

**Pennsylvania Chapter of the American Planning Association  
Board Meeting (In-person)  
Sunday October 18, 2015  
Westin Hotel, Pittsburgh, PA**

**In attendance:**

Brian O'Leary, AICP, President  
James Cowhey, AICP, Vice President  
Amy McKinney, Secretary, Chair Northwest Section  
Amy Evans, Communications Chair  
Andrew Hartwell, AICP, Southwest Section  
Martha Cross, AICP, Southeast Section  
Troy Truax, AICP, PODO

Susan Elks, AICP, PDO  
Brian Traylor, AICP, Legislative Chair

**Guests:**

Leah Eppinger, AICP, Incoming Secretary  
Justin Dula, AICP, Incoming Treasurer  
  
Susan Shermer, APA PA Admin (non-voting)

The meeting began at 11:05 with introductions.

We began the meeting with the idea of starting each meeting by sharing an item or interest. James Cowhey described an initiative called Centers of Excellence which is helping Lancaster County to reenergize staff for the purpose of updating their comprehensive plan. They have four teams: policy development, data gathering and analysis, public participation and engagement, and administrative support.

**Minutes**

The minutes from the Board meeting on June 5, 2015 were discussed. On a motion from James Cowhey, and a second from Troy Truax, the motion passed and the minutes from June 5 are approved. The minutes from the Executive Committee meeting of July 31, 2015 were discussed. On a motion from May McKinney and a second from James Cowhey, the motion passed and the minutes of July 31 are approved.

**Financial Statements**

Susan Shermer gave an overview. The Chapter has \$71,448 in the checking account, and \$106,096 in the money market. The Scholarship account has \$5067. We have \$22,402 in receivables, most of which is outstanding conference sponsorship, and \$9040 from DCED.

**FAICP Nominations**

We do not yet have materials from Toby Fauver although he is promising to get us his information shortly. Tom Comitta has sent his resume. Carol Collier has been working on hers, but we have nothing so far. The submittals are due to APA on November 5. PA of APA will complete a nomination form and nomination checklist, and accompanying support letter for us.

**Strategic Plan**

We are reminded to re-focus on the Plan.

Training & Education/PODO: Troy Truax did conduct a survey. Rick Hoch, Susan Elks, Andrew Hartwell and Amy McKinney are part of this effort. Susan Hockenberry at the Local Government Academy was contacted, but we never heard back. She needs to be contacted about our specific Chapter needs. Troy will send her the survey and he will set up conference call. The Local Government Academy provides online training which is open to anyone, but LGA members receive a discount. PMPEI not interested in

offering online training. Brian O'Leary will reach out to Stan Lembeck. LGA does a program for government finance officials – perhaps we can offer a similar model. We'd like to reach out to newly elected officials perhaps via the Borough Association. Brian O'Leary and Leah Eppinger will draft a letter which could include our marketing brochure and/or provide a link to our website.

Coalition Building: Initial contacts were identified, and there is an excel spreadsheet, but a message needs to be developed for our outreach, which should be a personalized letter. James Cowhey and Amy McKinney belong to the County Planning Directors.

#### Orientation for New Board members

Brian O'Leary has sent out matrix to the Board. Justin Dula developed one for Southeast Section. Martha Cross, Justin Dula and Brian O'Leary will continue the process. Current officers should write up a list of the tasks they perform. Our outgoing and newly-elected Board members will meet in person at beginning of year.

#### Plan for Financial Stability

James Cowhey and Pam Shellenberger were working on this. One idea is a program to reward members for recruiting new members. We need a marketing piece on why a person should join the Chapter. Amy Evans will work on a draft modeled after our marketing piece on what planner do.

#### Legislative Update

Brian Traylor has held some conference calls. One Senator did reach out to the Chapter for information. Brian Traylor found the legislative summit at APA in DC to be useful and believes the new advocacy network will be very helpful. The APA Advocacy representative is speaking at our conference.

#### Mapping/ Section Membership

Central Section wasn't convinced that splitting the Central Section would be beneficial; leadership in north would be hard to recruit. We discussed allowing members from border counties joining more than one section. Section events should be publicized to all Sections, and any member should be able to attend. Section allocation could become complicated since APA data is replaced almost monthly and is not coded by Section. Currently membership is assigned via a zip code index. Susan Shermer will get back to the Board will information on potential issues.

#### Local Government Day

Amy McKinney mad a motion that our nominee for 2016 should be Darlene Heller. Andrew Hartwell seconded the motion. The motion passed. Our nominee can be submitted though the DCED website link.

#### PDO

Susan Elks has had a conference call with her Committee, and they are meeting during the conference too. They intend on asking DCED to again support statewide series, and a day long Forum. The focus on the statewide series is healthy communities including green way to recreation, subdivision site development. Etc. For the Forum, marketing as a planning tool is the focus. Email Susan Elks with ideas for speakers.

#### Leslie and Greta Spaulding Education Fund

This Fund has three trustees: The Chapter Board of Directors President (incoming James Cowhey), Mourice Waltz and the Chapter Board of Directors Secretary (incoming Leah Eppinger). Susan Shermer will get paperwork to change the Trustees for 2016. These funds do benefit scholarships for students.

We agreed we will continue to share the monies raised for scholarships during the conference with the Fund.

**Shale Energy Committee**

They continue to meet by phone. No report at this time.

Amy McKinney made a motion to adjourn the meeting; Troy Truax seconded the motion, and all agreed. The meeting adjourned at 12:55 p.m.

Minutes taken by:



Susan Shermer

Minutes reviewed by:

Amy McKinney

Approved by the Board on December 3, 2015