



## **APA-WI 2019 Quarterly Meeting Minutes**

**Friday, June 7, 2019, 9:30 AM**

**MSA, 1702 Pankratz St., Madison**

**Remote access: Skype, or (608) 355-8999; ID: 231294**

1. Roll Call: The meeting was called to order at 9:38am. In attendance were: Allen Davis, Nancy Frank, Linda Stoll, Josh Clements, Ben Zellers, George Dearborn, Jason Valerius, Deb Nemeth, Kristan Sanchez, Sandy Scherer, Rebecca Roberts, Hannah Mulroy, and Karen Sands. Karen Sands was recording, and Hannah Mulroy will assume the secretary roll by finalizing minutes and recording at future meetings.
2. Approval of the agenda: Approved. One comment was made re: the addition of item 13/b.
3. Approval of the Minutes of the March 15 meeting\*: Karen should add Sandy's name re: #18 on last page. The membership document was under budget and not membership on the Google drive. No further changes were requested. Motion to approve was made by Linda and seconded by Sandy. All voted to approve the minutes as revised, and the motion carried.
4. Treasurer's Report and Approval\*
  - a. Report of year-to-date income and expenses:
    - i. George is working on the format. There were several income sources (including checks totaling \$1,400 from firms that could be communications advertising; this needs to be reassigned to the correct budget category), and the more major expenses were with UW and UWM. A lingering question from the last meeting is why the year-ending 2018 and year-beginning 2019 figures were \$40K different. George determined this was due to a grant; grant tracking has traditionally been difficult in the chapter's accounting software. There was also a lot of activity on 12/31/18 and 1/1/19, including a grant payment (Linda says this is an issue that may have previously been misclassified in QuickBooks). Moving forward, the dollar value on Jan 1 of any given year needs to be the same as the dollar value on Dec 31 of the prior year. George will add a note to this effect on the Treasurer's reports. A motion was made by Karen and seconded by Allen. All voted to approve the treasurer's report, and the motion carried.
    - ii. Allen contacted the Community Foundation: 1 month later the Community Foundation responded that Gary Petersen needed to grant permission for Allen to receive information. Gary

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has been off the board for *several years*. As a result, Jason will talk to the Community Foundation. This is an opportunity for process improvement: when the bank is sent a new board member roster, that roster should also be sent to the Community Foundation.

## Reports

5. Advocacy – VP Policy and Advocacy:
  - a. Update: Drew reported several items. Four legislative updates have been provided to members since the last meeting (most were budget-related). He tried working with APA Policy and Advocacy staff to support a repeal of the eminent domain prohibition. Only eight members participated in this, unfortunately, but he'll keep trying. His last update was about a wireless facilities bill that mimics FCC regulations; APA is also tracking this. The WI bill is relatively decent compared to other states' bills. WI's bill restores local ability to regulate setbacks for cell phone towers anywhere single-family use is a permitted use, and APA-WI had a direct impact on making that positive addition. He's working with George on getting the Planner's Day bill paid.
  
6. Education/networking – VP Professional Development
  - a. Continuing Maintenance Credits: No discussion. Later: Nancy says the partnership with WEDA is working very well.
  - b. Planning Official Development Officer (PODO): A workshop is planned in Whitewater, and there's interest in 4-5 additional communities that may result in additional workshops.
  - c. District activities:
    1. Allen (NE): He held his first meeting with the Oneidas, and the meeting was very well received. There were 10 APA and 4 tribal planners in attendance. There may be a meeting in Menomonie in the future. There will be a NE meeting next week re: historic tax credits, opportunity zones, and tax increment financing. Ten people are signed up to attend.
    2. Ben (NW): An event at the Madison municipal building included a tour of the recently remodeled 1920s building (about 10 people attended); Sun Prairie expressed interest in disaster recovery session (mid-July?). He's also reached out to Fitchburg for a future event. Late summer, there could be an art event perhaps at Monroe St/Madison. The public engagement for Latinos lunchtime was well attended, but another lunchtime activity re: equity didn't have many attendees. Evening events tend to draw more people.
    3. Jeff and Maria are not in attendance to report.
  - d. Student activities: No feedback was provided from either Madison or Milwaukee student representatives. Milwaukee has designated a student rep; the Madison rep is unknown for the fall.
  - e. Outreach to Undergrad faculty (N. Frank, per Action Plan 2.f) Nancy has not had the opportunity to reach out to undergrad faculty.
  - f. Conference Coordinator



- i. 2019 Conference (speakers, tours, reception): 3 of the plenaries are now settled (APA president/Kurt Christiansen, Kevin Klinkenberg and a panel of planners). He hasn't heard from people who are hosting the reception with an award ceremony at the new Pablo Center (not at Lismore Hotel where the conference is being held); we are expecting far too much lead time. If the Pablo falls through, then the Lismore is on hold as a backup. A UW-Eau Claire art participation project may be included. Tours are all set up; costs are being determined. Things are coming together very well. Wednesday afternoon workshops are primarily in place, working with Great Plains institute there will be a law workshop and ULI workshop (concurrently). The Small Town and Rural Planning division is supporting this. Other tracks besides this include: transportation, rural/urban, housing, and equitable and healthy communities. Mandela Barnes doesn't schedule this far out in advance, so his participation is unknown.
    - ii. 2020 Conference (location): Debra reported that the KI Center (hotel conference center) will be the host, and that they're extremely helpful. Kristan reported that there are other options (she received four proposals), but that none approach the quality of the KI and that – while technically the most expensive – the venues were only dollars apart per person.
- 7. Awards – VP Awards
  - a. Update: Kristan reported that award notices have gone out and that they were staggered over the spring/summer. She added a category for economic development to the awards program this year. She also smoothed out the scoring mechanism for the jury to align more closely with APA national criteria. Eileen Kelly will be honored as a retiree; Jason sent Kristan a note about her. Kristan says it would be nice to reach out to retirees who will retire between now and the next conference (she included this on the form for clarity).
  - b. 10-year review of award winners (J. Valerius, per Action Plan 5.d): Student assistance is desired in evaluating prior winners. Jason will reply to this request.
- 8. Membership – VP Membership
  - a. Membership Report\*: Sandy reported that latest info is from April. There was a drop in membership, and the drop is larger than usual. Student numbers remain up. Linda says the key is to look at the *active* membership. Karen suggested multi-month rolling averages to smooth out the data and avoid data blips that might otherwise be concerning. There are no issues with state-only memberships.
  - b. Member survey: Sandy reported that she sent out emails to the membership survey committee (district reps). She's awaiting most comments. Her intended schedule: Sandy will bring it to the board post August 1. Jason asked the board if we should try to do this before the conference so it may be reported out as part of

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the annual meeting. The general consensus was that this would be a good idea. Allen: Kewanee created a new planner position, and it has been years since that's occurred!

9. Communications – Chair
  - a. Communications Strategy Update: Nancy reported that the Communications Committee met last week. They'd like to get some general agreement about what goes out on the listserv and website. This will be discussed during the action session of the meeting. Jason asked if anyone would take this as an additional commitment, and no one was willing to take this on. Alternatively, we can talk at a future meeting about making some forward progress.
  - b. Flyer describing value of APA-WI (B. Zellers, per Action Plan 8.b) Ben reported that no forward progress has been made. He'll move forward with this soon.
  
10. Secretary
  - a. Transition Update: Hannah and Karen talked on the phone and have a plan for this meeting's minutes. Having an operations manual as a guideline would be a good. Karen agreed to be available for questions and is thankful that Hannah can take this over. In the future, it's would be ideal to have minutes posted within two weeks of the meeting (rather than "just in time"); that's important to routine functioning.
  
11. Past President
  - a. 2019 Elections: All materials have been sent to APA for the elections; ballots will be available July 15, 2019, and a notice will be sent. Voting closes Aug 15 (with two email reminders in between to those who have not voted). Results will available from APA national by the end of Aug, and results will be sent to chapters in early September. There will be a fall policy conference for new leadership. All positions have a least one person on the ballot. Membership has three people named on the ballot! Also up for election are reps for SW and NE; President Elect, and VP for Membership. Election information is up on the chapter website. Re: process, past president initiates a committee. This year, Linda reached out to several people, affirmed that the slate was appropriate, and learned that consensus was that the process worked well. At the fall meeting in D.C., there was discussion re: the way the election emails come out. APA staff heard the concern, and Jason is optimistic that ballots are more directly related to APA (rather than generic).
  
12. President
  - a. CPC activities: Jason reported that at the conference in S.F. there were meetings re: chapter administrative support. Case studies were presented, and APA is exploring offering a menu of services. Another session highlighted officer transitions, which turned into a recruitment discussion. The chapter president's council is



- gathering best practices about this now. Example: operations manual (see prior discussion).
- b. Coordination with other organizations - Spring Roundtable? Leadership of statewide organizations was discussed, and a general approach to move forward with this concept between now and the next meeting will be developed. This could be a late-in-the-year event.
  - c. Outreach Initiative: There are ongoing discussions with organizations that employ planners. Josh had two of those on his list. No one else offered that they'd undertake these discussions.
  - d. Equity and Diversity Initiative: A meeting was held, and this topic is transitioning from open-ended discussion/input to drafting a strategy. Jason has been emphasizing actions that APA-WI can take to advance the topics that are being discussed. A draft of this will go to the APA-WI board at the September meeting, with the intent to present results at the October conference. Drew reported that the "Good Health Grows on Trees" DNR conference was a great opportunity engage with health, foresters, and planners.

## Action items

### 13. Communications:

- a. Discussions about Communication Strategy: Nancy pulled together standard practices; do we have a policy was the question. Nancy asked if we want to communicate with for-profit companies that are putting out substantial fees. We do have program partners (e.g. WEDC), and that we do have a policy re: Extension offerings (we post those automatically). We should bring UW into the conversation about pulling our lists into other efforts. We also have communication partners (e.g. Health Tide, which Nancy sends out automatically). Having a policy on this would help Nancy know when she can just send things out vs. asking Jason.
- b. Web and listserv policy: Social media postings should be kept livelier and less restrictive. Jason said that postings have been a mixed bag of policy and content. The initial ask is to develop a policy on how we communicate (and Nancy took that to mean what's current). Becky asked how the list is kept up to date now. APA-WI vs. WAPA members lists are not one and the same. WAPA members list generates annoying replies to all, and Becky suggested that another communication forum be created where people can opt into what they're interested in. Nancy suggested more discussion is needed before implementing a fix.

Jason put out a survey to the board.

Jason says there are three audiences: 1. To and among the board, 2. To and among our members, and 3. To the general public. Allen suggested elected officials be added as a category (policy makers for the state influence our work).

- 1. To and among the board: Consensus is that email has worked well. Jason has stopped using the APA-exec listserv, so

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members aren't left out. Nancy asked about making a Google email list. The reason to go to a group is if you want the messages to be preserved in some place. Jason suggested using "Slack," which is a useful way of setting up topics and tracking them. It's a blend between email and social media.

2. To and among our members: Becky says that email and website are the primary communication channels for this. Hannah says the old website isn't redirecting to the new website. Nancy will delete the old website. Jason says this is all good, but it's not a good way to get information to people in a timely way. Email seems best. Jason asked about social media statistics, and Nancy says those are in the last annual report (190 posts, 589 followers thanks to Nancy's assistant, Forrest).

Jason asked if the newsletter is still effective. Linda said the newsletter should be more topic-based and wondered if it could be shorter to read. Hannah suggested making it shorter or breaking it up into topics, making it visually easy to navigate, and branding it. Karen asked what other chapters are doing and if that might provide us with some guidance. Placing a PDF on the web and HTML in email is our current practice. Becky's experience with the CLUE newsletter is that it was extremely time-consuming, and so was discontinued. Jason is in favor of shorter and more frequent communications. Linda says we need to take advantage of other organizations, and Becky said we should be strategic about topics. Nancy doesn't read big, long newsletters herself; she rather reads what she's interested in. Forrest puts a lot of time into the newsletters and picks timely items. Karen asked if this would be covered in the survey. Jason said there is a question about information they can share with electeds, for instance, and if so, on what topics? Jason says the work that's going into the content is getting buried. Linda says to make this part of a feature. Ben asked if a student could still be depended on to develop the content, and Jason thought this could still work. Nancy is not sure if she's continuing this after this year.

3. To our general public:
  - a. Electeds: Allen said that we should piggyback with other entities that would likely advocate for planning. The League has an email newsletter that cross references the events of others and is a potential avenue. Content generation remains a challenge, however.
  - b. General public: Not discussed.

#### 14. President

- a. Email Voting Policy\*: Jason wants to clarify that we're not going to use this often and it's not for discussion purposes. Nancy mentioned that we're still using an email alias service. She can set up an alias with multiple recipients, and she offered to try that and see how it works with some test

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messages and multiple people posting to it. Linda reminded the board that at one time a solution was to be that everyone's position would be assigned an APA email. Nancy says that's one of the communication policy approaches she's looking at. Nancy says the alias is for two-way communications. This needs to connect with item 13.1 on the agenda.

Jason sent emails re: the 2016 policy that was adopted. How discussion is managed was in this policy. A newer version of the policy clarifies how dropping out triggered it (e.g. secretary appointment mid-term). Ben suggested an edit in that a time-range creates confusion. Linda explained some of the ideas behind the draft document. For instance, we can make the person who makes the motion able to set the deadline. Nancy asked about the two different ranges, and Jason explained he doesn't feel they're in conflict. Linda says that the two sections are necessary to follow Roberts Rules of Order. Jason suggested we approve this ourselves, and change it as needed.

A motion was made to approve the revised policy by Linda and seconded by Becky. The motion passed unanimously.

15. Treasurer (none)

16. Conference Coordinator

- a. Use of credit card for conference costs: If you do not leave a credit card on file with a venue, then you have to pay money to hold the venue, food, etc. (invoicing and checks). Use of a credit card is far more efficient. George maintains possession of the chapter credit/debit card. This use should be a restricted credit card. The consensus was that the chapter should have a card for this purpose. Deb thought a \$10K limit would be appropriate. Karen mentioned this would be an additional responsibility for George, to review monthly statements. Nancy suggested a notification be set up to go to the Treasurer. A motion to look into and acquire a credit card for the chapter was made by Allen and seconded by Ben. The motion passed unanimously.

17. President Elect (none)

18. VP Chapter Affairs (none)

19. Membership (none)

20. Communications (none)

21. Past President (none)

22. Secretary (none)

**Adjourn** A motion to adjourn was made at 12:30 by Sandy and seconded by Karen. The motion passed unanimously.

**Next meeting: September 13, 2019.**

**Post meeting note by June 14.**

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