American Planning Association
Maryland Chapter
Making Great Communities Happen

APA MARYLAND EXECUTIVE COMMITTEE MEETING

Minutes

Date: December 16, 2011
Location: Sheraton Columbia Town Center - 10207 Wicopy Circle Columbia, MD 21044
Time: 10:00 am – 12:00 pm

Present: Sharon Suarez, James Noonan, Helen Spinelli, Jacqui Rouse, Parag Agrawal, Rick Brace, Sidney Wong

Calling-in: Ann Stanley, Dave Whitaker, Paivi Spoon

Absent:

Kathleen Freeman	Alex Chen	Dionne Hines,
Chris Wells	Jim Potter	Regina Watson,
Jeff Jackman	Holly Storck	Andrew Bernish

Others Present: None

Meeting called to order at 10:30 by Sharon Suarez, President. There was a quorum of the Executive Committee present.

1) Action on Proposed Agenda:

- Sharon Suarez requested adding discussion to increase amount for business meeting expense to Treasurer's report.
- Discussion regarding President-Elect position added under new business.

2) Approval of Previous Minutes:

Jim Noonan noted that Jeff Jackman and Chris Wells were on the November conference call before the call was dropped. Rick Brace moved that the November minutes be approved with noted changes. Parag Agrawal seconded. Motion passed.

3) **Treasure's Report (Attached):** Sharon noted that the $25 budgeted to cover the cost of refreshments at Board meetings is insufficient. Jacqui Rouse moved that the budget for Executive Committee meetings be amended from $25 to $50 retroactive to September 2011. Jim Noonan seconded. Motion passed.

Action Item: Sharon will prepare a template for an expense form to be used for reimbursement request for future Board meetings.

- It was noted that the December meeting is the Christmas meeting and the Board would provide lunch for those in attendance.

4) Old Business:

a) MD APA Mini Grant - Draft – Sharon Suarez prepared and distributed an 11-page draft grant application package at the beginning of December for review and comment. The Board

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discussed making some minor changes to prevent further delay in the release the grants. Jacqui Rouse moved that the name of the grant be changed from Mini-grant to Education Grant and the name of the grantee from APA MD Executive Committee to APA MD. Parag Agrawal seconded. Motion passed

Action Item: Ann Stanley will make corrections to draft. Sharon Suarez will incorporate suggested modifications to grant application package and draft a cover letter to forward to schools listed on page 4.

b) Strategic Plan – Committee discussed the status of strategic plan. Parag Agrawal volunteered to pick up where Chuck Kines left off in putting together a draft of Strategic Plan. Sharon Suarez suggested a Draft of the plan be submitted to the Executive Committee in January and posted for comments due in February.

Action Item: Sharon will work with Parag to have a draft of the Strategic Plan ready for the January Executive Committee meeting.

5) New Business

a) Tenured Faculty AICP Membership Program Proposal:
(Link: http://www.planning.org/aicp/faculty/index.htm?CustomerServiceID=531)

Jacqui Rouse reported that a large number of people sent in comments in response to the AICP Tenure Faculty proposal. AICP will review all of the comments and will send out a revised proposal. AICP does not have a timeline for this but is aware that the membership would like a longer lead in time.

Jacqui made a motion that she and Jim Potter will Chair a committee to review the revised proposal when it is received from AICP. The Committee will review any comments from the Chapter membership and recommend a course of action for the Board based on membership feedback. Helen seconded. Motion passed

a) President Elect Vacancy: Board discussed filling the vacant President-Elect position created with the resignation of Chuck Kines. Ann Stanley made a motion that the position be left vacant and the Board review the need to have both a President-Elect and Vice President as two separate positions. Parag seconded the motion.

Discussion: Ann noted that Maryland is only Chapter with this structure and that the duties of the President Elect and Vice President as defined in the Bylaws conflict in assuming leadership in the absence or incapacity of the President. She noted that other Chapters that have both a President Elect and a VP – have more than one VP and the VPs are VPs of standing committees. Helen Spinelli stated she knows of another nonprofit that uses the same model as Maryland's and that it is a successful arrangement. The motion failed.

Action Item: Sharon will send out an email to the Executive Committee requesting suggestions for persons who would like to serve as President Elect.

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6) Reports:
The Board received the following reports.

a) Members-at-Large Reports:

- Western Region Report (attached): Rick Brace
  For information: The Western Maryland Planning Information Exchange is set for May 4, 2012 in Hagerstown.

- Metro Region Report (attached): Chris Wells
  - Report on Dewberry hosting CD ROM sessions for CM credits
  - Reported on interest in continuing CD ROM subscription

b) Committee Reports:

- Professional Development Officer Report (attached): Jacqui Rouse
  - Status of webinars for 2012
  - Status of CD ROM – list of current and intentions of APA to phase out for streaming in the future.

- News Letter Report: Parag Agrawal
  - December 30 deadline contact Parag for more information

- Web Master: Ann Stanley – interim
  Still looking for candidate for Web Manager

c) Liaison Reports:

- Maryland Department of Planning: Dave Whitaker reported that the MDP is undergoing a restructure and he will provide a regular report in the future.

- Maryland Planning Commissioners Association: Paivi Spoon noted the previous report on the MPCA conference and that the MPCA Boards next meeting will be in January 2012.

d) University Representatives

- Morgan State: Sidney Wong thanked members of the APA Board for their attendance at the Morgan State Fall Super Jury on December 12th.

7) Regional Conference Committee Report (attached): Jim Noonan

- Jim Noonan and Jacqui Rouse met with representative from the Delaware Chapter on December 9th, 2011 to discuss the 2012 Conference. The outcome of the meeting was that Maryland would be the Conference lead and Delaware would provide support. Delaware has provided the conference committee with planning documents from past conferences.

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- Jim Noonan presented a power point reviewing the conference theme, tracks and suggested topics for sessions. Jim will begin putting together a conference committee, budget and schedule. The Conference Committee will meet at the Sheraton in January with Beth Bekke to review the contract and deposit.

  Action Item: Jim will review items from Delaware and put together a conference schedule and list for committees.

8) Meeting Calendar:
Next meeting set for January 20th

9) Adjournment: Helen Spinelli moved the meeting be adjourned. Parag Agrawal seconded. Meeting was adjourned at 12:00 pm.

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COMMITTEE REPORTS

Treasurer's Report – December 16, 2011

Current Account Balances:

M & T Checking Account: 11-30-11	$63,719.13
M & T Savings Account: 11-30-11	$ 3,014.52
Total Revenues	$66,733.65

Checks Paid this month:

No checks paid this month

Deposits:

Quarterly Operating Credits National APA	$2,060.37*

* included in M & T checking account amount

Respectfully submitted:

Helen M. Spinelli, AICP

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Western Region Report – December 16, 2011

The Western Maryland Planning Information Exchange met Friday Dec. 9th in Keedysville at the UMD research center there. In attendance were 9 representatives stretching from Frederick to Garrett Counties. Also present were UMD representatives as well as a rep from the Sea Grant extension service. The date selected for the event is May 4, 2012 at the Sheraton Four Points Hotel and Conference Center on the Dual Highway in Hagerstown.

The group adopted as its program theme for the May 4, 2012 event in Hagerstown "Resolution for Rural Equity: Making Smart Growth Benefit All of Rural Western Maryland. " Working topics now focus on PlanMaryland, WIP and TMDL as well as transportation funding vs. rural broadband access. The group members developed a list of invited speakers and are in the process of securing them now. Secretary Rich Hall is the speaker most members hope to have available.

This is the group I have been focusing my efforts towards since coming back on the State APA Board. I am seeking action from the APA Board members to support me in spending up to $500 of the $1,000 authorized for our region. The majority of this will go toward securing our event location and assisting in promoting the event. As always, our APA Maryland logo will figure prominently in the event brochure to ensure our visibility. Receipts are understood to be required and will be provided.

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To: XC

From: Christine Wells

Date: 12/12/11

RE: Metro Region report – for information only

I am pleased to report that as a result of Jackie's effort at promoting the use of Chapter owned CD's, Meg Bowers, a planner at Dewberry which is located in Woodlawn, inquired about borrowing the chapter CD's to conduct several lunch learning CM sessions at her office. Meg arranged an October session that was open to all planners to attend. I arranged for the first session to be posted on the Chapter website calendar, although apparently no-one outside of Dewberry took advantage of this free CM opportunity.

Meg reports that after the first session participants "had a fairly robust conversation about the topic and I found it informed several subsequent conversations with colleagues, so it was definitely worthwhile!" She also says that it is a big relief to have a way to get CMs like this.

Meg also noted that she did find that **the CDs don't work if you are running Windows 7.** It is my understanding that Meg will arrange to borrow more CD's and hold additional future lunch sessions.

At the webinar session I organized for 15 planners on November 9, participants seemed eager for information on additional CM training opportunities. I shared with many of the attendees' information I had on the monthly webcasts through APA which our chapter participates in. I also reminded them about the CD's the Chapter can lend out for use.

The increased use of our CD's seems like a good idea for the chapter to promote as a simple way for earning CM credits. Jackie has noted that some of the CD's may have expiration dates for the CM credit, so she'll have to keep us on our toes about that.

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To: APAMD Executive Committee

From: Jacquelyn Rouse

Subject: Professional Development Report

RE: December 16, 2011 Executive Committee Meeting

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Action Proposed: None

For Information:

Webinar Series: We have a webinar entry from Dave Ager (Townscape) and Brian Levite (Prizim) on Integrated Clean Energy Strategies for Sustainable Communities that I have forwarded to the webinar coordinator and it is scheduled for January 20th. Also, we are participating in the AICP Exam Training Webinar being organized by NC chapter.

CD-ROMS: I accidentally discovered while searching for ethics and law credits (for someone who needs them by the end of the year) on the APA website that the CD-Roms have expiration dates for claiming CM credits. Here is a list of the ones that we can still get CM credits for – APA is phasing out Cd-Roms in favor of Streaming products. Of our sixteen that we purchased, eight are still eligible.

Design Guidelines for Small Towns and Rural Communities 1.25 CM

Design Standards that Shape Urban Form 1.25 CM

Ethics in Planning 1.5 Ethics CM

Form-based Zoning 1.25 CM

LEED for Neighborhoods 1.5 CM

Planning Law in Perspective 5.5 Law CM

Staying Out of Court by Avoiding Pitfalls 1 CM

Strategic Management for Planning Agencies 1.5CM

Conference Committee Report – Jim Noonan
Summary of APA Conference Tasks

For the 2010 Dover conference we developed a schedule of tasks that covered 9 months. Attached is a scan of that document. Below I have summarized some of the key tasks for each month, and added a few based on my memory and experience.

Month 1

- Pick Theme
- Select Hotel
- Decide on Time Schedule
- Start conference budget
- Obtain A/V price estimate from hotel or contractor
- Design "Save the Date" post card
- Select printer
- Decide on merchandise (build into budget)

Month 2

- Finish conference budget
    - Determine conference pricing structure
    - Determine honorariums
    - Determine policy for speaker comps
- Select Track Coordinators
- Identify Speakers
- Set up conference registration via mail and website
- Create registration database
- Create mail and email database
- Confirm plenary speakers
- Invite and confirm all speakers

Month 3

- Develop sponsorship package
- Set sponsorship goals
- Make grant applications
- Send "Save the Date" postcard
- Design conference mailer
- Develop preliminary conference schedule
- Invite and confirm all speakers
- Develop speaker database with contact info
- Obtain bios and abstracts from all speakers
- Design registration package
    - Order totes, if needed

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- Organize mobile workshops
    - Arrange transportation, if needed

Month 4

- Find sponsors
- Create conference website
- Print conference mailer
- Obtain A/V needs from all speakers
- Decide on entertainment
- Plan menus

Month 5

- Find sponsors
- Send conference mailer
- Apply for CM credits through APA
- Decide on awards
- Contract with entertainment

Month 6

- Arrange A/V for sessions with hotel or contractor
- Assign sessions to rooms
- Get sponsors
- Get sponsor artwork for program and publications
- Design on-site posters
- Finalize conference schedule

Month 7

- Design Badges
- Print on-site posters
- Order awards
- Order merchandise
- Order staff shirts

Month 8

- Final registration deadline
- Obtain all registration package materials
- Design and print conference program (incl. final schedule)

Month 9

- Print badges and packet labels
- Assemble registration package
- On- site registration

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