat and this document was placed on the website.
- b. The 2017 Annual Meeting was held in conjunction with the fall chapter conference.
- c. A 2017 Annual Report of Activities is completed and will be posted on the chapter website by the end of January 2018.
- d. A list of reports due to APA was shared with all board members. A reminder was sent in January 2018 to anyone responsible for a report. APA-WI is in full compliance with
- e. Send all required documents to APA -- Treasurer provided all financial reporting as required for the Plan4Health grants, Chapter quarterly financial reports and Chapter tax filing.
- f. Present year-to-date financial reports at board meetings -- Treasurer provided present year to date financial reports at Board Meetings. Treasurer coordinated with accountants for 2016 tax filing.
- g. Develop an annual budget and end of year financial report and post on the website -- President and Treasurer developed a draft budget for Board review, which was adopted. A new budget process with streamlined process was successfully implemented.
- h. Create financial policies for the chapter - Policies have been drafted, with a final approval anticipated within first quarter of 2018.
- i. Transition to on-line bookkeeping. As 2017 completed the Plan4Health Grants and the associated accounting, the QuickBooks system was continued. Online bookkeeping will be transitioned in 2018.
- j. We continue to work on building the Google Doc site for storage of APA-WI documents.
- k. Meeting minutes for board meetings, online discussions and the annual meeting have been completed, shared with board members and placed in Google Docs.
- l. Discussion was held on how to handle chapter information inquiries. APA has a policy on sharing member information that we need to follow. We also discussed what we would be comfortable doing to aid student and professor research and agreed that if the research benefited the advancement of planning, we would send information request out to members using the listserv. We would also share notices of upcoming events offered by allied professions that would benefit planners.
- m. We are in the process of developing operations information/guidelines/policies for all board positions. This is still a work in progress.

- n. Our discussion on the effectiveness of the district alignment was framed by our goal of delivering quality service to our members. It is still uncertain if our challenges are the result of the actual boundaries or whether improved activities within the existing districts would result in us achieving our service goals. This discussion will continue at the January 2018 board retreat.
- o. The Immediate Past President will be in charge of the annual election process. A committee will be formed early in 2018 to implement the APA requirements.