Pennsylvania Chapter of the American Planning Association
Executive Committee Meeting
Friday, September 20, 2013
11:00 AM – 3:00 PM

In Attendance, Voting:
Brian O’Leary, AICP, President
James Cowhey, AICP, Secretary
Pam Shellenberger, AICP, Treasurer
Tina Roseberry, AICP, Lehigh Valley Section
Rachelle Abbott, AICP, Central Section via phone
Steve Pitoniak, Northeast Section via phone
Andrew Hartwell, Southwest Section via phone
William McLain, Southwest Section via phone

Non-voting:
Susan Shermer
Kim Gusic

Next Meeting: Full Board: December 6, 2013 in State College

1. Call to Order. Introductions
   a. The meeting of the Executive Committee of the PA Chapter of the American Planning Association was called to order at 11:02 AM on September 20, 2013 by President Brian O’Leary.

2. Treasurer’s Report
   a. Pam Shellenberger reviewed the financial statements.

3. Chapter President Report.
   ● Marketing efforts for the Chapter: Reviewed draft flyer and discussed goals of producing flyer
     - Flyer will raise profile of planners and the chapter;
     - Flyer will be distributed to local municipalities and PMPEI;
     - Update the flyer with newer plans and implementations;
     - Remove the dates from the flyer;
     - Have the flyer drive people to the website for examples;
     - Flyer Titles: Need a Community Planner; Value of a Community Planner;
     - Marketing flyer will need budget money allocated for mailing, printing and graphic artist;
   ● State Planning Board
     - Letter went out, no response to date.
   ● Great Places Initiative
     - Pam Shellenberger reviewed North Carolina and New Jersey Great Places Initiative program
     - North Carolina’s budget of $10,000 (some of the funds were from a grant); the money was used on communications, section involvement; and TV communications; media.
     - New Jersey’s budget was $500. The money was used on email communication. New Jersey received over 50 applications via email
     - Both states had a committee to review applications
     - Great Places Initiative helped make public aware of planning in their communities
     - Need a committee from the membership to take on this project
     - Review budget and allocate funds for the costs, plans and criteria to launch Great Place Initiative in Pennsylvania
     - Spring 2015, but we would need start planning for 2014
   ● Announcing Election Results; informing candidates
     - Teller committee will review votes and decide on how to let the candidates know about the results of the election. Results will be shared before the conference.

4. Budget
   a. Susan Shermer and Pam Shellenberger gave a brief overview
- Chapter only dues close to 25k; membership stable
- Conference is seeing slight increase sponsorships, registrations at this point (still below budget);
- Pitkin scholarship is not heavily supported; need to share this information with membership
- Advertising is declining
- Newsletter budget needs to be revisited on whether to continue print or not
- Section support will be different this upcoming year.
- Discuss conference program at board meeting
- Need to incorporate funds for great places initiative
- Need to incorporate funds for marketing piece

5. New Business
   a. PAB accreditation for Penn Planning
      - Survey will be sent out and results will be shared with Brian O’Leary.
      - A Board member (Brian O’Leary) should be involved throughout the whole accreditation process
   b. FAICP nomination, process for 2015
      - Susan Elks will be submitting paperwork for Stan Lembeck for FAICP
   c. Student Representative: The board reviewed applications for student representatives. A motion to select Ellen Hwang to be the next student representative was made by James Cowhey and seconded by Pam Shellenberger. The motion carried.
   d. Jerry Walls and Irv Hand
      - A motion to approve the following people (see below) for scholarships was made by James Cowhey and seconded by Tina Roseberry; the motion carried.
      - Nicole Hostettler will receive $975 from the Jerry Walls Scholarship
      - Amy Miller will receive $2500 the Irving Hand Scholarship
      - Debaleena Majumdar will receive $1025 from the Jerry Walls Scholarship with the following stipulations: must be present at the conference; can’t use funds for travel; funds must be used for publishing; must study in the Pittsburgh area
   e. Planning and Community Health Project
   f. PA Local Government Training Partnership
      - Possible Topics for the next training: green infrastructure, economic redevelopment and urban planning
   g. Strategic Planning 2015
      - Retreat will need to be planned for 2014 for strategic planning in 2015; a budget will need to be put aside for this retreat; a facilitator may be needed (Board has not decided)

6. Ongoing Business
   a. Additional highlights from chairs
      - Sections
         o Southwest (SW) section wanted to discuss the size of their Section and see if a reconfiguration is needed. If Sections are split up, there will need to be leadership willing to step into a newly formed Section.
      - PDO: no report
      - Communications: no report
      - Legislative: MPC, hiring a consulting firm will be discussed at full board meeting
      - Education: no report
      - PMPEI: (followed later)
      - Conference Report: Annual conference was reviewed with Executive committee.
      - Staff Report: Staff report was reviewed with the Executive committee.

Minutes take by: Kim Gusic
Minutes reviewed by: James Cowhey

As of 12/10/2013 1:58 PM