

Pennsylvania Chapter of the American Planning Association
Executive Committee Meeting
Friday, September 12, 2014
11:00 a.m. – 12:30 p.m.
Via conference call

In attendance:

Brian O'Leary, AICP, President
James Cowhey, AICP, Vice President
Amy McKinney, Secretary (joined 11:30 a.m.)
Andrew Hartwell, AICP, Southwest Chair
Peter Wulforth, AICP, Northeast Representative
Sara Pandl, AICP, Lehigh Valley Chair

Absent with notice: Pam Shellenberger, Treasurer

Susan Shermer (non-voting)
Kim Gusic (non-voting)

1. Call to Order
 - a. The meeting of the Executive Committee was called to order at 11:04 a.m. on September 12, 2014 by Brian O'Leary.
2. Treasurer's Report
 - a. Susan Shermer briefly reviewed financial statements for the period ending August 31, 2014.
3. Chapter President Report
 - a. Strategic Planning Report and next steps: Brian emailed the draft Plan to Board prior to this meeting.
 - Susan Elks made comments to the strategic planning report; amendments will be made to reflect the minor suggestions;
 - Who we are: Mission, Vision, and Values has been reworded and looks good to proceed;
 - Organization priorities are similar to the current Plan;
 - Social Media & Website are important;
 - 7th Section- survey to come;
 - Priorities/Implementations: timing is ambitious; the Executive Board proposes work to start in 2015 and continue for the next few years;
 - The next Vantage Report should briefly address the strategic planning report;
 - Executive board would like to receive comments before the conference and/or during the next Board meeting (held at the conference);
 - The Strategic plan will be addressed during *State of the Chapter Address*.
 - b. Board Meeting at the Conference
 - Jim Drinan and David Rouse (from APA) will be joining Board meeting; this will give our Board the opportunity to push for a National Conference in Pennsylvania (Philadelphia or Pittsburgh). APA initiatives will be shared with the Board.
 - c. APA Dues Campaign
 - Lynn Jorgenson asked the Chapter to promote 25% off discount to prospective new members; Susan Shermer is posting their ad in the newsletter and on Facebook.
 - APA campaign for new members will be hard to monitor and gauge results
 - d. Student Rep needed
 - Brian emailed IUP, Temple, and U Penn asking for potential student representatives; no interest yet.

- e. Unconventional Shale Gas update
 - The Executive Committee has reviewed the Unconventional Shale Gas Committee composition. A motion to approve the Committee was made by James Cowhey and seconded by Sara Pandl, the motion carried. Each section will have a maximum of 3 voting members.
- f. Amending the Chapter Bylaws. The subcommittee is Brian O'Leary, Sara Pandl, Amy McKinney, Pam Shellenberger, and Richard Hoch. The Bylaws need amended to:
 - Address when a Section is in trouble, how the Chapter should proceed
 - Some election cycle text needs cleaned up
 - Bring this to the board meeting in October
- g. Region 1 Conference – PA Chapter liaison needed
 - No interest yet
 - Northeast section will ask for representative at its Section meeting
 - The Chapter has told the Region 1 committee we trust their decision making for the regional conference
- h. Annual Report: Brian suggested the Chapter should produce an Annual Report
 - Report should keep the interest for everyone
 - Punchy, short and to the point; with a lot of graphics
 - Include section reports; and what they did (also include photos)
- i. APA CPC Grants
 - Sections may express interest (Chapter would apply on behalf of the Section)
 - Idea must be innovative and unique to get funding

4. New Business

- a. Local Government submissions Sept-Nov online :
 - <http://newpa.com/local-government/governors-award-for-local-government-excellence>
 - Submission process is different for next year; process is a little looser; Susan Shermer is trying to get a definitive clarification.
- b. Recruiting APA to come to PA
 - Can be discussed in October at the Conference. Having an active State Planning Board would help. They still do exist; however there are vacancies; there has been no action by Governor Corbett to fill vacancies.
- c. Any actions/concerns from the Section Chairs for consideration
 - Allentown in 2016; a site inspection will be repeated this fall when the proposed hotel is further along in construction.
 - 2017 at the Penn Stater; after 2016 is finalized, negotiations will begin for the Penn Stater.

5. Ongoing Business

- a. Great Places Initiative Update:
 - Conference Call with judges is upcoming; no other details to report.
- b. Mapping Project Update
 - No update at this time.
- c. Conference Lapel Pins: Executive Board has decided not to pursue for the 2014 conference
 - Ties to sell at the conference; Executive Board decided not to pursue. Mayor Nutter will be the speaker for the Pitkin Lecture; perhaps a tie showing the City of Philadelphia can be given to Mayor Nutter
 - Lapel Pins for future: poll attendees at the conference

- d. Annual Awards Update – request from Denny Puko about an additional award
 - Awards committee had extended the deadline for Individual awards. One of the Individual awards was for Rafferty; Executive Committee decided not to have an additional award.
- e. Master list of partners
 - No update; James Cowhey will work on this.
- f. National Planning Month promotion
 - *Great Places* photos as a teaser
 - Marketing piece graphic on the website
 - Use #planningmonth on social media
 - Executive Committee has decided to purchase books about planning geared toward children to donate to a local library; Each section will get 2 books; Sara Pandl will look into purchasing these books and have them available for Sections to pick them up at the conference. A press release will be created for each Section to distribute to their local media contacts about the book donation.
- g. Scholarship Policies: Need to be created
 - Judging on scholarships: Currently no written policy
 - Board will discuss procedures in a future meeting
- h. Draft Budget will be started soon.

Meeting adjourned at 12:33 p.m.