

Western Central Chapter
American Planning Association
Executive Committee Meeting Minutes
December 7, 2012

Attendees: Ken Markert, AICP, President; April D. Getchius, AICP, Past-President; Allyson Brekke, AICP, Vice President (and Webmaster) ; Jeff Bollman, AICP Treasurer and Montana State Director, Brett Walker, Wyoming Director, Meagan McCulloch, Newsletter Editor.

Agenda:

1. Minutes: It was moved by Getchius and seconded by Bollman to approve the minutes of the July 11, 2012 meeting. The motion was unanimously approved.
2. President's Report:
 - a. Election Cycle Synchronization – Markert reviewed a sample ballot for the consolidated APA & Chapter elections. He reported that APA would like to implement the new election cycle beginning in 2014, with all chapters and divisions on board by 2016. This gives us some time to work this out. The proposed election schedule is not specific yet but it is based on elections in the summer and terms starting January 1 (as WCC currently has it). This would mean holding our elections earlier, but terms would be the same. All expense related to annual or bi-annual elections would be borne by APA.
 - b. Members Survey - Markert reviewed the proposed member survey with the board and noted that doing such a survey is called for in the Chapter Strategic Plan. Members agreed that the survey is ready to send out with the addition of a question asking members how they would like to become more involved with the Chapter and if members did not attend conferences, why not.

The process of launching the survey was discussed. By consensus, the board decided to put the survey out (via Survey Monkey) in January after giving state association presidents an opportunity to offer suggestions on the survey. Markert offered to send the board the final version of the survey before the launch.

- c. PDO and WP Rep Vacancies – Markert led discussion about how to fill board vacancies in our Professional Development Officer position and our Western Planner Representative position. The winter WP meeting will be held February 2-3 in South Tahoe. Due to the need for making travel arrangements, we need to select a WP representative

soon. Markert suggested that we continue efforts to find a volunteer until December 21, 2012; if we do not have a person by that date, then one of the board members should plan to attend. Markert offered to attend in that case but would prefer another board member to stand in. He also indicated that \$600 for travel expenses would be proposed in the 2013 budget.

Regarding the PDO, after some discussion, the board indicated that a job description would be helpful in recruiting a new PDO. Markert indicated that he would work with former PDO Pepper McClenahan to produce a job description. Markert also indicated that Joanne Garnett would stand in temporarily as PDO if needed. The upcoming Chapter-sponsored webinar on March 15th, 2013 was discussed. The webinar is usually arranged by the PDO. Markert encouraged board members to think of ideas and presenters for the webinar and to let him know of any suggestions.

- d. 2013 Chapter Budget – The 2013 budget was discussed briefly. It was noted that the Chapter Bylaws say the budget should be approved at the first board meeting in 2013. Bolman and Markert will work together to provide a draft budget in advance of that meeting. Markert will work on getting a date early in January for the first board meeting of the year.
- e. WCC Logo – Markert went on a rant about the Chapter logo and how it only contains the APA acronym and nothing for our individual states or chapter name. Walker indicated that this does not help our branding efforts. General discussion included that we should have the acronym WC or WCC added to the logo. It was also discussed that we should see what the Northern New England Chapter and Capital District Chapters (who also have undifferentiated logos) think about together approaching APA national about improving our logos.

3. Treasurer's Report:

- a. Budget: Bollman reviewed the account information that was sent to the board members, noting that we paid for \$150 for a one-year subscription to Constant Contact, which McColloch is using for the newsletter.

4. PDO Report:

- a. No report at this time due to position vacancy. Markert reminded the board that we need to arrange the March 15th webinar. There were

no responses to our broadcast email sent to the membership asking for webinar proposals.

5. Website:

- a. Brekke reported on website activities and noted that she relies on state representatives and other board members to provide content and keep the website up-to-date. The website is presently lacking information on upcoming conferences and on what we do regarding professional development. Brekke reported that she is using Twitter more as a way to keep the website current.

6. Newsletter:

- a. McColloch reported that the November 1 newsletter was the first one she produced. Board members appreciated the newsletter's nice appearance. McColloch explained how she is using Constant Contact. The next newsletter deadline is December 10th, 2012 for a January 1 edition. The newsletter will come out every two months now.

7. State/Western Planner Reports:

- a. Montana – Bollman reported that MAP is getting ready for the upcoming legislative session; MAP will hold a conference in Helena this year, probably in September; and MAP has recently done its own membership survey. In response to a question, Bollman indicated that MAP is keeping its sustaining member status with Western Planner, at least for now.
- b. South Dakota – Mingo was not in attendance and submitted a detailed report to the board via email, summarized as follows: SDPA held its annual conference in Lead, SD on October 23rd – 25th. The conference was highlighted by discussions on floodplain management, developing a defensible decision making process, sign codes and environmental planning. Yankton selected as the site of the 2013 SDPA Conference to be held October 22nd – 25th, 2013 and the preliminary agenda includes discussions on planning ethics, land use law and access management.
- c. Wyoming – Walker noted that WYOPASS will have its annual spring meeting May 23-24, 2013. He also reported on several significant development activities occurring in the state and the rise of anti-Agenda 21 sentiments in Cheyenne.
- d. North Dakota – not present/nothing reported.
- e. Western Planner – no report.

8. Next meeting – Date to be determined in January 2013.

Respectfully Submitted,

Ken Markert, AICP
President