

**Pennsylvania Chapter of the American Planning Association  
Board of Directors Meetings  
Giant Foods Grocery Store Community, Harrisburg, PA  
Friday, June 8, 2012**

**IN ATTENDANCE:**

Brian **O’Leary**, AICP, President  
John **Pickett**, AICP, PE, Vice President  
James **Cowhey**, AICP, Secretary  
Pam **Shellenberger**, AICP, Treasurer  
Rachelle **Abbott**, AICP, *via phone*, Central  
Section Chair  
Roy **Brant**, PhD, *via phone*, Northwest  
Section Chair  
Martha **Cross**, AICP, PP, LEED AP,  
Southeast Section Chair  
Shannon **Debes**, *via phone*, Legislative Chair  
Susan **Elks**, AICP, Professional  
Development Officer  
Tim **Ference**, *via phone*, Northeast Section  
Planning Official Representative  
Sara **Pandi**, AICP, RLA, Chair, Lehigh  
Valley Section Chair  
Jim **Segedy**, PhD, FAICP, *via phone*,  
Southwest Section Chair  
Christopher **Townley**, Student  
Representative  
Cheryl Graff **Tumola**, Southeast Section  
Planning Official

Jake **Welsh**, AICP, *via phone*, Northwest  
Professional Representative  
Peter **Wulforth**, AICP, *via phone*, Northeast  
Section Professional Planner  
Representative

**ABSENT:**

Alexander **Graziani**, AICP, Past President  
Scott **Haverstick**, Central Section Planning  
Official Representative  
Bill **Brobst**, Central Section Planning Official  
Alternate  
Anthony **Toth**, AICP, Lehigh Valley Section  
Secretary/Treasurer  
Steve **Pitoniak**, Northeast Section Chair  
Scott **Brillhart**, AICP, Southwest Section  
Professional Planner Representative  
Kevin **Smay**, Southwest Section, Planning  
Official Representative  
David **Ward**, AICP, Southeast Section  
Secretary

**NON-VOTING:**

Susan Shermer  
Kim Gusic

**Next Meetings:**

Executive Committee – August TBD  
Board of Directors – December TBD

1. Call to Order. Introductions.
  - The meeting of the Board of Directors of the Pennsylvania Chapter of the American Planning Association was called to order at 11:05 a.m. on June 8, 2012 by President Brian O’Leary. Members introduced themselves.
2. Approval of Minutes
  - The minutes from February 24, 2012 Board of Directors Meeting were reviewed. A motion to approve the minutes was made by John Pickett, and seconded by Pam Shellenberger. The motion carried. Board members would like to see the affiliation listed next to the attending members’ names.
3. Treasurer’s Report
  - a. Financial Statement as May 31, 2012
    - **ACTION ITEM:** Board members were asked to make a personal outreach to at least two companies for conference sponsorships.
    - Treasurer Pam Shellenberger reported that the Chapter has \$103,157 combined between the checking and money market accounts. To date we have

received \$42,000 in membership dues from APA. Pledged conference support is low. It is important that we promote the conference.

- Pam Shellenberger and Susan Shermer will draft a budget for 2013 this summer. Our goal is to approve a budget by December 1. **ACTION ITEM: Susan Shermer and Pam Shellenberger to begin to draft a budget.**

#### 4. Top Goals for 2012-2013

- **Make PA APA a place to go for questions about planning in PA.** Our website should be the place for planners to go for answers to their questions; resource for planners; APA for guidance; planning official viewpoints would help municipalities: **ACTION ITEM: Brian O'Leary, Martha Cross and Jim Segedy start the project.** They will be working on an FAQ section, identifying experts for subject matters, and finding PA specific case studies and best practices.

- **Improve student involvement. Students are lost between graduation and obtaining a job/pre AICP exam. Consider offering membership scholarships or an Emerging Professional rate.** SE section looks for events that combine education with social activity. **ACTION ITEM: Chris Townley and Jim Segedy will combine their efforts in getting more student and emerging (new) professionals involved, and will make recommendations.**

- **Improve communications between members and leadership. Bring disenfranchised members into the fold.** **ACTION ITEM: Jim Segedy will work on developing a marketing piece on what planners do and use examples of what APA has produced.** Need to engage planning officials, and incorporate with professional planners. Revitalize efforts to revise the MPC. Provide more outreach to county planning commissions. **ACTION ITEM: Place another ad on the website, in Vantage Point and via Constant Contact for a PODO.**

- **Work with Allied Organizations.** Collaborate with allied organizations to broaden our reach to other associations, universities and government agencies such as DEP and DCED. **ACTION ITEM: Sara Pandl and James Cowhey will reach out to DCED.**

#### 5. Ongoing Business:

##### a. Appointment of Student Representative to the Board

- Executive Board recommends Chris Townley as the Student Representative for the PA APA Board. A motion to approve Chris Townley as the Student Representative was made by Jim Segedy, and seconded by James Cowhey. The motion carried.

##### b. APA National - news from APA

- Brian O'Leary, John Picket, and Sara Pandl attended the APA conference.

- The Chapter Presidents' Council still needs the final report for the Required Training Task Force grant. **ACTION ITEM: Sarah Galbraith Laucks is responsible for completing it.** Brian O'Leary is on the grant committee.

- Brian O'Leary reported that CDs are being phased out at APA; streaming webinars and webcasts will be offered. Other ways to earn CM credit would be through sections, conferences, statewide training, and the UTAH website for webinars.

- APA would like to get Chapters onto a common schedule for elections.
- CA has a retired planner's network. Can we do this? ACTION ITEM: Jim Segedy will look into this and report back.

c. Additional comments/highlights on reports from committee chairs:

- Sections- Northeast and Southwest would like to have a networking session in order to share ideas with other Sections during the conference.
- PDO
  - Design Matters has changed to another location in Northeast section due to low attendance for the Scranton location.
- Legislative
  - Legislative committee has been without a consultant since the beginning of the year. Shannon Debes asked the Board to recommend necessary action items to see what is vital to the Legislative Committee and the PA Chapter of APA to achieve their goals. The Board would like consultant to provide legislative tracking and an explanation of passed legislation ("Planners on the Hill" was very beneficial); strategically divide work between consultant and volunteer board members. Drop federal tracking/monitoring. Susan Shermer suggested an online tool (clipping service) like Google Alerts.
  - Shannon also suggested we join the *Construction Legislative Council Group* (out of western PA) for \$600. ASLA and AIA are among the members. This group provides 1 breakfast and 4 board meetings. A motion to approve membership to the *Construction Legislative Council Group* was made by John Pickett and seconded by James Cowhey on a one year trial and Board will need to see reports and results. The motion carried.
  - Shannon needs approval to send a letter on ASC survey data. A motion to approve the letter emailed today by Shannon Debes was made by John Pickett and seconded by Pam Shellenberger. The motion carried.

Shannon Debes left the call.

- Conference-
  - Fundraising and promotion of the conference is key for a successful conference. ACTION ITEM: Brian O'Leary has asked each member of the board to reach out to two to three people for sponsorships.
  - Denny will be volunteering audience response widgets for use at the conference; possibly to use for an ethics session.
- Communications (no report)
- Education (report only)
- PMPEI (report only)
- Staff Report
- Other: MPC Subcommittee. The Board is not sure where this stands. ACTION ITEM: Pam Shellenberger can provide a summary to distribute to the Board.

d. Committees still needed: Reach out to emerging planners, chapter nominees, and section nominees to find a chairperson for these committees. ACTION ITEM: Susan Shermer will send nominee lists to Brian O'Leary.

- Development: This committee is needed to generate revenue beyond the conference and dues; it will function as a “think tank”.
- Membership: With declining membership, this committee will need to find ways to retain members and find new members. Jeff Grim is interested in being a Chair for this committee according to Jim Segedy; Jim will act as a liaison to Jeff Grim to get this started.
- Central Section Chair Susan Pandl reposted that Tina Fackler is possibly interested in representing the Lehigh Valley section on the Professional Development committee.

- e. Final Approval needed. Executive Committee has approved and is bringing forward: A policy for posting non-Chapter events on website and in newsletter. A motion was made by Susan Elks and seconded by Cheryl Tumola. The motion carried.
- f. Final Approval needed. Executive Committee has approved and is bringing forward: A policy for expense reimbursement. A typographical error needs fixed. A motion was made by James Cowhey and seconded by Sara Pandl. The motion carried. ACTION ITEM: Susan Shermer will fix the typo and send it to all committee chairs and the Board.
- g. Conference 2014 – room rates in downtown Philadelphia
  - Room Rates are expected to be \$189-229. ACTION ITEM: Susan Shermer will ask hotels to respond to an RFP for October dates and early November dates. Lehigh Valley is interested in hosting 2016, but may move to 2014 if a Philadelphia site cannot be found.
- h. Schedule 2012 Board of Directors meetings
  - The full Board will meet in December, most likely by phone, to approve a budget. The Executive Committee will meet at the end of August.

## 6. New Business

- a. Scholarship Recommendations from Executive Committee
  - There were 5 applications. Chris Townley was excused from the discussion. Susan Shermer gave an overview of the various funding sources and balances. \$2000 can be taken from Pitkin, \$1000 is proposed from Spaulding, and \$600 from Byler for a total of \$3600 available in scholarships. We would like to award two scholarships for \$1800 each. The Executive Committee is recommending 1) Jezreel Apelar, U of Pennsylvania, and 2) Chris Townley, IUP. Two of the members of the Executive Committee (Brian O’Leary and James Cowhey) are trustees for the Spaulding Fund. A motion to approve scholarship recommendations was made by James Cowhey and seconded by Susan Elks. John Pickett abstained from voting. The motion carried. ACTION ITEM: The Spaulding Trustees need to meet to discuss the Spaulding contribution and recipient.
  - ACTION ITEM: Jim Segedy, Susan Elks, and Brian O’Leary will draft suggested language explaining the scholarship process and outlining criteria for judging the applicants.
- b. Recap of meeting with DEP

- Brian O'Leary and Pam Shellenberger attended. DEP wants to know if any members would like to join some of their committees. **ACTION ITEM: Brian O'Leary will send out the list to the Board.**

c. APA Region 1 Conference

- John Pickett reported that the Northeast region of APA (8 states) is considering holding a regional conference in June of 2014, '15, or '16 in Saratoga Springs or Albany. APA is looking for chapter endorsements (a nominal fee is anticipated). A motion to support the APA Region 1 Conference was made by Susan Elks and Seconded by Sara Pandl. The motion carried.

d. Location for Board Meetings

- Board meetings will alternate between Harrisburg and State College depending on the weather.

Roy Brant left the call.

e. Licensure of planners – Tabled

f. Digital billboard safety – Tabled

g. Scholarship Fund – Jerry Walls

- Jerry Walls has inquired about providing a scholarship fund. **ACTION ITEM: Brian O'Leary, James Cowhey and Susan Shermer will work with Jerry Walls.**

h. Marcellus Shale Coalition – CM processing

- The Marcellus Shale Coalition will be holding a conference in the near future. They have approached the Sarah Galbraith Laucks for CM processing. A suggestion was made via email by Sarah Galbraith Laucks that no fee be charged since they are a conference sponsor. The Board did not agree to waiving fees. The Marcellus Shale Coalition will be charged a fee for CM processing. The fee is to be determined depending on curricula. Their agenda will need to be reviewed by the Chapter. **ACTION ITEM: Susan Elks will work with them on this request.**

i. Section Bank Accounts

- Pinnacle (online service for viewing accounts) is charging the Chapter \$165 a month. PNC enacted the increase without notification. The PA Chapter of APA has discontinued use of Pinnacle. Susan Shermer is recommending that the PA Chapter of APA receive the paper statements for each Section and distribute them to each Section treasurer. A motion to approve this recommendation was made by Cheryl Tumola, and seconded by Pam Shellenberger. The motion carried.

The meeting was adjourned by 2:37 p.m.

Minutes taken by;

Minutes Reviewed by:

Kim Gusic

Susan Shermer and James Cowhey