



APA-WI 2019 Annual Meeting Minutes

**Friday, October 4, 2019, 7:45 AM
The Lismore, 333 Gibson St., Eau Claire**

1. APA-WI Board of Directors: Jason Valerius, President, provided a brief overview on the members of the Board of Directors, and introduced new board members, including George Dearborn, Treasurer elected in 2019, Hannah Mulroy, Secretary appointed in 2019, and Forest Elliot, student Communications Assistant appointed in 2019.
2. 2019 Election Results: The results of the 2019 board elections were presented, including Jason Gilman, President Elect, Kristina Tranel, Southwest District Representative, Allen Davis, Northeast District Representative, and Sandy Scherer, Vice President – Membership.
3. Service Opportunities: Opportunities for members to serve the WI chapter were discussed, including upcoming 2020 elections for Secretary and Northwest District Representative (to begin serving in 2021), attending a planning Happy Hour, assisting their district representative with an event, serve on a committee (such as the Equity and Diversity or Conference Committees).
4. Budget Report: A summary was provided of the Chapter's 2019 revenues, expenses, and ending year balance. The total budgeted revenue was \$67,000, total budget expenses were \$80,700, and the budgeted year-end balance is \$74,426. Additional emphasis was given to the proportion of the total revenue generated coming from conference registrations versus the total conference costs. A meeting participant asked what how many people registered for the conference, and a board member responded there were 185 registrants.
5. Membership Report: An overview of the membership numbers was provided for 2017, 2018 and 2019. The total number of members across membership types has held fairly stable over the past 3 years, with a few exceptions. 1) Student membership rose from 103 in 2018, to 156 in 2019, 2) Group planning board members rose from 29 in 2018, to 37 in 2019, and 3) Total membership went up from 593 in 2018, to 653 in 2019, accounting for an 11% increase in total members. There are 440 active members in 2019 (includes regular members, new professional members, chapter only members, and lifetime members).



6. 2019 Member Survey Results: An online survey was sent out in September 2019 to APA-WI chapter members with questions on member demographics, priorities, support for topics, advocacy, etc. An overview of select questions was provided. There were 105 completed surveys, 66% of the respondents were male, 98% were white, there was a range of experience levels, and the majority of respondents working for local government.
- Survey participants were asked to prioritize the core functions of the APA-WI, with over 80% of respondents answering education was “very important”, approximately 50% responded advocacy was “somewhat important”, and 50% responded networking being “somewhat important”. Respondents were asked to select educational needs that are “high priority” in the next few years. Respondents were allowed to select multiple topics and, 53% selected land use policy and ordinances, 52% selected housing/affordable housing, 43% selected economic development strategies, 40% selected public outreach and involvement techniques, and 40% selected equity/diversity.
- Members were asked to rank their support for various approaches to legislative advocacy, specifically on when they felt the APA-WI board should advocate for a legislative issue. The majority of all respondents felt “support” or “strong support” for the board to advocate on issues that directly affect the practice of planning, policies that affect Wisconsin communities (if there is perceived support from members), and for policies the board believes are good for Wisconsin communities (even if they are aware some members may oppose the policy).
- A couple more questions on equity and inclusion were discussed, including that 50% of members felt the chapter should offer scholarships explicitly focused on increasing racial and ethnic diversity in WI planning, and majority support for chapter initiatives aimed at elevate the voice of marginalized communities, assist community leaders in marginalized communities, and promote policies and practices that can improve equality.
7. APA-WI Equity and Diversity Initiative: An overview was provided on the chapter’s equity and diversity initiative. An ad-hoc equity and diversity task force made up of 10 members formed in January 2019, held bi-monthly meetings, and drafted a draft action plan in September 2019. An open comment period is being provided to members from Oct-Nov with the intention of adopting the plan in early 2020.
- The guiding principle of the initiative is “the Wisconsin Chapter of the American Planning Association is committed to achieving diversity within the Wisconsin planning profession and equity in Wisconsin Communities.”
- The action plan states “the APA-WI will pursue the goals of diversity in our profession and equity in our communities through actions towards four specific goals”; including 1) improved community engagement, 2) informed leadership, 3) improve public policy, and 4) diversity and equity in the planning profession.
- Four high priority actions are identified that will support all four objectives, including 1) create an APA-WI Equity and Diversity Committee, 2) use the APA-WI communications channels, 3)



collaborate with partner organizations, and 4) create an APA-WI equity network.

The specific needs for the creation of the Equity and Diversity Committee were discussed, specifying APA-WI is seeking nominations from the date of the conference until December 1, 2019 (through an online form), committee members can be planners or non-planners, members and non-members, there can be a total of up to nine members, with quarterly meetings, and having 2-year terms.

The action plan overview was concluded with a deeper dive into the specific actions that the chapter will undertake to support the four high priority actions identified earlier in support of the four larger objectives. Member of the audience offered feedback on the concept of including equity and diversity into the State's comprehensive planning law and was concerned that adding language related to this issue could open up the entire state law for discussion.

8. Changes to AICP Mandatory CM Credits: Details were provided on the proposed changes to AICP mandatory CM credits. Currently, AICP members are required to achieve 1.5 credits in law, and 1.5 credits in ethnics during a single reporting period. Proposed changes would require: 1 credit in ethics, 1 credit in ethics related to equity, 1 credit in law, and 1 credit in targeted topic ("a critical, urgent issue that is relevant to planners), first topic: climate. These proposed changes are expected to take effect on January 1, 2021. The chapter will provide its members additional information on any adopted changes.
9. APA-WI 2020 Conference: Green Bay was announced as the location for the 2020 conference.

