

Minutes
APA-IA Chapter Board Meeting
Friday, July 19, 2019

1.0 Call to Order

1.1 President Dylan Mullenix called the meeting of the American Planning Association Iowa Chapter to order at 10:00 am at the office of RDG, Des Moines, IA.

2.0 Roll Call

Executive Board

Officers

| | | |
|----|-----------------|----------------|
| + | Dylan Mullenix | President |
| + | Madeline Sturms | Vice President |
| + | Ben Champ | Past President |
| NP | Tony Filippini | Secretary |
| + | Zach Young | Treasurer |

Professional Development Officer

| | | |
|---|------------------|--|
| + | David Wilwerding | |
|---|------------------|--|

Planning Board Member

| | | |
|----|-------------|--|
| NP | Trina Flack | |
|----|-------------|--|

University Representatives

| | | |
|----|------------------|-----------------------|
| + | Charles Connerly | University of Iowa |
| NP | Francis Owusu | Iowa State University |

Program Area Chairs

| | | |
|----|-----------------------|-----------------------------------|
| + | Chris Janson | Chapter Development |
| + | Anne Russett | Chapter Development |
| NP | Chris Shires | Professional Development |
| + | Melissa Tiedemann | Outreach / Advocacy |
| NP | Rose Brown | Outreach / Advocacy |
| + | Steven Van Steenhuyse | Legislative & Policy |
| + | Charlie Cowell | Recognition / Awards |
| NP | Emily Bothell | Recognition / Awards |
| + | Seana Perkins | Public Relations / Communications |
| + | Liesl Seabert | Public Relations / Communications |

At-Large Members

| | | |
|---|-----------------|--|
| + | Charlie Nichols | |
| + | Alexsis Fleener | |
| + | Jim Holz | |

Liaisons (non-voting)

| | | |
|----|------------------|-------------------------------------|
| - | <i>vacant</i> | University of Iowa Graduate |
| NP | Bridget Williams | Iowa State University Undergraduate |
| NP | Sarah Runkel | Iowa State University Graduate |
| NP | Bret VandeLune | County Planning / Flood Officials |
| NP | Mark Land | Floodplain / Stormwater Management |

16 (of 22) - Voting Members Present (notated "+") (12 required to achieve quorum)

3.0 Introduction and Welcoming of Any Guests/Others

Mullenix welcomed the guests present at the meeting including Jill Gregoire, Amanda Grutzmacher, Mindy Moore, and John Petersen.

4.0 Approval of Agenda and Minutes

4.1 Approval of Agenda for Friday, July 19, 2019.

Mullenix proposed to add a business item to consider nominating Jerry Anthony for FACIP.

Motion to approve the agenda with the additional business item was made by Young, seconded by Wilwerding. Unanimous Approval.

4.2 Approval of the Minutes, as read, from Friday, May 17, 2019.

Mullenix proposed to modify the minutes and board member attendance report to reflect the excused absence previously approved.

Motion by Holz, seconded by Young. Unanimous Approval.

5.0 APA Iowa Membership Forum/Input

Mullenix opened the floor for membership input. No input was presented and forum was closed.

6.0 Business Items

6.1 Consider Financial policy proposal

Young presented the proposed Financial Policy based on a recommendation from APA National. The proposed policy is modeled after peer chapter's policies. The proposal outlines procedures for documenting transactions, reimbursements, spending, documentations, purchasing and financial planning. Wilwerding identified other approved policies in place including travel policy and the proposal will be updated to reflect the other adopted policies where appropriate. The board discussed the need to conduct an audit and switching banking services and both items were discussed as potential opportunities to partner with contract for administrative services.

Motion to approve the Financial Policy, made by Wilwerding, seconded by Holz. Unanimous Approval.

6.2 Nominating Jerry Anthony for FACIP Application

Wilwerding presented on the process to nominate individuals for FACIP. Eligible members need to be nominated by a Chapter to be considered for the nomination. Applications are due at the end of August. A letter of support from the Chapter would likely be forthcoming.

Motion to nominate Jerry Anthony for FACIP application, made by Champ, seconded by Cowell. Unanimous Approval.

7.0 Discussion Items

7.1 2019 Iowa-APA Conference (Iowa City)

Russett and Sturms reported on updates from the planning committee including keynotes and sessions are secured, awards program is moved to Thursday morning program, Joel Albizo, APA Executive Director will be present on Thursday and provide an update during lunch program, and local committee has coordinated additional events including an Art Walk and Literary Pub Crawl. Registration is on schedule to be live the first week of August. Connerly provided details on the Alumni

and Friends reception to be hosted at the Old Capitol from 5-7pm on Wednesday and John Petersen provided an update on the Essay Contest currently available to sponsor conference attendance through Planning Healthy Iowa Communities.

7.2 Review of received proposals for future State Conference locations

Sturms presented on the eight proposals that were received in response to the RFP for 2020, 2021, and 2022. The submissions included Cedar Falls, Cedar Rapids, Dubuque, Muscatine, Ottumwa, Quad Cities, Sioux City and West Des Moines. The board discussed the deadline to have venues secured for 2020 by the September meeting in Des Moines for consideration. Discussion included the desire to visit cities which have not previously hosted a conference and considering the responsiveness to the request. A committee will further review the proposals including Charlie Nichols, Melissa Tiedemann, Jim Holz, Liesl Seabert, and Madeline Sturms.

7.3 Chapter Administration Proposals

Sturms presented on the draft scope of work for administrative services with Sickles and Associates. The board provided direction to resolve the banking issues and have a draft contract available for consideration at the September meeting.

7.4 Draft APA Iowa Policy for AICP Certification Maintenance Credit Approval

Wilwerding presented on the proposed policy for AICP Certification Maintenance requests following the updates made to the CM Provider guidance. The policy is intended to provide direction to partner organizations who submit their activities in partnership with APA-Iowa Chapter for CM Credits. The policy requires a 30 day notice from partner organizations in order to meet guidelines to submit for credits.

Motion to Approve the Policy for AICP Certification Maintenance Credit Approval made by Holz, seconded Champ

8.0 Officers Reports

8.1 President (Mullenix)

Mullenix reported on the work program progress report which was included in the packet. Mullenix and Vice President Sturms conducted board member orientation with new member, Alexis Fleener. Additional meetings will be held with board members as a touch base. Mullenix will be traveling to the APA Policy and Advocacy Conference during the September meeting so will not be present at the meeting.

8.1.1 Work Program Activities Update - The following update was provided in a report:

- Objective 1. Explore opportunities for administrative assistance for chapter efforts.
 - Inquiries with professional organization management firms were made during the spring. At the May board meeting a proposal from Sickels, and Associates was discussed. Following that meeting, references provided by Sickels, and Associates were contacted. Additionally, a meeting occurred with Kristina Sickels to learn more about her company and to discuss how assistance to APA Iowa might work.
 - At its July officers meeting, the officers discussed asking Kristina Sickels to assist APA Iowa in finding a solution to a recent issue with US Bank. This would both help the chapter resolve the banking situation and also allow Kristina to demonstrate the value she may bring to the chapter. The executive board is also

drafting a scope of services to provide to Sickels to begin the process of solidifying a contract.

- Objective 2. Explore opportunities for assistance with chapter conference planning.
 - The meeting with Kristina Sickels, mentioned under Objective 1, included a discussion about assistance that she could provide related to conference planning. Additionally, several chapter officers have been involved with planning for the 2019 conference, working with the Catch Des Moines to plan the 2020 conference, and in soliciting proposals for future conference sites.
- Objective 3. Review compliance with APA's Chapter Performance Criteria.
 - Information to document compliance with the Chapter Performance Criteria was submitted to APA in January 2019. At the April Chapter Presidents Council meeting in San Francisco .
- Objective 4. Periodically meet with chapter board members to review progress on the work plan.
 - Starting with the May board meeting, program area chairs are asked to submit a document like this one to outline progress made towards work plan objectives. Additionally, the chapter President and Vice President will soon be scheduling meetings/phone calls with board members to check in on progress and address any questions or concerns.
- Objective 5. Identify policies and procedures that need documenting.
 - The chapter Treasurer researched and drafted a financial policy for the chapter. This has been discussed by the officers at their July meeting and will be on the chapter board's July agenda. Additionally, the chapter Professional Development Officer has discussed developing a CM policy for the chapter.
 - The documenting of policies and procedures was discussed with Kristina Sickels. Should the chapter retain her services, this would prompt the need to assemble existing and develop new policies and procedures for her use.
 - Additionally, the chapter officers have discussed the need for documenting policies/procedures for the purposes of succession planning. This was a topic at the Chapter Presidents Council meetings in San Francisco and the chapter President has resources and best practices to assist APA Iowa.
- Objective 6. Document the roles and responsibilities of APA Iowa board members.
 - As meetings take place with board members as mentioned in Objective 4, roles and responsibilities for each board member will be documented.
- Objective 7. Develop the 2020 budget and work plan.
 - Needs for the 2020 budget and work plan have been documented during the monthly APA Iowa officer meetings. More substantial work to develop the 2020 budget and work plan will begin in August, with the goal of having a draft budget and work plan for the chapter to discuss at its September board meeting.

8.2 Vice President (Sturms)

Sturms had no additional report.

8.3 Immediate Past-President (Champ)

Champ had no report.

8.4 Secretary (Filippini)

8.4.1 Filippini provided a membership update through June 2019.

8.4.2 Filippini provided a report on board member attendance through May 2019.

8.5 Treasurer (Young)

- 8.5.1 Young presented the Treasure's Report. New table included with budgeted amounts and YTD expenditures in budgeted categories.
Chapter Treasurer's Report was accepted - motion by Champ, seconded by Holz. Unanimous approval.

9.0 Executive Board Reports

9.1 Professional Development Officer (Wilwerding)

Wilwerding reported that the Chapter has 5 new AICP Members and 2 new candidates following the May testing window. Nationwide PDO discussions have included data regarding passage rates for regular members vs candidates – candidates have been lower.

A draft CPC Exam Guide will be available for review in September at CPC. No updates from National following the proposed CM changes discussed at the last meeting.

The Chapter has renewed the application to be a CM Provider and the Chapter has been approved to be a provider through 2024.

9.2 Planning Board Member (Flack)

Flack had no report.

9.3 University of Iowa (Connerly)

Connerly reported the University will be undergoing reaccreditation from APA September 23-25 and members are invited to participate in the process.

Proposal for new degree in public affairs was approved by Council of Provost at the Board of Regents in June. The Academic Affairs committee will review in September and full Board of Regents will consider the degree program in November with the goal of accepting students for admission in Fall 2020.

9.4 Iowa State University (Owusu)

No report.

9.5 At-Large Representative (Holz/Nichols/Fleener)

Holz questioned the timing of the results for FACIP and suggested coordination with the Chapter's awards program where appropriate.

Nichols and Fleener are working to provide the Mentor Match program at the fall conference and will coordinate with appropriate parties to advertise and accept applications.

Nichols reported on upcoming joint event with ULI in Cedar Rapids on Dows Farm project.

Fleener introduced herself to the board and expressed enthusiasm for the role.

9.6 Chapter Development Program (Janson/Russett)

Russett is coordinating with the corridor planners to continue planning networking events and reported the next event is planned for August. When details are solidified, information will be shared with Communications team to promote.

9.7 Professional Development (Shires)

Shires reported no report.

9.8 Outreach / Advocacy Program (Brown/Tiedemann)

Tiedemann reported the effort to identify additional partner organizations to share resources. She has reached out to the Association of Business and Industry and offered to serve as a delegate to that organization.

9.9 Legislative and Policy Program (Van Steenhuyse)

Van Steenhuyse reported that a summary of the previous legislative session will be forthcoming. He questioned interest from private consultant planners in working on draft language to respond to action taken during the session and it was suggested he explore those members as a part of the Private Practice Division.

9.10 Recognition / Awards Program (Cowell/Bothell)

Cowell reported the annual awards program for the Conference was sent to membership and posted on website with entries due August 16. Wisconsin will jury the submissions. Student poster details will be distributed following school reconvening and Cowell offered his assistance in the effort for the FAICP nomination of Jerry Anthony.

9.11 Public Relations / Communication Program (Perkins/Seabert)

Perkins reported her participation in the weekly conference calls with APA National regarding the website migration process. Meanwhile, the Chapter will need to renew services with our existing website provider.

Seabert encouraged members to follow social media pages and reported on the latest edition of the newsletter. The Iowa Great Places program had 17 redesignations and 2 new designations that will now be eligible for the grant program.

9.11.1 Work Program Activities Update - The following update was provided in a report:

- Objective 1. Maintain and enhance the Chapter website.
 - The Board is in the beginning stages of transitioning the website to the national APA hosted website platform. The new website is expected to go live in 2019.
- Objective 2. Maintain and promote the Chapter's social media presence.
 - Facebook is our primary social media platform with daily posts and also serves as the primary event outreach to non-members. Currently at 413 "likes", as this is lower than the number of members, would be great to increase that. Ensure that all Board members have "liked" and follow the page. Engagement with posts is relatively low, continued support by the Board to like, comment, tag, or share posts is encouraged to increase presence in feeds. Additionally, Board is encouraged to share information with Liesl that they would like posted to social media.

- Twitter is the secondary social media platform and functions best as an information sharing platform during events.
- Objective 3. Publish an electronic newsletter a minimum of three times per year.
 - Third newsletter of 2019 went out last Thursday, July 11. Everyone appears to appreciate the addition and content entry was improved from April, although most submissions were fairly last minute. Encourage Board members to submit their content or share with colleagues.
- Objective 4. Develop an Annual Report published following the fiscal year end.
 - The Communication Co-chairs will participate in the Chapter Annual Report as needed.
- Objective 5. Develop a marketing program to educate the public, media, community leaders and elected officials regarding the importance of the planning profession in Iowa.
 - Creation and disbursement of the newsletter, regular content updates to social media and the website, support this educational objective.
- Objective 6. Develop information and materials to assist in raising awareness about the need for planning in Iowa communities.
 - The newsletter, social media content and website content provide timely information to the APA Iowa Chapter membership regarding planning in Iowa communities.
- Objective 7. Maintain and follow a chapter communications plan.
 - Completed.

9.12 University of Iowa Graduate Program (vacant)

9.13 Iowa State University Undergraduate Program (Williams)
No report.

9.14 Iowa State University Graduate Program (Runkel)
No report.

9.15 County Planning and Zoning Officials of Iowa (VandeLune)
No report.

9.16 Iowa Floodplain and Stormwater Management Association (Land)
No report.

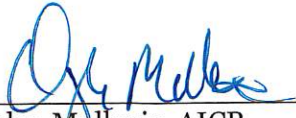
10.0 Other Items Not on the Agenda

11.0 Upcoming Board Meetings

The July meeting is scheduled on Friday the 20th of September at 10 a.m. The meeting will be at the University of Iowa in Iowa City.

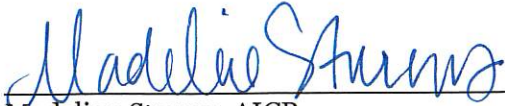
12.0 Adjournment of the Board Meeting

Motion by Holz, seconded by Mullenix to adjourn. Meeting adjourned at 11:40 a.m.



Dylan Mullenix, AICP
President

Date: 11/6/19



Madeline Sturms, AICP
Vice President

Date: 11/6/19