

Pennsylvania Chapter of the American Planning Association
Executive Committee Meeting
Friday, September 20, 2013
11:00 AM – 3:00 PM

In Attendance, Voting:

Brian O'Leary, AICP, President
James Cowhey, AICP, Secretary
Pam Shellenberger, AICP, Treasurer
Tina Roseberry, AICP, Lehigh Valley Section
Rachelle Abbott, AICP, Central Section *via phone*
Steve Pitoniak, Northeast Section *via phone*
Andrew Hartwell, Southwest Section *via phone*
William McLain, Southwest Section *via phone*

Non-voting:

Susan Shermer
Kim Gusic

Next Meeting: Full Board: December 6, 2013 in State College

1. Call to Order. Introductions
 - a. The meeting of the Executive Committee of the PA Chapter of the American Planning Association was called to order at 11:02 AM on September 20, 2013 by President Brian O'Leary.
2. Treasurer's Report
 - a. Pam Shellenberger reviewed the financial statements.
3. Chapter President Report.
 - Marketing efforts for the Chapter: Reviewed draft flyer and discussed goals of producing flyer
 - Flyer will raise profile of planners and the chapter;
 - Flyer will be distributed to local municipalities and PMPEI;
 - Update the flyer with newer plans and implementations;
 - Remove the dates from the flyer;
 - Have the flyer drive people to the website for examples;
 - Flyer Titles: *Need a Community Planner; Value of a Community Planner;*
 - Marketing flyer will need budget money allocated for mailing, printing and graphic artist;
 - State Planning Board
 - Letter went out, no response to date.
 - Great Places Initiative
 - Pam Shellenberger reviewed North Carolina and New Jersey *Great Places Initiative* program
 - North Carolina's budget of \$10,000 (some of the funds were from a grant); the money was used on communications, section involvement; and TV communications; media.
 - New Jersey's budget was \$500. The money was used on email communication. New Jersey received over 50 applications via email
 - Both states had a committee to review applications
 - *Great Places Initiative* helped make public aware of planning in their communities
 - Need a committee from the membership to take on this project
 - Review budget and allocate funds for the costs, plans and criteria to launch *Great Place Initiative* in Pennsylvania
 - Spring 2015, but we would need start planning for 2014
 - Announcing Election Results; informing candidates
 - Teller committee will review votes and decide on how to let the candidates know about the results of the election. Results will be shared before the conference.
4. Budget
 - a. Susan Shermer and Pam Shellenberger gave a brief overview

- Chapter only dues close to 25k; membership stable
- Conference is seeing slight increase sponsorships, registrations at this point (still below budget);
- Pitkin scholarship is not heavily supported; need to share this information with membership
- Advertising is declining
- Newsletter budget needs to be revisited on whether to continue print or not
- Section support will be different this upcoming year.
- Discuss conference program at board meeting
- Need to incorporate funds for great places initiative
- Need to incorporate funds for marketing piece

5. New Business

- a. PAB accreditation for Penn Planning
 - Survey will be sent out and results will be shared with Brian O’Leary.
 - A Board member (Brian O’Leary) should be involved throughout the whole accreditation process
- b. FAICP nomination, process for 2015
 - Susan Elks will be submitting paperwork for Stan Lembeck for FAICP
- c. Student Representative: The board reviewed applications for student representatives. A motion to select Ellen Hwang to be the next student representative was made by James Cowhey and seconded by Pam Shellenberger. The motion carried.
- d. Jerry Walls and Irv Hand
 - A motion to approve the following people (see below) for scholarships was made by James Cowhey and seconded by Tina Roseberry; the motion carried.
 - Nicole Hostettler will receive \$975 from the Jerry Walls Scholarship
 - Amy Miller will receive \$2500 the Irving Hand Scholarship
 - Debaleena Majumdar will receive \$1025 from the Jerry Walls Scholarship with the following stipulations: must be present at the conference; can’t use funds for travel; funds must be used for publishing; must study in the Pittsburgh area
- e. Planning and Community Health Project
- f. PA Local Government Training Partnership
 - Possible Topics for the next training: green infrastructure, economic redevelopment and urban planning
- g. Strategic Planning 2015
 - Retreat will need to be planned for 2014 for strategic planning in 2015; a budget will need to be put aside for this retreat; a facilitator may be needed (Board has not decided)

6. Ongoing Business

- a. Additional highlights from chairs
 - Sections
 - Southwest (SW) section wanted to discuss the size of their Section and see if a reconfiguration is needed. If Sections are split up, there will need to be leadership willing to step into a newly formed Section.
 - PDO: no report
 - Communications: no report
 - Legislative: MPC, hiring a consulting firm will be discussed at full board meeting
 - Education: no report
 - PMPEI: (followed later)
 - Conference Report: Annual conference was reviewed with Executive committee.
 - Staff Report: Staff report was reviewed with the Executive committee.

Minutes take by:

Minutes reviewed by:

Kim Gusic

James Cowhey