

**Pennsylvania Chapter of the American Planning Association
Executive Committee Meeting
Friday, March 8, 2013
East Hempfield Township Building, Landisville, PA**

11:00 AM – 3:00 PM

Attendance, Voting:

Brian O'Leary, AICP
John Pickett, AICP, PE (phone)
Pam Shellenberger, AICP
James Cowhey, AICP
Rachelle Abbott, AICP (phone)
Sara Pandl, AICP
Steve Pitoniak (phone)
Peter Wulfhorst, AICP (phone)

In Attendance, Non-Voting:

Susan Shermer
Kim Gusic

Absent:

Roy Brant, PhD
Alex Graziani, AICP
Kyle Guie (non-voting exec committee)
Chris Townley (non-voting exec committee)

Next Meeting: Full Board May 10, 2013

1. Call to Order
 - a. The meeting of the Executive Committee of the PA Chapter of The American Planning Association was called to order at 11:04 AM on March 8, 2013 by President Brian O'Leary.
2. Treasurer's Report:
 - a. Pam Shellenberger reviewed the 2012 & 2013 Financial Statements. There were no substantive questions.
3. President's Report:
 - a. APA national conference:
 - Brian O'Leary discussed choosing the PA delegates for the APA national conference. APA allows 3 chapter delegates from PA. Individuals considered were Rich Bickel, Deborah Howe, Denny Puko, and Graciela Cavicchia; Brian O'Leary will ask if they would like to be delegates.
 - Brian O'Leary discussed memberships for students and emerging professionals; PA Chapter student membership is currently higher than APA, and the PA Chapter does not have an emerging professionals category. Student and emerging professionals should model APA in price structure.
 - b. Goals:
 - Best Practices/Resources: Our goal is to post more information online about best practices; we will start with past award winners. Susan Shermer will check to see if the PA Land Trust site includes our Chapter logo. Denny Puko and the PA Chapter will be joining forces in creating a resource section for all planners. The Chapter website will need to "tag" resources in order for topics to be searchable.
 - Advocating for planning (communications/marketing piece): Jim Segedy and Dennis Martinak were tasked with developing a marketing piece. Susan Shermer has designed an advertisement/marketing piece for the PSATs conference

program; Brian will use the language in the PSATs ad to create a new piece with a broader outreach.

- Strengthening ties with other organizations: James Cowhey and Sara Pandl are working on partnerships: ASLA, CCAP, PSATS, etc.; we will draw up a list of other non-profits with whom we would like to partner in some way; we can ask our Sections to get involved.
- Brian O'Leary would like to review the existing board policies at the next meeting.
- The Budget will be posted to the website.
- Minutes from the executive board and full board meetings will be posted to the website in draft form while awaiting adoption.
- Pennsylvania will ask about putting in a bid for the APA conference for 2017 (Pittsburgh or Philadelphia).

4. New Business:

- a. Website – Internships/jobs wanted pricing structure (see “Resource Section – Jobs & internships” document):
 - Currently the website allows job postings. The Chapter will now allow individuals to post resumes. This will be free for members and \$15 for non-members. The \$15 fee can be applied toward membership to PA Chapter. A motion to approve this change to the website was made by Sara Pandl and seconded by James Cowhey. The motion carried.
- b. APA Elections consolidation – APA requests action:
 - The Chapter has been asked to consolidate and synchronize the election process with APA. The balloting process would be handled by APA. A motion to move forward with this was made by James Cowhey and seconded by Pam Shellenberger. The motion carried.
- c. Nominating Committee appointment:
 - Brian O'Leary, as the Board President, is tasked with forming a Nominating Committee. He asked for approval of a committee to include Tara Hitchens, Sara Pandl, Alex Graziani, Tim Ferrence, Judy Barrett, Rich Bickel, and a Lehigh Valley section member. Email communication will continue. A motion to approve the committee was made by Pam Shellenberger and seconded by Peter Wulfhorst. The motion carried.
- d. Best Practices: Committee needed to approve postings and tags (categories):
 - Brian O'Leary will draft a request.
- e. State Planning Board potential support/appointments
 - There are 3 vacancies available;
 - Email from Cliff Kanz suggested putting forward APA-PA members towards nomination; the PA Chapter will show support for the state planning Board. Brian O'Leary will draft a letter. A motion to send a letter was made by Sara Pandl and seconded by James Cowhey. The Motion carried.
- f. Report on Young Planners:
 - Rachelle Abbott will share a full report about young planners during the May board meeting; There will be recommendations on what the Chapter should do to move forward.
- g. Judge photos for submission to APA: Executive Committee selected photo 2, Reading Terminal headhouse, for submission to APA.
- h. Conference 2013 update:

- Sponsorship committee is getting good response from mailings followed-up by phone calls and emails.
 - Call for presenters closed on March 15. Sub-committee will be getting together in April to select sessions for the conference.
 - i. Conference 2014 co-chairs will include Martha Cross, Justin Dula, and John Kennedy.
 - j. Conference 2015 will be in the Southwest section, Johnstown is a possibility.
 - k. Conference 2016 will be in the Lehigh Valley section, Reading or Bethlehem, or in the Central section (Penn State).
 - l. Next Executive Committee Meeting will be decided in the next couple months.
5. Old Business
- a. Local Government Training Partnership: Peter Zug: Brian O'Leary will reach out to Peter Zug.
 - b. Committee and Procedures to judge scholarships & professional development awards:
 - There would be a consistent approach moving forward.
 - Ask Susan Elks to take this to the next level; get criteria; make the process transparent and competitive;
 - 1. Also there was no concern with Sara Woolf applying for a scholarship (Susan Shermer's daughter).
 - c. Legislative RFP - Update from John Pickett:
 - CCAP has a tracking system, which they are sharing with PA Chapter.
 - Lobbying efforts in conjunction with CCAP will probably not work because there may be conflicts with the need for CCAP to support County level concerns.
 - d. Planning Official Development Officer:
 - Susan Shermer will follow up with Stan Lembeck (Stan Lembeck and 2 others discussed this at a conference committee meeting) on getting credentials for PODO.
 - e. Chapter/CCAP/County Planning Directors coordination: CCAP will be sharing legislative tracking.
 - f. CPC Grant for next cycle: Chapter did not apply for this cycle; Rachelle Abbott will work on CPC Grant for next cycle.
 - g. Development Committee to oversee fundraising efforts: Will discuss at the full board meeting in May. After the Board meeting, we will spend some time brainstorming.
 - h. Membership Committee: Will discuss at the full board meeting in May.

Organizations we are strengthening ties with:

- PA Land Trust
- Smart Growth Alliance
- 10,000 Friends
- PA Bar Association
- Engineering
- ULI
- ASLA
- AIA
- Albright (local gov't training)
- Lafayette (local gov't training)
- Temple University

- University of Pennsylvania
- PSATS
- PA Boroughs Assoc.
- Sustainable PA
- County Commissioners Association of PA
- West Chester University
- University of Pittsburgh
- Shippensburg University
- Kutztown University
- East Stroudsburg University
- Millersville University
- Shippensburg University
- Adams/York Co.
- Lancaster Co.
- Tri-County Regional Planning Coalition
- Delaware Valley Regional Planning Coalition

The meeting adjourned at 3:00 p.m.

Minutes taken by:

Minutes reviewed by:

Kim Gusic

James Cowhey

APPROVED 5-10-2013