

## Minutes

APA Iowa Chapter Executive Board

January 21, 2011

10:00 AM

### 1. **Call to Order:**

President David Wilwerding called the meeting of the American Planning Association Iowa Chapter Executive Board to order at 10:05 AM in Room 411 of the Iowa State University College of Design, Ames, Iowa.

### 2. **Roll Call:**

Present – Rose Brown, Champ, Connerly, Dirks, Flynn, Hamlett, Jensen, Johnston, Moore, Peterson, Russell, Schoon, Tallman, Taylor, Thorsen, and Wilwerding

Absent – Richard Brown, Dahl, Gross, Miller, Perkins, Ries-Miller, and Treharne.

### 3. **Approval of Agenda & Minutes:**

#### 3.1 Approval of Agenda for Friday, January 21, 2011

Moved by Jensen to approve the meeting agenda. Seconded by Hamlett. Motion passed.

#### 3.2 Approval of Minutes of November 19, 2010

Moved by Jensen to approve the minutes. Seconded by Hamlett. Motion passed.

### 4. **Introduction and Welcoming of any Guests/Others:**

Wilwerding welcomed Dave Tallman to the Board as the new Planning Board representative as the first planning and zoning commissioner in many years. He also introduced RJ Moore as the new COZO liaison member to the Board. Tallman is from Davenport and Moore works for Johnson County. Tim Huey also was present as co-chair of the upcoming 4-state conference to be held in Davenport in the Fall. Huey is the Planning Director for Scott County.

### 5. **Discussion Items:**

#### 5.1 Approve the appointment of Dave Tallman, Planning Commissioner Representative and RJ Moore, COZO Liaison

Motion by Taylor to approve the appointments. Seconded by Hamlett. Motion passed.

## 5.2 APA Iowa Chapter FY 2010 Work Plan

Wilwerding presented and reviewed the FY 2010 work plan for the Chapter. The program is divided into six categories: Chapter Development, Professional Development, Outreach/Advocacy, Policy and Legislative, Recognition/Awards, and Public Relations/Communications.

### Chapter Development:

Wilwerding noted that the by-laws provide for the possibility of creating a seat on the Board responsible for leading chapter development activities. The Board had a discussion on ideas to expand Chapter membership that included an interest in exploring Chapter only memberships and agency fees to cover all employees similar to COZO. Schoon will be making an inquiry to the Iowa Association of Regional Councils on the topic of agency fees. The need to provide more services for young professionals was also discussed. Peterson noted that there are many members willing to volunteer on this topic and a mission needs to be assigned to them. He noted that he will work to assemble the volunteers and task them with a youth outreach project. Wilwerding is working to put together a welcome letter and packet of information for new members. Wilwerding also led a discussion of a potential survey of the membership. Hamlett offered to spearhead the effort and Johnston asked that the effort coordinate with Iowa State as they are working on an alumni survey.

### Professional Development:

Taylor will continue to support planning commissioner trainings around the state. Lunch and Learn meetings have continued to occur in the Des Moines area and the materials are available for use in other parts of the state – but the effort needs organizers in the other corners of Iowa. The concept of adding a regional lunch and learn activity to the traveling Board meetings continues to be supported. Rose Brown indicated that she would plan a western learning activity and Flynn will plan one in the east for May.

### Outreach/Advocacy:

A brief discussion occurred regarding the importance of maintaining an open dialog with COZO, IARC, AIA, and ASLA.

### Policy and Legislative:

Wilwerding stated that it will continue to be important for the Chapter to track and comment on legislation. Last year was a big year and this year also looks to be another year of heavy involvement. The e-mails to the membership on legislation have been effective. A discussion was held on the current potential bills and the effort to repeal the smart planning legislation from last year. Taylor and Wilwerding have been working on a draft op/ed letter to state newspapers about smart planning. Motion by Hamlett to approve the submission of the letter. Seconded by Jensen. Motion passed. Dirks

volunteered to develop a facebook account for the Chapter in an effort to increase communication.

Recognition/Awards:

Wilwerding and the Board recognized the work that Hamlett has been doing with the poster contest, awards, and the new photography sponsorship at the Iowa State Fair.

Public Relations/Communications:

Wilwerding reviewed the successful launch of the new website with the help of Perkins and the newsletter revival with Miller's efforts. He also noted that the annual report is no longer needed.

**6. Officer Reports:**

6.1 President

Wilwerding is still working to fill the remaining two open spots on the Board with a goal on increasing the diversity in gender, location, and employment type. He hopes to have those ready for approval at the next meeting.

6.2 President – Elect

No report.

6.3 Immediate Past President

Peterson discussed a few opportunities for the Chapter to help sponsor events/trainings being put on by other groups including a soil and water conservation group and Healthy Iowa.

6.4 Secretary

Champ discussed the membership and offered to work with Russell as he puts together a committee on membership development. Thanks to Flynn for providing the minutes for the previous meeting.

6.5 Treasurer

Rose Brown reviewed the Treasurer's Report, taxes, and financial report. Moved by Peterson to receive and accept the reports. Seconded by Flynn. Motion passed.

Brown also updated the Board on changes to insurance and a rate change. Motion by Peterson to approve the change as proposed by Brown. Seconded by Flynn. Motion passed.

**7. Program Area Reports:**

- 7.1 Professional Development Officer  
Taylor is still waiting for the results of the November AICP exam. He has developed an advisory committee that includes Brian Schoon relating to the CPC grant award application.
- 7.2 Awards Program  
No report.
- 7.3 Communication  
No report.
- 7.4 Legislative  
No report.
- 7.5 Leadership, Networking & Professional Development  
No report.
- 7.6 Advocacy, Outreach and External Voice  
Flynn and Huey provided an update on the upcoming Four-State conference to be held in Davenport in the Fall. The theme will be transportation and they have a conference call set for next week for the next stages of planning. Huey described efforts to showcase the Quad Cities in the conference and a pub crawl is also being planned.
- 7.7 University Relations / Reports from Student Representatives  
No report.
- 7.8 COZO Report  
No report.

The meeting adjourned at 12:00 pm.