

**Pennsylvania Chapter of the American Planning Association**  
**Board of Directors Meeting**  
**Wednesday, February 25, 2015**  
**Giant Food Store, Harrisburg PA**

**In attendance:**

Brian O'Leary, AICP, President  
James Cowhey, AICP, Vice President  
Amy McKinney, Secretary  
Pam Shellenberger, AICP, Treasurer  
Amy Evans, Communications Chair  
Shirley Yannich, AICP, PP, Legislative Vice-Chair  
Susan Shermer, APA PA Staff  
Kim Gusic, APA PA Staff

*Via phone:*

Rachelle Abbott, AICP, Central Section Chair  
Dennis Auker, AICP, Shale Energy Committee Chair  
Bill Campbell, Southwest Section Treasurer  
Susan Elks, AICP, PDO  
Andrew Hartwell, AICP, Southwest Section Chair  
Sara Pandl, AICP, ASLA, Lehigh Valley/Berks Section Chair  
(*joined 11:34 AM*)  
Steve Pitoniak, Northeast Section Chair  
Brian Traylor, AICP, ASLA, Legislative Chair  
Jake Welsh, AICP, Northwest Section (*joined 11:52 AM*)

1. The Board of Directors Meeting was called to order at 11:01 AM.
2. A motion was made by James Cowhey, and seconded by Pam Shellenberger, to approve the Board minutes from December 5, 2014. The motion carried.
3. Financial Statements as of January 31, 2015 were reviewed by Pam Shellenberger. There are still a number of Chapter dues outstanding, which is normal at this time. AECOM still owes \$1000 from the conference in 2014. APA PA staff has attempted to contact AECOM with no success. Next steps will be to have Southeast section reach out to AECOM to collect funds.
  - a. Pam Shellenberger presented and reviewed details about using a Purchasing Card program from PNC. A motion was made by James Cowhey, and seconded by Amy McKinney, to approve moving forward with a trial basis of the PNC Purchasing Card. The PNC Purchasing Card will be monitored throughout the year to make sure minimum requirements are met. The motion carried.
4. Chapter President Items
  - a. Bylaws were reviewed by Brian O'Leary. Some important changes included eliminating the teller committee, asking Sections to switch to an election year cycle to match APA, including the communication committee in the bylaws, and updating the Education Committee section. Most other changes were minor grammatical changes.

A motion was made by James Cowhey, and seconded by Pam Shellenberger, to approve the changes and send the bylaws out to the membership for review, and then a vote. The motion carried.
  - b. 2015-2018 Strategic Plan - Implementation
    1. *Action item:* Continue to provide training and education that responds to the needs of the membership - subcommittee decided they will develop a survey to identify needs.
    2. *Action item:* Build coalitions with sister organizations for the broader advocacy and training - subcommittee decided they will send letters to introduce the Chapter and then contact each organization personally. Constant Contact could be used to ask our members where else they hold a membership. PMPEI has been working on their succession plan; Brian O'Leary will reach out to Stan Lembeck.
    3. *Action item:* Provide an orientation process for new Board members, committee chairs, committee members, Section volunteers, and Section members - subcommittee will develop a matrix.
    4. *Action item:* Develop a plan to address financial stability, scholarships, member dues and non-dues income – subcommittee needs more members, and to develop a campaign. Our annual report can be sent to sister organizations and new partners.
  - c. Legislative Committee

Brian O'Leary seeks to appoint two members to the Legislative committee: Shirley Yannich (Vice Chair) and Brian Traylor (Chair). Shirley and Brian introduced themselves. A motion was made by Pam Shellenberger, and seconded by Amy McKinney, to approve the appointments. The motion carried. Susan Shermer reported that PA Land Trust does help another organization with legislative monitoring and outreach. It is possible we could use their services; only very initial discussions have taken place with Nicole Faraguna.

- d. Outreach to the Wolf administration  
An introductory letter has been sent to Governor Wolf. More communication will be sent in the next few months including more information from the Shale Energy Committee. Dennis Auker expressed his hope that the hard work of the committee would result in action being taken. There will be an initial letter sent to Wolf administration from Brian O'Leary and then additional letters sent to key people from both Brian O'Leary and Dennis Auker.
- e. Region 1 Conference  
Conference planning is moving along. Over 100 sessions were proposed.
- f. 2015 Elections  
Nomination Committee includes: Brian O'Leary, Sara Pandl, Andrew Hartwell, Judy Barrett, Justin Evans, Rich Bickel, Leah Pearlman-Storch. We need a NE representative who is not a Board member. Steve Pitoniak will ask the NE Section for a volunteer. If there is no volunteer, Brian O'Leary can ask someone from his office to be on the committee. A motion was made by Amy McKinney, seconded by James Cowhey, to approve the Nominations Committee. The motion carried.
- g. APA Conference – delegate assembly reps needed  
Susan Elks volunteered to be a delegate if she has no prior engagements. Brian O'Leary will send emails to seek more delegates.

## 5. New Business

- a. The International Sign Association is an advocacy and industry group. They want to provide training to the Chapter. The Board suggested, as one idea, that the group submit a proposal for the annual conference. Susan Elks will do some more investigating about the training. The Board would want to make sure the training has a balanced perspective; a speaker from Montgomery County could help insure this.

## 6. Ongoing Business

- a. Section Mapping Survey Results: Susan Shermer reviewed the survey results about potentially splitting the Central Section. The results were positive, but some concern was voiced about the ability of a smaller "new" Section to function. The Board decided a next step would be to have Pam Shellenberger and Susan Shermer prepare a list of each proposed Section, including the border counties, of its membership. Pam and Susan will also consider ways to reach out to members who could be located in a "new" Central Section North to determine the potential for Section leadership.
- b. 2016 Annual Conference location will be in Allentown. In order for the conference to be held in Allentown, two hotels will need to be used (the Renaissance and the Holiday Inn). We are currently working on the contract.
- c. Great Places Update: 2015 Great Places is on the website. The deadline to submit nominations is April 10<sup>th</sup>.
- d. Annual Report Update: The Annual Report will be part of the Spring *Vantage Point*.
- e. Spring Forum and statewide series
  1. Spring Forum details are being finalized.
  2. Statewide training has been distributed to membership, on the website, and emailed.

## 7. Set dates for 2015 meetings

- a. Executive Meeting: Conference Call will be April 28<sup>th</sup>, 1:00-2:30 PM.
- b. Board Meeting will be June 5<sup>th</sup> in State College, 11:00 – 2:30, at a location to be determined.
- c. Board Meeting will be held during the Conference in Pittsburgh, most likely on October 18<sup>th</sup>
- d. Board Meeting will be held in Harrisburg in December (date TBD) to discuss the 2016 budget.

Going forward most meetings will be 2 hours in length.

Board meeting adjourned at 1:09 PM.

Minutes prepared by:

Minutes reviewed by:

Kim Gusic

Amy McKinney

*Approved at June 5, 2015 Board Meeting*