

**Pennsylvania Chapter of the American Planning Association
Board of Directors Meeting
Friday, May 10, 2013
11:00 AM – 3:00 PM
Harrisburg, PA**

In Attendance:

Brian O'Leary, AICP, President
James Cowhey, AICP, Secretary *via phone*
Chris Townley, Student Representative *via phone*
Rachelle Abbott, AICP, Central Section Chair
Susan Elks, AICP, PDO
Amy McKinney, Northwest Section Vice Chair *via phone*
Sara Pandl, AICP, RLA, Lehigh Valley Section Chair *via phone*
Steve Pitoniak, Northeast Section Chair *via phone*
Jim Segedy, PhD, FAICP, Education Chair *via phone*
David Ward, AICP, Southeast Section *via phone*
Jake Welsh, AICP, Northwest Section *via phone*

Non-voting:

Christina Art, AICP, Southeast Section (non-voting guest)
Susan Shermer
Kim Gusic

Next Meetings:

Executive Committee: July/ August

Board of Directors: December 6, 2013, State College, PA TBD location

1. Call to Order.
 - The meeting of the Board of Directors of the Pennsylvania Chapter of the American Planning Association was called to order at 11:03 a.m. on May 10, 2013 by President Brian O'Leary. Members introduced themselves.
2. Approval of Minutes
 - A motion to approve the minutes from December 14, 2012 Board of Directors and March 8, 2013 Executive Committee meeting was made by Jim Segedy and seconded by David Ward. The motion carried.
3. Treasurer's Report
 - Susan Shermer reviewed the financial statement as of April 30, 2013.
4. Chapter President Report.
 - a. Marketing efforts for the Chapter
 - Brian reviewed a draft of the marketing piece.
 - Board suggested the marketing piece match with our website (Mission, Vision, Values; text about What Is...). Planners United samples would be useful to include.
 - When completed, we should distribute the marketing piece to township officials, county planning commissioners, and DCED.
 - When possible, PA-APA should speak at other meetings.
 - b. Website Resource section
 - Brian O'Leary, Catherine Colbert-Gibson and Denny Puko will be on the subcommittee for the website resources section for the chapter website. They will choose/vet resources and assign tags.
 - c. State Planning Board
 - There are some vacancies available. There is concern about the stability of the state planning board.
 - Brian will be updating the third paragraph to the letter for the state planning board.

- Defer to next meeting with more discussion through emails.
- d. Great Places Initiative
- North Carolina presented at the Annual Conference a couple of years ago, which received a lot of attention from APA.
 - This initiative was done in New Jersey, contest sponsored and supported by the local chapter.
 - If PA Chapter would do *Great Places* initiative, APA would want to be involved.
 1. This initiative would take a lot of time and resources and a big budget.
 2. Pam Shellenberger and Susan Elks are interested in this initiative, aiming for 2014. We will need funding, and perhaps will apply for a CPC grant.
- e. APA conference Report
- Chapter elections will be supported by the Chapter for 2013, but APA will start managing all Chapter elections in 2014 or 2015.
 - APA shared *Chapter Financial Management Guide* with all Chapters. A copy was given to the Chapter office and will be shared with Pam Shellenberger.
- f. Nominating Committee
- The Nominating Committee would like to have a competitive election.
 - Committee includes Brian O'Leary, Tara Hitchens, Sara Pandl, Tim Ference, Judy Barrett, Rich Bickel, Alex Graziani, and Drew Shaw.
 - Candidates are needed by July 1st
- g. Engage students, emerging professionals, and retired planners (is also an APA issue)
- Jim Segedy has agreed to build relationships between Universities and the Chapter. The Chapter will send Jim the Education Committee members and University contacts.
 - New chapter rates have been made for students and emerging professionals (See new business)
 - Student mentoring programs have met with limited success. Many students seem too busy. SE Section has an established program. Central is working on a program; Lehigh Valley is just beginning.
 - A brainstorming session at the Chapter conference could be useful.
- h. MPC
- There was discussion about the summary report from 2010. We agreed that we should consider a two tiered approach that 1. Makes the MPC easier and more efficient to use, and 2. Advocates for better planning within the MPC. We also discussed the importance of getting allied professions and organizations to join our effort.
 - Work with MPC to update documents, processes and other planning tools. Can the Legislative Committee assist?
 - A motion to move forward on a two-tiered approach for the MPC draft, with recommendations on how to move forward, was made by Jim Segedy and seconded by Sara Pandl. The motion passed.

5. Ongoing Business

- a. Additional comments/highlights on reports from committee chairs
- Sections: Nothing additional to report.
 - PDO
 1. Northeast representative is vacant; Alexis Williams is Southeast representative.
 2. Promote hazard mitigation training with all sections
 3. APA has been asked if the CDs can remain worthy of CMs for another year.
 4. David McFarland attended the APA conference in Susan Elks' place.
 - Communications (no report)
 - Legislative (no report)
 - Education
 - PMPEI (report only)
 1. Stan Lembeck would like certificates to be sent to individuals who complete a course; Information about those individuals who complete the courses will need to be sent to Chapter office.
 2. A letter of congratulations should be sent. Susan Shermer will draft a letter.
 3. Rachele Abbott will write an article for the *Vantage Point*.

- Staff Report
- Conference Report
- Committees still needed: Development, Membership, PODO
- b. Review of policies: Board reviewed policies; some policies were updated and other policies were deleted. Policies will be reviewed every five years to make sure they are relevant. The Board will vote on the proposed policy changes at a future meeting.
- c. Scholarships/Awards (complete organization of yearly program)
 - A motion was made by Jim Segedy and seconded by David Ward to have the Executive Committee continue to review student scholarship applications (Pitkin/Byler) and to have the Executive Committee review the professional development applications with the help of the PDO; the motion carried.
 - Jerry Wall's scholarship and the Irving Hand scholarships will be presented during the Annual Conference. Information on the availability of both will be sent out on the same schedule.
 - The Spaulding scholarships are reviewed by the Trustees.

6. New Business

- a. Young Planners Report (reference report): Rachelle Abbott and Christina Arlt reviewed their report for the Board.
 - We discussed Membership fees for students and emerging professionals. The following was recommended on a motion from Jim Segedy and seconded by James Cowhey, the motion carried.
 1. Students membership for the first year is free, and thereafter is \$26 (undergraduate and graduate students). We will post resumes for free; and
 2. Emerging professionals are \$52 for the first five years after graduation (undergraduate or graduate degree).
 - Next steps would be to create a survey geared for emerging professionals. One year of free membership could be offered as an incentive to complete the survey.
- b. CPC Grant Cycle – grant applications for fall 2013
 - There was discussion to use the CPC Grant towards *Great Places* initiative for 2014. There will be more discussion to come.
- c. Student Rep. Chris Townley is graduating. We need a new student rep.

Minutes take by:

Minutes reviewed by:

Kim Gusic

James Cowhey