

Pennsylvania Chapter of the American Planning Association
Board of Directors Meeting
Friday, June 27, 2014
10:00 AM – 12:00 PM
Penn Stater, State College, PA

In attendance:

Brian O’Leary, AICP, President
James Cowhey, AICP, Vice President
Amy McKinney, Secretary
Pam Shellenberger, AICP, Treasurer
Martha Cross, AICP, PP, LEED AP, Southeast, Chair
Susan Elks, AICP, Professional Development Officer
Richard Hoch, AICP CEP, Education Chair
Dennis Martinak, AICP, Communications Chair
Jeff Naftal, Southwest, *via telephone*
Sara Pandl, AICP, Lehigh Valley, Chair
Steve Pitoniak, Northeast, Chair *via telephone*

Troy Truax, AICP, Planning Officials Development Officer
Susan Shermer (non-voting)
Kim Gusic (non-voting)

Guests

Dennis Puko, PA DCED
Justin Dula, AICP, Southeast
Christina Arlt, ACIP, Southeast
Stan Lembeck, AICP, PMPEI
Dennis Auker, AICP

1. Call to Order. Introductions.
 - a. The meeting of the Board of Directors was called to order at 10:09 a.m. on June 27, 2014 by Brian O’Leary.
2. Treasurer’s Report
 - a. Pam Shellenberger reviewed the financial statements as of May 31, 2014.
 - b. PSATs has been invoiced for Planning Matters training and the Spring Forums.
3. Minutes
 - a. A motion to approve the Full Board Meeting Minutes from March was made by Sara Pandl and seconded by Amy McKinney. The motion passed.
 - b. A motion to approve the Executive Committee Meeting Minutes from May was made by James Cowhey and seconded by Pam Shellenberger. The motion passed.
4. Chapter President Report
 - a. Student Rep, Ellen Hwang has graduated.
 - We need a new Rep (WCU, IUP, Temple, U Penn, etc.)
 - Brian O’Leary sent an email to Universities last time asking for suggestions. The same process will be used.
 - b. How to handle requests for posts
 - Depending on the request, the Chapter will post the notice on the website calendar, Facebook, and twitter (example water survey).
 - James Cowhey will develop a list of Chapter partners such as the PA State Association of Boroughs; Chapter partners will have more access through website, Facebook, twitter, email, newsletter, etc. For email blasts, we could add “Other News of Interest.”
5. New Business
 - a. Lapel pins – pricing, and would they sell?
 - No final decision has been made. Researching Café Press as a potential outlet for sales of pins, etc. Christina Arlt to help with the research.
 - b. PMPEI – Stan Lembeck reviewed the PMPEI program

- MPC manual has been updated and is given to attendees who attend PMPEI courses
 - New/updated website
 - New course under development *Advanced Zoning*
 - Individuals can take a PMPEI courses through open enrollment, sponsored courses, hybrid (hosted municipality)
- c. An APA request for an increase in CPC assessments was requested previously
 - This request goes into effect in 2015 and comes out of the first and third quarter checks.
 - d. APA would like all Chapters to promote and market "National Planning" month in October
 - This can be promoted through the website, and newsletter, etc.
 - Content needs to be found/developed to post
 - e. Annual Conference
 - Justin Dula reviewing conference planning in Philadelphia
 - Justin asking for a push in sponsorship from Board; Susan Shermer will email information to the Board.
 - A press packet needs to be developed.
 - SEPTA is a sponsor and will provide passes; we will charge a nominal fee (\$0.50-\$0.75) through RegOnline to mail the pass.
 - The Sands was the only respondent to the RFP for 2016 in Lehigh Valley; talk to Renaissance about partnership with other downtown locations so that we have an Allentown choice too.
 - The location under consideration for 2017 is State College. Central Section would be the host; Pam Shellenberger will bring this up on their next Section conference call. The conference would be held at the Penn Stater.
- 6. Ongoing Business**
- a. Scholarship Submissions – decision will be made after June 30, due to scheduling conflicts.
 - Spaulding trustees meeting will be in July
 - b. Great Places Initiative Update
 - Winner will be announced in November
 - 13 counties submitted with 26 entries
 - It would be a good idea to make an announcement in an annual conference press packet for the 2015 Great Places especially because the deadline will be earlier.
 - c. Peer Directory for website
 - More information exchange on the website; list peers by expertise
 - Deferred to strategic plan
 - d. Recruiting APA to come to PA for a national conference
 - Brian O'Leary will approach APA to express PA's interest in hosting the national conference. He will promote Philadelphia and Pittsburgh.
 - e. Mapping Project Update (adding more sections)
 - Still continuing work on mapping project. Pam Shellenberger and Susan Shermer to draft a survey to go out to members on section borders.
 - f. Unconventional Gas Report
 - This committee will create policy for the Chapter. The Board has reviewed committee list. APA PA non-members will be allowed to join committee as resources, but only APA PA members (3 votes per section) can vote on the Policy that will be recommended to the Board. Committee meetings will be open to the public
 - Full board action by September meeting on the list.
 - g. Annual Awards
 - There were 17 award submissions; 1 carryover from 2013. Denny Puko is recommending that we accept award submissions for individuals for a few more weeks.

- h. Amending the Chapter Bylaws (need subcommittee)
 - Brian O'Leary, Sara Pandl, Amy McKinney and Richard Hoch will be on the subcommittee.
 - Amendments need to be made to the voting/elections sections, and a Bylaw is needed to direct the action of the Chapter for when a section is failing.
- i. CPC Grant (Fall cycle)
 - Nothing under consideration. Troy Truax, newly appointed Planning Official Development Officer, may be able to use funds in the future for trainings, etc.
- j. Outreach/Communications Marketing brochure to affiliated organizations
 - Dennis Martinak forwarded language for an email to be sent out to Chapter partners about the new marketing brochure. Susan Shermer will forward the email to the Board for consideration.
- k. Region 1 Conference
 - James Cowhey gave highlights on this conference for 2015 (Saratoga Springs, NY).

Board meeting adjourned at 12:11 PM.

Notes take by:

Reviewed by:

Kim Gusic

Amy McKinney