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 Wulffort, 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 UPenn 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
      • 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.