

Minutes
APA-IA Chapter Board Meeting
Friday, May 17, 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 in the Helling Conference Room at the Iowa City City Hall, Iowa City, IA.

2.0 Roll Call

Executive Board

Officers

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

Professional Development Officer

+	David Wilwerding	
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Planning Board Member

+	Trina Flack	
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University Representatives

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

Program Area Chairs

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

At-Large Members

NP	Charlie Nichols	
+	Amber Lynch	
+	Jim Holz	

Liaisons (non-voting)

NP	Chanel Jelovchan	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

Dylan extended a welcome to our new member Trina for her first board meeting.

4.0 Approval of Agenda and Minutes

4.1 Approval of Agenda for Friday, May 17, 2019.

Motion by Young, seconded by Shires. Unanimous Approval.

4.2 Approval of the Minutes, as read, from Friday, March 15, 2019.

Motion by Sturms, 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 Approve appointment of Alexis Fleener to the board as At-Large Representative

Mullenix nominated Alexis Fleener to be on the board in the role of At-Large member.

Motion to accept the nomination, made by Filippini, seconded by Shires.

Unanimous Approval.

6.2 RFP for Future APA-IA Conference Locations

Sturms presented a draft update to the RFP for soliciting conference locations for future meetings. Currently the chapter has locations secured through 2020. Sturms asked the board if there is a desire to include 2020 in the call for proposals for potential alternative hosts, currently planned for Des Moines, due to the challenges in securing a location. The planning committee will continue to pursue site selection in Des Moines for 2020, but will seek alternative proposals in the event no facility location can be arranged for the conference in Des Moines.

Motion to send out the RFP as presented for the years 2020, 2021, and 2022, made by Holz, seconded by Young. Unanimous Approval.

7.0 Discussion Items

7.1 2019 Iowa-APA Conference (Iowa City)

Sturms reported that the committee will be touring the facility after the May 17th board meeting. The Thursday keynote presenter has been secured for the conference. The committee is still seeking keynote presenters for the remaining days. The local committee is working on the progressive dinner details. Connerly indicated that the UI Planning department is exploring a way to include an alumni event. Session proposals are due today (May 17) for the conference.

7.2 Event Management Proposals

Sturms presented on the progress of seeking proposals for contracting administrative support. She furnished two proposals for services from the following: Sickels & Associates, Inc., and Diversified Management Services. Consensus was to continue reviewing the proposals for more detailed scoping of services.

7.3 Proposed changes to CM requirements

Wilwerding presented a proposal from the American Planning Association to modify the AICP CM requirements. The proposed changes include reducing the Law and Ethics requirements from 1.5 to 1.0. The changes also include adding 1.0 credit for Social Equity, and 1.0 credit for a targeted topic which would change on a 4-year cycle; the first topic selected is on Climate. The proposal is targeted for implementation starting in the 2021 reporting cycle. Those presented expressed concern regarding “who” would be eligible to present on these selected topics for eligible credit. It was noted that typically the APA-IA conference provides 14 CM credits annually. Interest was expressed in understanding who selects the “target topic”. Wilwerding will draft comments for the board to review prior to sending to APA.

8.0 Officers Reports

8.1 President (Mullenix)

Mullenix reported that the officers continue to meet monthly. Such topics covered include upcoming chapter elections and work program progress. He presented updates to the work program for administrative items which include exploration of implementing a Google Organizations account for the chapter. He also noted upcoming work to review the financial policy of the chapter, as well as potential for more coordinated events with ULI Iowa.

Mullenix reported that he attended the Chapter Presidents Council meeting at the APA National Conference in April and exchanged ideas from other Chapters, including ideas on sponsorship and succession planning.

8.2 Vice President (Sturms)

Sturms had no report.

8.3 Immediate Past-President (Champ)

Champ reported on his work regarding the State tax bill proposal. Champ illustrated to the board his success in advocating with State legislatures.

8.4 Secretary (Filippini)

8.4.1 Filippini provided a membership update through April 2019.

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

8.5 Treasurer (Young)

8.5.1 Young presented the Treasure’s Report.

Chapter Treasurer’s Report was accepted - motion by Brown, seconded by Shires. Unanimous approval.

9.0 Executive Board Reports

9.1 Professional Development Officer (Wilwerding)

Wilwerding reported that there are five Iowa members signed up for the May 2019 AICP testing window.

9.1.1 APA Report on the AICP Candidate Program – Wilwerding reported that he had presented to both Iowa State University and University of Iowa planning students about the AICP Candidate program.

9.1.2 CM Provider Toolkit – Wilwerding reported that updates had been made to the policies for providing CM credits; changes result in more flexibility for CM providers. He mentioned that other Chapters have developed a general policy for how the chapter will partner for CM events and asked if the board was interested in developing a local policy.

9.1.3 Professional Development Work Program Activities Update - The following update was provided in a report:

- (Objective 1 and 2) In 2019 we've already offered 10 CM hours to members; all events were free.
- (Objective 3) I've been to both ISU and Iowa in the last few months to promote the candidate program and have standing offers to both to return each year.
- (Objective 4) This was an area of focus at the PDO Exchange at NPC19. The AICP Commission recently amended the provider partnership criteria to state the following:
 - CM provider has shared the total direct costs of the program (not including consumables such as food and beverages) OR the activity is marketed under the registered provider's brand (i.e. logo);
 - CM provider has contributed significantly to the development of the program (e.g., topic and speaker identification); and
 - CM provider has participated in the marketing of the program
- This change gives us more flexibility in sponsoring CM hours at partner events beyond those that are just free events, provided the partners are willing to co-brand the event with APA. Some suggestions I heard from other PDO's was the use of committees to meet with potential partners to establish relationships ahead of the last minute requests for the Chapter to sponsor the CM hours. At least one chapter wrote a formal policy and one required a reciprocal agreement detailing how/when they would sponsor CM requirements. A policy may be helpful, but the change in the criteria will make it much easier to partner than it previously was. We regularly work with the Tomorrow Plan Speaker Series, have an upcoming ULI Iowa event and recently worked with Bi-State Regional Planning Commission to sponsor CM hours at a training event. This change should allow us to better work with other groups such as Public Health, which had previously been limited as their events have registration fees.
- (Objective 5) AICP Exam Prep session held at each state conference. APA provides a list monthly of individuals scheduled to take the exam and I reach out to each providing materials/resources. My goal for 2019 is to get this content updated for the website. I also attended the test prep session in SF and would like to audit the exam this year as a way to better be able to assist test takers. I'm also continuing to work on assisting with the rewrite of the CPC Exam Guide – the goal is to have this completed by the end of the year.

9.2 Planning Board Member (Flack)

Flack had no report.

9.3 University of Iowa (Connerly)

Connerly reported that the University of Iowa planning program is working towards adapting more courses for online arrangements. Two courses will be available this fall. Connerly also reported that the Master of Public Affairs program is currently in discussions with Iowa Regents Political Science Departments regarding the

differences between the new Master program and available programs in the State. The University of Iowa is organizing the proposed program as full-time, on-campus program. One step of the approval process includes receiving letters of non-objection from the existing related programs at regent universities.

Connerly also reported that the University of Iowa planning program ranks #12 of all planning schools of students participating in the AICP Candidate program.

9.4 Iowa State University (Owusu)

No report.

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

Lynch reported that she is working on packaging all the Mentor Match materials for whomever takes on the program in the future and expressed her willingness to help with the program in the future. Lynch thanked everyone for serving on the Board. Holz had no report.

9.6 Chapter Development Program (Janson/Russett)

- 9.6.1 Janson reported that they are reaching out to COGs to see if they are supporting APA membership for their employees. Also reported that MAPA hosts a “Pints for Planners” quarterly event which would include planners located in Western Iowa. Janson reported that having an option to join as a chapter-only member online would help with chapter membership. Russett reported that Eastern Iowa planners are discussing opportunities for social events in the corridor. Van Steenhuyse mentioned that planners in the Mason City area also hosts a regular lunch. Holz suggested that all these events are posted and shared for all APA-IA members a chance to participate.

9.7 Professional Development (Shires)

- 9.7.1 Work Program Activities Update
Shires requested ideas for hosting the July meeting in Des Moines. He also reported on an idea of expanding sponsorship opportunities through more sponsorship levels.

9.8 Outreach / Advocacy Program (Brown/Tiedemann)

- 9.8.1 Work Program Activities Update - The following update was provided in a report:
- (Objective 3) Sent email contacts to: Aimee Staudt, at ULI and have not received a response. Email sent 3/21/2019.
 - (Objective 3) Derek Nelson and Martha Norbeck, Iowa Green Building Council, and have not received a response. Email sent 3/20/2019.
 - (Objective 3) Conversation with the Iowa Rural Development Council about working to cross-promote/collaborate on projects and/or events. Need to follow-up further.
 - (Objective 3) Researched additional opportunities for partnership organizations across Iowa. Need to identify members within Iowa APA with cross memberships. Examples included Professional Developers of Iowa, local Chambers of Commerce, League of Cities, and Association of Business and Industry (ABI).

- (Objective 6) The Chapter participated in the ISU College of Design Career Fair w/booth. Primarily staffed by Madeline and Dylan. We have the date for the University of Iowa career fair.

9.9 Legislative and Policy Program (Van Steenhuyse)

Van Steenhuyse reported that he is working on a legislative summary of the past session.

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

- (Objective 1) We now have an established committee and have developed an annual legislative agenda. I intend to refine the Legislative Agenda by soliciting member input through emails and conference sessions. I am looking for ways to broadcast our agenda to a wider audience. I am also working to develop relationships with allied organizations, particularly Professional Developers of Iowa and the Iowa Municipal League, to share resources and help understand impacts of bills and policies.
- (Objective 2) During the last session, I monitored bills related to planning and planners using tools on the Legislature's website. When bills of interest came up, I sent alerts to the Legislative and Policy Committee and the Chapter Board. With guidance from this group, I also sent alerts to the entire membership when particularly impactful bills were moving through the committee process and were finding their way to the House or Senate floor. I intend to work with the Committee to find ways to be more influential in this process.
- (Objective 3) I have joined the Planner's Advocacy Network and receive updates from APA National on Federal initiatives and legislation. I have been invited to comment on APA Policy Guides and do so whenever I am able. In September 2018, I attended the Policy and Advocacy Conference in Washington D.C. and participated in a workshop to help develop national policy guides for housing and infrastructure.
- (Objective 4) I see this as a benefit that the Chapter can provide when legislation or court decisions directly affect planning and zoning in our communities. I think that this can be an opportunity to work with our state's private sector planners to provide a service to the membership as a whole, to create model ordinance language or policy guides. I intend to connect with our consultant community to explore this option further.
- (Objective 5) I will be submitting a Chapter Conference session to review the Chapter Legislative Agenda and provide guidance as to how individual members can be advocates, particularly with their representatives in the Statehouse. I'd like to see this session be repeated annually.

9.10 Recognition / Awards Program (Cowell/Bothell)

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

- Objective 1. Continue and enhance the Chapter Awards program, including individual recognitions.
 - This is monitored on a yearly basis and adjusted as necessary. In 2018 the processes were reviewed and the guidelines were updated.
- Objective 2. Facilitate and encourage National Award applications.
 - We encourage individuals/organizations to enter their plan, project, program, tool, process, report, or ordinance in the APA-National Awards on a yearly basis. The APA-Iowa Award categories and applications

themselves are consistent with the APA-National Awards application to facilitate and simplify the application process.

- Objective 3. Promote Chapter support of nominating new FAICP candidates.
 - Conducted on a yearly basis. Nominations are due October this year. We're also looking for support from the Board in identifying candidates.
- Objective 4. Advance and adapt new ways to recognize emerging professionals.
 - We've discussed recognizing emerging professionals in the chapter newsletter and through social media. We're working to identify a way in which to easily identify these professionals.
- Objective 5. Seek ways to recognize planning efforts across different organizations and fields of study related to planning.
 - No update.
- Objective 6. Recognize member accomplishments outside of formal award programs.
 - We've discussed recognizing emerging professionals in the chapter newsletter and through social media. We're working to identify a way in which to easily identify these professionals.

9.11 Public Relations / Communication Program (Perkins/Voges)

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

- Objective 1. Maintain and enhance the Chapter website.
 - Maintenance of the APA Iowa Chapter website is ongoing. The Board will likely move the website to the national APA hosted website platform in 2019. This move will save the APA Iowa Chapter approximately \$1,200 annually and will prevent the costs and website downtime associated with unanticipated website updates that we have experienced with our current website host.
- 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. There has been an increase of 40 followers since last spring with a loss of 2. 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.
 - Second newsletter of 2019 received good feedback. Everyone appears to appreciate the addition, but content entry was low. 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. Additional clarification on the responsibilities of this objective would be useful.

- 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. Additional clarification on the responsibilities of this objective would be useful.
- 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. Additional clarification on the responsibilities of this objective would be useful.
- Objective 7. Maintain and follow a chapter communications plan.
 - Completed.

9.12 University of Iowa Graduate Program (Jelovchan)
No report. *Connerly indicated that Jelovchan had graduated.*

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 19th of July at 10 a.m. The meeting will be in the Des Moines Metro; specific location to be determined.

12.0 Adjournment of the Board Meeting

Motion by Shires, seconded by Young to adjourn. Meeting adjourned at 11:56 a.m.



Dylan Mullenix, AICP
President

Date: 11/6/19

Madeline Sturms

Madeline Sturms, AICP
Vice President

Date: 11/6/19

