

APA-MA BOARD Annual Retreat Minutes
Center for Community and Learning Partnerships
553 Huntington Avenue, 1st Floor
Wentworth Institute of Technology, Boston

Friday, January 26 , 2007
10:00 a.m. to 4:00 p.m.

Approved 3/23/07

Board Members Present: Sean Bender, Lyn Billman-Golemme, Thomas Bott, Lynn Duncan, Chris Eaton, Iram Farooq, Jef Fassser, Angus Jennings, Kathy Joubert, Courtney Knapp, Peter Lowitt, Robert Mitchell, Lindsey Morse, Sabine Prather, Jennifer Raitt, Steve Sadwick, and Heidi Samokar

Board Staff/Consultants: Austin Lauria and Chris Skelly

Welcome and Introductions

President Lowitt called the meeting to order, welcomed the Board and members introduced themselves.

Chapter Web Site Discussion

Mr. Lauria unveiled the redesigned chapter website, which will include a log-in feature for visitors to access certain features and for the Board to maintain the site through a Management System. Mr. Lowitt will need to assign rights to those Board members that should have access. Other features and improvements include: board email addresses will be fixed to reduce spam trolling; only pdf files can be uploaded; and the site can support a blog.

The Board was very pleased with the new web site and offered the following ideas:

- Do not post jobs until an invoice has been sent
- Add a link at bottom right, under contacts, to board contact information
- Include a “Join APA” button on home page
- Provide links to certain key sites right on the homepage
- Provide a user-friendly calendar box on home page
- Include search on side bar

Mr. Lauria suggested a 2-week beta test for the Board, with a goal of launching the new site in mid-March.

Review Chapter Bylaws

Ms. Eaton will be reviewing the by-laws to see if changes are needed. Board members did not have suggested changes during this discussion. However, toward the end of today’s meeting, Mr. Lowitt suggested that the Board consider amending the by-laws to include term limits of 2 terms.

Review Chapter Mission

The Board reviewed the mission statement and agreed to a number of edits (see revised mission statement at end of minutes).

Discussion / Review of Committee Charges

Transportation

Ms. Samokar reported that Mr. van Leeuwen was seeking direction on specific initiatives for the committee. The Board felt that the committee should develop key principles and then as opportunities arise, provide input per the principles. Issues of interest to board members include equity issues related to transit oriented development, the state infrastructure bank and other financing issues, and state-wide issues.

Economic Development

Mr. Fasser will work to resurrect the committee and listen to issues. The Board suggested that NEIDA/MEDA is involved, that the committee work to understand changes at the state level, monitor the effectiveness of the new Permitting Ombudsman, and send a letter to the new Secretary to introduce the Board (though the letter should be signed by the President).

Sustainable Development Committee

Mr. Mitchell noted that he will rewrite the charge to be succinct. The Board discussed the larger issue of understanding how smart growth will fit into the new administration's agenda. During this discussion, the Board agreed that the President should send letters to key cabinet Secretaries and the Governor's office to introduce the Chapter, offer assistance and reiterate policies outlined in the White Paper. The letter should also ask for a meeting.

Housing Committee

The Board will review the draft charge at the next meeting.

Review of Revenues and Expenses

Ms. Eaton provided three hand-outs and reviewed the Board's income and expenses incurred thus far for the current fiscal year. Ms. Samokar noted that she would contact Connecticut regarding 2006 conference proceeds. Board members had the following comments and questions:

- Regional representatives are not taking advantage of the funding set aside for their use. This money is also available for the committees.
- Do these hand-outs track the money for the lobbyist for zoning reform? No – that is under special projects. Comment that if this is going to be a regular item, it should be under the operating budget. \$7,000 has been committed by the Board for this fiscal year. Has this money leveraged other donations? Yes – others including MAPD have contributed.
- Concerns were raised over whether the Board clearly understands the income and expenses related to management of the special projects fund. The Board would

like to review the quarterly statements for this account. This money came from the 1998 national conference held in Boston. Roughly 7 years ago, the Board hired a financial manager to oversee the funds. There are concerns that the money is earning too little interest. The Board will seek volunteers among its membership to make recommendations on improving the return on investment.

- Discussion of newsletter costs – printing and mailing (see additional discussion later).

A motion was made and seconded (Samokar / Mitchell) to accept the Treasurer's Report. So voted. The Board also wished to state on record that it is very pleased with the Treasurer's work.

Chapter Development Goals for 2006-2007

The Board reviewed and updated the Chapter Development Goals and budget. See draft changes (attached). Discussions included:

- Small grants for research projects.
- Membership strategy? The Chapter will take its cue from National.
- Can we get a break-down of membership by the divisions they belong to?
Discussion of hiring someone with marketing expertise to develop a strategy. Perhaps students from a business school could be approached.
- Can we have a break-down of how much money the Chapter gave to various conferences over the past year?
- Need to broaden student outreach to non-planning programs, such as the Kennedy School at Harvard and law schools.

Newsletter

The Board agreed to continue with the goal of 2 electronic issues per year, and then revisit this number in July, possibly doing all newsletters electronically. The Board briefly discussed ideas such as sending out postcard announcing that the e-newsletter will be coming out – please update your email information if you have not received it; APA's Interact is a good model; need to discuss this concept with advertisers; and check with other chapters. Ms. Prather, Ms. Moss and Mr. Bender will further develop this concept.

Update on Discussions with Mass. Federation

Mr. Lowitt met with the Mass. Federation and the Federation has indicated their preference for affiliation with the Chapter. Mr. Lowitt will follow up with them.

Chapter-Only Memberships

The Board decided that it would be more efficient to have the Chapter Administrator manage the Chapter-only memberships rather than National APA.

It was moved and seconded (Bender / Mitchell) to increase the Chapter-only membership dues to \$10. So voted.

Mr. Skelly will send invoices in July to those currently receiving an introductory free year.

Certification of Maintenance

The next newsletter will provide discussions about this initiative by National. The Board discussed its next steps and agreed that it would review and comment upon the draft put out in March by APA, based on the feedback the Board has heard from membership. Concerns raised by membership include the total number of hours required, ensuring that topics covered match the diversity of planners, and ensuring that there is flexibility in the types of activities that will count toward the required hours.

It was moved and seconded (Bott / Sadwick) to support the concept of mandatory continuing education for AICP certified planners. The motion passed.

The Board expressed its concern that APA gave a very short time frame for input from membership and that timeframe occurred over the holidays.

Ms. Duncan announced that she will not be seeking re-election as the PDO. Interested candidates should contact Mr. Lowitt.

Board Administrator Pay

Ms. Eaton asked the Board to consider increasing the Administrator's rate, which is currently at \$20/hour. She noted that Mr. Skelly has performed well and has taken on additional responsibilities without hesitation.

It was moved and seconded (Sadwick / Jennings) to increase the Board Administrator's rate to \$27.50. So voted.

Delegates at National Conference

Mr. Lowitt noted that the Chapter has three delegates for the business meeting on the Saturday before the conference. He is looking for volunteers. Mr. Bender and Ms. Knapp volunteered. Ms. Morse also volunteered, if no others were available. Board members should send any comments on the draft food policy to the delegates.

60th Anniversary of Chapter

This October, the Chapter will celebrate its 60th anniversary. Originally, all of New England was one chapter. The Board discussed holding a pre-conference event on the night before the regional conference. Mr. Lowitt will contact past Chapter Presidents and be back in touch with the Chapter member who suggested commemorating the anniversary.

Approval of December 15, 2006 Board Minutes

Ms. Joubert moved and Mr. Mitchell seconded approval of the December 15, 2006 Board minutes. So voted with one abstention (Ms. Raitt).

Revised Mission Statement

The Massachusetts Chapter of the American Planning Association provides leadership in the development of vital communities by advocating excellence in community planning, promoting education and citizen empowerment, and providing the tools and support necessary to meet the challenges of growth and change.

Planning exists to:

- Promote the public good through the application of planning for better decision making;
- Help meet human needs in a manner that enhances the quality and distribution of resources in the physical, social and economic environment; and
- Advocate an open, informed and inclusive public decision making process to reach rational decisions.

The Massachusetts Chapter exists to collaborate with, bring together and support the many people and groups in Massachusetts involved in the local, state and regional and national planning process and to promote and achieve planning that is better performed, better understood, and better respected.

Chapter Goals:

- Member Development - increase planning expertise through efficient use of Chapter resources.
- Professional Impact - increase impact of planning in public and private decision making.
- Organizational Impact - energize and enhance the organization.

**CPTC Board of Directors
Meeting No. 1
Friday January 5, 2007
CMRPC - Worcester**

Minutes

Present: Sean Bender, Laila Michaud, Linda Finan, Bruce Hughes, Elaine Wijnja, Michael DiPasquale

1.01

All parties discussed Level 1 and Level 2 certificates. In order to determine the value of the certificates, and whether we should attempt to develop a Level 3 certificate, we agreed to survey participants at the Spring Conference. Some questions might include: Are certificates valuable to you? What other courses would you like as part of a Level 3 certificate? Does it affect your insurance rates?

1.02

Based on direction from the Board, Michael asked Gisela if she wants to be on the Advisory Board. She said perhaps in Fall 2007.

1.03

All parties stressed the importance of having good attendance at Board meetings, and active involvement. Suggestion was made to have a retreat or other event to get people energized.

1.04

Spring Conference:

Brochures will be finished on Tuesday, Jan. 16, 2007.

Exhibits will cost \$150 per exhibitor, this includes lunch.

Speakers, CPTC Board Members, and moderators receive free admission.

Sponsors that gave money can have free exhibit space, free admission and free lunch.

Next Meeting, Board and Advisors is Friday February 2, 2007.

Submitted by:
Michael DiPasquale
January 9, 2007

Dr. Zorica Pantic
President
Wentworth Institute of Technology
550 Huntington Avenue
Boston, MA 02115

1/29/2007

RE: Thank you

Dear Dr. Pantic,

On behalf of the board of the American Planning Association's Massachusetts Chapter and the over 1100 members across the Commonwealth that it represents, I would like to thank you and the Wentworth Institute of Technology for allowing us to use space at the Center for Community and Learning Partnerships for our annual retreat last Friday, January 26, 2007. The agenda included an update from Austin Lauria, a student who serves as the chapter web master through a contract with the chapter. The board was impressed by his efforts to program and develop our web site, as well as by the Center itself. Based upon what we observed, these community connections seem to be working as designed, creating benefit for both the student and university and for the chapter and community.

I personally want to thank you personally for allowing Sean Bender to serve on the chapter board, his presence and participation has been an asset to our organization, as he no doubt is to yours. Once again, thank you for the use of the Center and for your leadership in integrating the larger community into the university learning experience.

Sincerely,

Peter Lowitt, AICP
Massachusetts Chapter American Planning Association
President