



APA-WI 2020 Planning Meeting Minutes

Friday, January 31, 2020, 9:30am

UWM School of Freshwater Sciences, 600 E. Greenfield, Ave., Room 3093, Milwaukee

- 9:30-9:35 Introductions: The meeting was called to order at 9:15 a.m. In attendance were: Jason Valerius, Jason Gilman, Rebecca Roberts, Josh Clements, Jeff Schuler, Allen Davis, Jason Gilman, George Dearborn, Maria Pandazi, Sandy Scherer, Kristan Sanchez, Drew Pennington, and Hannah Mulroy (recording).
- 9:35 Approval of the Agenda
- a. Approved. No changes or additions.
- 9:35 Approval of December 6, 2019 Meeting Minutes
- a. Revisions made to address minor typographical and grammatical errors. Motion to approve by Jeff and seconded by Sandy. All voted to approve, and the motion carried.
- 9:45 Appointment of Planning Official Development Officer (PODO) for 2020-2022 Term
- a. Josh clarified the President is able to appoint this position, stated Becky has done a great job and asked that she continue in this position Becky agrees to continue for another 3-year term.
- 9:50 Confirm content of public-facing board roster
- a. Hannah confirmed that she will work to create a copy of the board roster without personal email addresses or phone numbers in order to alleviate the issues board members have been having with phishing attempts. Hannah will work with Nancy and Josh to determine if there is an option for a generic APA-WI board email that can be made public so that members or outside organizations can get in contact with board members. A full version of the roster will be uploaded to the Google Drive.
- 9:55-10:15 President's Report
- a. Josh thanked everyone for spending 15-30 minutes chatting with him on what they hope to do in the next year, what time constraint they may have, and what suggestions they have how to use our time together efficiently. He suggests that any mechanical, logistical items are dealt with by committee, rather than spending board meeting time determining the solution. Committee's also allow us to utilize non-board members who might be interested in participating in the organization. Josh stated he heard from almost everyone that the increased social media and online presence has been noticed and appreciation for Forrest's work, he has heard this from

both board members and also chapter members. Josh is going to work on setting dedicated time aside on his calendar to work on chapter matters, he will also work with specific board members on document management and appreciates the quality of our use of Google Drive and most chapters use expensive management software. Hannah and Josh will work together to speak shortly after meetings to organize action items from the last meeting so we can nudge members if there were action items that they need to follow up on, and they will also work on implementing a minute review process so that they won't take up so much time at quarterly meetings. He will continue to follow up with members directly to remind them of committee meetings and other items that need follow up.

The 5-year chapter plan is due to be updated, it goes through 2020 but he'd like to dedicate a portion of each quarterly meeting to review and revise the 5-year plan and also how to operationalize the plan. He would like to speak more about how divisions can be more engaged in chapter activities, they only meet once a year at national conferences. He would like to work on having conferences not be so much of speaking events, but more opportunity to sit and work through an issue together over a longer period of time (90 minutes – 2 hours). He feels it would make it easier for people to share the interesting things happening in their areas. An example of a more structured format would be for the chapter to sponsor a ½ day work group. Kristan agrees and we will talk about it under a couple more items in this agenda. Jeff gave an example of a 'speed dating' session to allow planners to have a structured way to introduce themselves and have a brief interaction and asked how we'd feel about it being integrated into one of agendas. Kristan said she has participated in that type of 'speed networking' session and she said it's a great way to break the ice and encourage networking. Jason G. said it could help make it feel like we went through something together, rather than just listening to a lecture. Jeff says it could take place of the Pecha Kucha from previous conferences.

Josh says he'd also like to focus more on advocacy/policy, the work being done by Drew with the League is great and how can we do more of that. Josh would like to work on ways to better engage with public health, architecture, etc. and other disciplines so we don't always work in our silos. Jason G. says maybe we could find ways to work better with groups we haven't always worked with, such as the Real Estate Association. Mentoring relationships is a high priority for many members of the Chapter, how can we align what APA National is doing, how can we build ours to compliment that? How can we be more engaged with both of our institutions and engage with students? Developing a resource bank of amendments, resolutions, etc. so that we aren't re-creating the wheel. No one is keeping track of recent amendments or best practices, especially with the changes in housing and transportation. National has been doing a better job under "learn" which provides a broad overview of resources on different topics.

Reinvent the Upper Midwest conference, Josh remembers when we had attendance from other states, it has atrophied over time, he has spoken to other states at national conferences and they are interested but we should look to see how we can nurture that conversation. Jeff says that the resource

may be as simple as just providing contact info for planners who have recently done what type of amendments, studies, etc. Jason G. says many municipalities have open records available so if we just made info on who did the amendments public, people could find them online, we don't necessarily need to hold the actual documents online.

10:15-10:50

Review of APA-WI Purpose and 5-Year Plan: 2016-2021 Plan

- a. Josh introduced our discussion of the 2016-2020 chapter plan and what he is hoping to accomplish by reviewing the plan in order to update it. He would like everyone to look over it before our meeting in March so that we can discuss it further then. Sandy noted that when she first started, we went through our governance documents in detail a few years back, she doesn't know if we have to go through all of them again. Jason V. says that was more focused on the bylaws and this is the 5-year plan which is expiring. Sandy says she thinks we went through all the governance documents, but understands we need to update the 5 year plan. Jeff says we could break up the plan by sections and deal with one (or multiple sections) at each meeting so by the end the year we are ready to vote on it. Jason V. says we should also parcel it out and send it around before each meeting so we can be prepared to discuss it at the meeting, and he recommends we make edits and changes to the current plan rather than starting from scratch. Josh asked that if there are particular sections, we are interested in due to our role our interests please bring it up to him before the meeting where it is to be discussed. Jason V. is going to put together an outline to assign people and meeting dates to each section.

APA Chapter Performance Criteria

- a. Josh says he's heard of chapters creating a list of best practices for meeting chapter criteria, and that it was obvious that whoever created it was very in tune with what national was doing. Jason V. provided a document that he is submitting that is our report to national on whether we have met each of the required criteria, and that he feels we are meeting all the optional criteria (we are only required to do 4). The only one the thinks we aren't doing well on is participating in the National Community Planning Month. Josh says the CPC has a committee to provide best practices on criteria monitoring and succession planning.

12:35-12:45

Confirm 2020 Meeting Dates

March 13th	MSA	Madison
June 19th	TBD	Madison
August 28th	TBD	Madison
December 4th	TBD	Madison

- a. Josh has not had any feedback on the dates, he knows every date doesn't work for everyone, but he feels these dates should have a substantial number of participants. For now, meetings will continue at MSA, same day of the week, same time. Josh says it might be nice to do a mid-summer meeting in

another location, but it can be decided on later. Kristan says considering other locations may help encourage a more diverse board, Hannah says she agrees, and that maybe non-workday hours may attract other types of members. Jason V. says he is the only member still located in Dane County so maybe considering a new location may be beneficial, and he feels we should continue to advocate for employers to allow members to participate without taking time off. Josh says we should also continue to provide support to members while trying to show the value of professional development and association service. Jason V. is recognizing in his new role that he should maybe generate some document or overview of what the benefits of service are so that interested members can provide it to their employers.

10:50-11:55

Status Update and Discussion of 2019 Initiatives

Outreach Campaign (Jason)

- a. Jason championed this effort a couple years ago. He provided an update that they had generated a list of 20-30 organizations that need to be reached out to. Josh and Jason V. reached out to try to recruit people to work with the chapter, some were enthusiastic, and some were skeptical. We need to continue to work on reaching out to people to recruit members, figure out why people are hesitant to join, and what can we do to provide more valuable services. Josh says we need to revisit the list and try to pick back up contacting the remaining organizations. Jason V. wants to see if we can evaluate, during our action planning, if this is something we want to continue to work on and how to continue it every year, even if we only reach out to a couple of organizations a year. Kristan says we could do a better job of welcoming members to the chapter, explain who the contacts are, who they can expect emails from, and that it's all part of our communications plan. George says chapters who are better at this outreach are more successful.

Communications Strategy (Jason G.)

- a. Jason G. says we met once, and we want to look at our work plan and make sure that we are fully utilizing our resources and that UW-Milwaukee's ongoing involvement in communications is beneficial. Jason G. spoke with Nancy about whether we have a succession plan for when she retires or moves to another position. Nancy indicated she took a new post as interim dean and she can still work with a student for 2 years but after that she doesn't know and that we should have a discussion about what we'd do after that because she doesn't know of another professor who would take it on. Nancy says the mail champ we use for the newsletter is free so we can't get stats. She also said the 2nd year students have paid internships so it can take attention away from this effort. Josh says we should continue to evaluate whether having a paid contract is worthwhile, yes there's

extra cost, but maybe extra benefit. Jason G. did outreach to some PR firms and they would like to start with a face-to-face meeting to determine our goals and how they can help us, offer us tips of metrics, will tailor their scope to our budget constraints, and tailor the team to our scope of work. Because the budget allocation helps pay for an assistantship we would be looking at a 2-year, \$10,000 a year contract with UWM, but they'd like to phase out of the next two years so how can we start a succession plan to allow them to phase out while onboarding an outside firm. Jason V. stated it might be that we commit to this 2-year term, while having to pay additional to start onboarding a new firm. Jeff asked if we have a scope of services that would need to be duplicated, it should be on the Google Drive. Josh says the Communications Committee should work on defining scope and evaluating services. Jason V. stated that we have no Communications Chair on the board, Nancy is the Professional Development Officer. Jason G. says that President-Elect has a role to oversee chapter communications.

Mentoring Initiatives (Josh)

- a. Josh says he felt he covered all he has on this during his President's Report.

Legislative Advocacy (Drew)

- a. Planners' Day had to shift because word got around that the legislature wants to get out of session early and will be done by end of February, so the date was moved to February 12th. Three board members plan on going, Drew says they are hoping for 20 planners. He is looking for some board consensus on the priorities for 2020 to use as a jumping off point for the Planners' Day discussion. Includes workforce housing, restoration of local zoning authority, support for property tax fairness and funding flexibility, support for multi-modal transportation options and long-term funding, etc. Jason G. says there has been a lot of support for diversifying municipal revenue apart from property tax. Josh says we need to be careful about anything with municipal finance recommendations because if we shift property tax (which is progressive) to fees or sales tax then someone else is just paying and sales tax tends to be regressive. Jason V. says there was a think tank review of the WI tax structure and he was surprised to find out that our tax structure was pretty healthy, and perhaps there is a better way to deal with state aide and that's where we're seeing issues. Jason made a motion to approve the legislative agenda as amended, Becky seconded the motion. There was discussion over the word "transparency" in item #3, Drew is going to WEDA workshop next week on workshop housing in Madison, he is going to try to use it as an opportunity to get planners to sign up for the Planners' Day event. Kristan provided details on the potential to send Great Places winner to the Planners'

on the Hill event in D.C. Josh provided information on how the Great Places winners are awarded at the event. Edits were made to the content of item #3. Motion was made by George, seconded by Allen. All voted to approve, the motion carried.

Diversity and Racial Equity (Jason)

- a. Task Force is recommending that the action plan go forward to the Committee (with minor edits), which should be formed now and plan to meet in February and should over the action plan in March. Jason states he believes he has all the Committee positions filled but one. Jason is nominating the Committee members and is asking for the Board to consider and approve the nominees. Jason went through each nominee to provide brief detail and clarified that he does not have a board member on the Committee at this time, but Jason G. has offered to serve as the board representative, however, stated that as a non-minority individual he understands he does not represent a minority viewpoint. The group feels the group should appoint the chair of the Committee from within, and that Kevin may be able to serve as interim Chair until the group appoints their own Chair. Jason V. asked for consensus from the Board that the 8 positions he has provided be approved. Jeff moved to approve the motion; Allen seconded the motion. All voted to approve.

Partnerships with Allied Organizations (Jason)

- a. Jason says nothing has changed in the last 9 months; he went to a meeting of the Local Government Institute (which is staffed by the Counties Association). The purpose is to discuss opportunities to share resources and identify mutual values/goals. The Counties Association offered to help provide resources to the effort, but no movement has occurred since the initial communications. Jason V. feels he does not have the capacity until the Equity and Diversity effort is fully developed and handed off. Josh offered to take up the effort and will continue to coordinate with Jason V. on the transition.

Regional Hubs/Planning Clubs (Jeff/Jason)

- a. The effort surrounds the idea of encouraging our regional reps or others from areas with concentration of members to get together and network, etc. at least quarterly. Jeff asked Jason G. if they have met in the past, and he said his area gets together occasionally and it can be up to 15 people. Jeff asked Allen if his area gets together outside of the district events, Allen says they do tours of each other's communities every couple of years. He says he believes the rural planners also have activities he is not fully aware of. Jeff asked the same thing of Maria. She says the CNU chapter and the Alumni members get together fairly regularly. Jason V. said that it might be a matter of asking them what their interest is and then maybe we can match them with a speaker to come to their area and speak on that

topic. Becky said that maybe offering a webinar across the whole state might be a way to provide a resource that others can connect to and they could branch off from that topic to have their own discussions, etc.

Kristan said she was tasked with creating the Great Northwest Hub. She spoke to area planners about their interest in joining that type of network, and the conversations led to an interest in replicating what the Central RPC does when they arrange a 1/2-day session with speakers ('mini conference'). Central RPC made a concerted effort to mix professional planners and other attendees. Ashland would like to try to replicate this on a smaller scale. This is another example of a resource that might be nice to share with the membership, what other areas are doing, ideas for conference sessions, etc. Jason G. says he sees it as an opportunity to have chapter ambassadors connect with people across the state and another way to collect data and provide it back to the Chapter.

12:00-12:35

LUNCH

1:30-1:45

Other Topics

APA-WI Board Committees – do we need standing committees?

- a. Communications is up and running, equity and diversity is getting going. Josh wonders if we want to get some sort of Regional Hubs Committee and asked if anyone was interested. Jeff says that he feels it falls within the district rep's purview since they are already dealing with their specific geographies.

Relationship with RPCs and County planners – APA-WI Board representation?

- a. Josh states that we have historically had an issue connecting with County planners, or other planning groups. Jeff says he has a good line of communication with his local RPC, but Sandy says they rarely engage with their RPC. George says North Central has some challenges, Outagamie County has dropped out. Jason G. asked if the group felt the county planners and RPCs felt APA was too urban leaning and several people stated people who do feel that way. Jason V. said that they had a specific Small Town and Rural (STAR) track in the conference and asked that STAR promote attendance in the conferences. Josh says he recognizes it's a blind spot of the organization and we need to discuss how to handle the issue. Hannah says that feedback she feels, as a County planner, is there is no zoning discussion at conferences nor discussion of suburban issues, it's not opposite sides of the spectrum, rural vs. urban, it's somewhere in the middle. Becky says there is an organization that deals with County codes and has their own conference (WCCA), and the area she sees missing is small towns. Kristan says that the planning committee feels they put rural topics on the agenda, and no one goes, and if they go, it's not well rated and also feels there needs to be more sessions that are more transferable to all scenarios. Jason V. says

maybe we need a virtual focus group to discuss this issue and come up with follow up on the action plan.

Others? Other issues requiring action in 2020?

1:45-2:45

2020 Budget

- a. Josh asked to focus on the 2020 budget, and he will work with George offline to make sure 2019 is prepared to 'close the books' and we can approve the 2020 budget at the next quarterly meeting. Our estimate total revenue for 2019 was \$79,000 which appears to be down from 2018. The 2020 conference committee isn't fully up and running and Josh suggests that gets going as soon as possible. Jason V. says there may be some discrepancies because 2019 was our first full year on the new system. There was discussion on any other concerns over discrepancies. Jason V. states he is comfortable with the numbers and we are able to absorb any minor discrepancies. 2019 expenses were discussed, among other expenses, \$1,200 in funds were spent on travel to APA conference, \$600 was allocated for the Planners' Day breakfast, \$1,500 was allocated for CM maintenance, \$250 was budgeted for each district to help offset district meeting costs, and \$1,900 to pay for a speaker (first time we have done this in recent history but it went well). Jason V. asked that George clean up and confirm the numbers, so we know for certain what the revenue and expenses were for 2019. Kristan says her awards budget has stayed pretty solid, but she would really like some help or financial support for awards, specifically for the production of the video. We have a net revenue of \$7,495 (minus expenses), Jason V. says we have about \$80,000 in funds. Jason V. says that he supports the decision to spend some funds on a more professional awards video. Josh asked about the \$500 AICP student award, which is split between two students, and asked if that is sufficient. Everyone feels it is appropriate because it is not something the student is relying on. Discussion occurred on the best process for implementing chapter only membership that is not handled through national. Hannah will look into options for online membership management tools and report on at the March quarterly meeting. \$5,000 has been allocated for administrative assistant, Jason V. recommends we pay Deb \$2,500 for the work she did on the conference. Discussion occurred about possibly utilizing a part-time administrator to help with administrative tasks, Jason V. said he felt the MN administrator may be an option, we will keep the \$5,000 as a placeholder. Jason reported out that 2 years ago the MN administrator said she could do 5-6 hours a week for \$10,000, the group gave consensus for Jason V. to look into it. Communications Committee will work to determine the cost for a PR firm so that we can discuss it at the March meeting and incorporate into the budget before approval, if approved by the Board.

Review and Confirm Service Contracts

Costs for each Board Role

Revenue Projections/Targets

2:45-2:55

Chapter photo

2:55-3:30

2020 Action Plan

- a. Jason V. proposed champions for each of the chapter sections and deadlines for reviewing/editing it. The assignment and due dates are:
 - I. March – Intro (Rebecca), Mission Statement (Rebecca), Organization (Josh)
 - II. June – Membership (Sandy), Professional Development (Nancy), Legislative Advocacy (Drew)
 - III. August – Awards (Kristan), Districts (Jeff)
 - IV. December – Communications (Jason G.), Funding (Jason V.), Administrative (Hannah/George)

Board members should inform the Board via email a week before each quarterly meeting that their edits are done and ready for review before the meeting at which the edits are due.

Critical Objectives for each Initiative`

- a. The action plan should reflect the importance of communications. Becky puts forth the idea to approved \$10,000 for 2020 for UW to continue to manage communications. Jason V. specifies that we will need to approach Nancy about amending it to a 1-year contract. If they cannot allow a 1-year contract, we will vote again in March. Becky motioned to approve the contract; George seconded the motion. The motion carried with 12 votes in favor and 1 against.

Critical Actions for each Board Role

3:30

Reflection/Adjournment

Notable Dates:

2020 WI APA Planners Advocacy Day: Feb 12, Madison

2020 APA NPC: April 25-28, Houston, TX

2020 WI APA Conf: Sept 16-18, Green Bay

2020 APA Leadership Meetings: Sept 19-20, DC

2020 APA Policy & Advocacy Conference: Sept 21-22, DC

Attachments*:

All documents are in the [Google Drive folder](#) for the subject meeting unless indicated.

2019 December Quarterly Meeting Minutes (Draft)

2019 Approved APA-WI Action Plan

2016-2020 APA-WI Action Plan

APA Chapter Performance Criteria (2017)

2020 Draft Budget - APA-WI / Budget and Finance / “[2020 Draft APA-WI Budget-Josh](#)”

2020-0122 1K Friends 2020 Contract - APA-WI / [Service Contracts](#)