Western Central Chapter

American Planning Association

Executive Committee Meeting Minutes

October 7, 2019

Attendees: Jeff Bollman, AICP, President; Charles Bloom, AICP, Vice-President; Megan Nelms, AICP, Secretary/Wyoming State Director; Lysann Zeller, South Dakota; David Heinold, Webmaster; Jacob Cody, Newsletter Editor

Agenda:

1. Minutes

Charles moved to approve the minutes from July 22, 2019 as presented. Lysann seconded. All voted aye, motion carried.

1. President’s Report

Jeff provided an update from the fall leadership meetings in Washington DC. APA is working on new resources for chapters on how to meet the chapter reporting requirements. The AICP manual is also going through an update process. They thought they were going to have it done soon, but are waiting now on a few more items, but the draft should be available by the end of the year. Randy, our PDO, is absent today, but Jeff was talking with him at the MAP conference last week and Randy let him know that he is going to have to resign as our PDO. Will keep that on future agenda items. APA is also working on some new branding guidelines and how we can use our logo. He sent the logos to Jacob to incorporate in the newsletter. He also mentioned to our APA liaison that we would like to revise our logo to have something that says “WCC” in it. With the last logo update, we got to pick our colors, but we don’t have any letters/abbreviations like single state chapters get. We want to strengthen our brand and so they were going to investigate.

Jeff gave an update on the discussion about providing chapters with administrative support. There was talk about a pilot program that would work to create sustainable chapter support. They don’t know what it might look like until Spring, at the earliest, or if it is something that will work for WCC. There is also discussion of chapters or divisions partnering and sharing an administrative assistant or administrative functions. Jeff will forward the information sheet to the board.

APA has also drafted a new social media policy. It’s nothing too significant, mostly common sense and like most social media policies out there. They didn’t have one before, so they are just wanting to have a policy in place. An update about AICP certification maintenance was also given. They are moving forward with implementing the equity credit requirement. They are going create a toolbox to help chapters with creating content to meet the requirement. They are also going to reduce the law and ethics required credits from 1.5 to 1. They are also not going with “climate” for a targeted topic. They received lots of feedback like the feedback WCC gave so they are still working on ideas and deciding what to do. They plan to always have a toolbox for a topic to help generate content. That was a big concern from smaller chapters; being able to find people to present on the new topics.

Jeff also talked about the upcoming State Legislative Conference. He attended in Texas last year and they are going to have another one this year, in Richmond, VA. He spoke with the MAP Board chair and legislative liaison, as Montana is about to go through a legislative update to their planning statutes. He asked if they would be interested in attending and wanted to make sure the Board was okay with that as well. Megan asked if he wanted the chapter to help pay for them to attend or just to let them go in his place? Jeff said just to attend in his place. He said APA has some money to give assistance for travel and that the MAP members said MAP may be able to help cover some costs if APA chipped in some as well. Megan said she would be okay with it if they agreed to give a summary or overview of the information/documents, like Jeff did last year. There was also discussion about, if there is interest, maybe we could rotate between the states each year to send people to the legislative conference. We will explore the idea further.

Jeff noted that the representative to WCC from MAP is no longer on the MAP Board, so we need a new person. Preferably one that would be willing to become secretary so that Megan can move to Treasurer. Jeff asked MAP at the conference and they said they would work on finding someone. Megan also said she feels we need a new WPR representative. Megan mentioned a few people her and Charles met in Santa Fe that may be interested. She will contact him. Jeff will also try to contact Andrew, the current representative.

1. Strategic Plan

Jeff sent an updated copy of the chapter Strategic Plan draft that Megan put together with the revisions and new formatting. Jeff went back through and added some comments and Lysann and David also provided feedback. Megan will make those updates to the document and send it back out. She would rather wait and have another call after those are completed. Charles asked if there was a way to put it on a Google Drive or other way to share it so everyone could edit the same document. Megan said she would put it on google and share it. Megan suggested finalizing the document now on a call and utilizing the plan for a year then reviewing it all together next year at WPR in Bismarck. We set a date of Monday, November 4th at 3pm to have the follow up call.

1. Treasurer’s Report

Jeff sent out the financial summary. Since August/September we have not had a lot of activity. We sent money to SDPA and WYOPASS for their conferences and will be sending money to MAP soon. We also received some job ad money. Only other expenses were Jeff’s travel costs to the leadership meetings. There were no questions from the board. Jeff noted we are still looking for someone to fill the Treasurer’s position.

1. PDO Report

Randy was absent.

1. Website

David had a short update. He noted WYOPASS had a new website and re-directed the link. Conference information for WYOPASS & SDPA are up on the website.

1. Western Planner

Megan gave an update on the Santa Fe conference. It went pretty well, with about 220 people attending. She sent a summary of the conference to Jacob for the newsletter. The next conference will be in Bismarck, ND, August 26-28. Megan went to the MAP Board meeting at their conference last week to discuss with them about getting a person from MAP back on the WPR Board.

1. Young Planners Initiative – Mentorship Program Update

They had a call recently and are working on ideas for each state conference. Allison hasn’t been on calls lately, so they don’t know what’s going on in Montana for their conference. Charles did a short presentation at WPR in Santa Fe. He did a little speech at the awards banquet and had all the new planners stand up and ask that they talk to each other. And it went pretty well, and it was a good opportunity to bring up the topic and establish some relationships between new and established planners. Jacob also volunteered to join the committee.

1. Newsletter

Jacob is working on his first edition of the newsletter. He is a little short on news right now and still working on formatting. He did a MAP Conference summary. If someone can send an NDPA summary, it can still make it in this newsletter. Also, if WYOPASS and SDPA are fast, their post-conference summaries can make it in as well. He discussed pushing this quarter’s newsletter next year until a little later so that it can be the “after conference season” issue.

1. State Reports
   1. Wyoming

Megan gave a short update. Their conference is this week. Also mentioned that the new website is live.

* 1. South Dakota

David gave a short update. Their conference is next week in Brookings. Expecting a good turnout.

* 1. North Dakota

No representative on the call.

* 1. Montana

Jeff gave the update. They are also working on a new website. They had their conference a couple weeks ago and seems like it was successful with good sessions and attendance.

9. Elections

Elections are complete. Jeff was re-elected President and Charles Vice-President. There was general discussion about the need for succession planning on the board, as Jeff will not run again in two years. Megan brought up the possibility of Montana breaking off from WCC and what would happen if they did, as we already struggle to fill board positions. Megan asked if anyone knew how much of a “head’s up” WCC would get if Montana were to try to start their own chapter? No one really remembers what happened when Idaho left WCC. Jeff agreed that if MAP did leave, they would need to give the other three states adequate transition time.

APA New England is the only other chapter with multiple states. Jeff said they used to be like us, with the chapter and each state having an organization. They recently transitioned to each state organization becoming a section of the chapter. It seems to help formalize the state connections more. We will keep this topic on the radar.

Adjourn

The next regular meeting is scheduled for January 13, 2020. We will have our strategic plan call on November 4, 2019 at 3pm. The meeting was adjourned at 4:20pm (MST).