



American Planning Association
Iowa Chapter

Creating Great Communities for All

**American Planning Association
Iowa Chapter Board Meeting**

Virtual Meeting Only (Zoom)
March 27, 2020
10:00 AM

Join Zoom Meeting
<https://zoom.us/j/763066264>

Meeting ID: 763 066 264

One tap mobile
+16468769923,,763066264# US (New York)
+14086380968,,763066264# US (San Jose)

Dial in options:
+1 646 876 9923 US
+1 408 638 0968 US
+1 669 900 6833 US
Meeting ID: 763 066 264
Find your local number:
<https://zoom.us/u/ad9gfQQbvM>

Meeting Agenda

1.0 Call to Order

2.0 Roll Call

Officers:

President-	Dylan Mullenix
Vice President-	Madeline Sturms
Past President-	Ben Champ
Secretary-	Bill Micheel
Treasurer-	Zach Young

Executive Board Members:

Professional Development Officer-	David Wilwerding
Planning Board Member-	Trina Flack
University of Iowa-	Charles Connerly
Iowa State University-	Francis Owusu
At-Large-	Charlie Nichols
At-Large-	Alexsis Fleener
At-Large-	Jim Holz

Program Area Chairpersons

- | | |
|------------------------------------|-----------------------|
| • Chapter Development- | Chris Janson |
| | Anne Russett |
| • Professional Development- | Chris Shires |
| • Outreach/Advocacy- | Melissa Tiedemann |
| | Rose Schroder |
| • Legislative & Policy- | Steven Van Steenhuyse |
| • Recognition/Awards Co Chairs- | Charlie Cowell |
| | Emily Bothell |
| • Public Relations/Communications- | Liesl Seabert |

Liaisons (non-voting)

- | | |
|-------------------------------------|----------------|
| • University of Iowa Graduate- | Leon Begay |
| • Iowa State University Undergrad- | Julia Hertaus |
| • Iowa State University Graduate- | Sarah Runkel |
| • County Planning/Zoning Officials- | Bret VandeLune |
| • Floodplain/Stormwater Management- | Mark Land |

3.0 Introduction and Welcoming of any Guests/Others

4.0 Approval of Agenda and Minutes

4.1 Approval of Agenda for Friday, March 27, 2020

4.2 Approval of Minutes of Friday, January 17, 2019 – *Attachment*

5.0 APA Iowa Membership Forum/Input

6.0 Business Items

6.1 Consider appointment of Charlie Cowell as Professional Development Chairperson

6.2 Consider appointment of Chris Shires as Awards Co-Chair

7.0 Discussion Items

7.1 2020 Calendar of Events

7.2 2020 Upper Midwest Conference (Des Moines)

7.3 ISU Student Firm Crawl

7.4 Small Cell Workshops Sponsored by APA-IA

7.5 Upcoming Updates to AICP Certification Maintenance Program – *Attachment*

7.6 All Iowa Reception

7.7 Year Long Sponsorships - *Attachments*

8.0 Officers Reports

8.1 President (Mullenix)

8.2 Vice President (Sturms)

8.3 Immediate Past-President (Champ)

8.4 Secretary (Micheel)

8.5 Treasurer (Young)

8.5.1 Chapter Treasurers Report- *Attachment* - Receive and Accept Report

9.0 Executive Board Reports

9.1 Professional Development Officer (Wilwerding)

9.2 Planning Board Member (Flack)

9.3 University of Iowa (Connerly)

9.4 Iowa State University (Owusu)

9.5 At Large Representatives (Holz/Nichols/Fleener)

9.6 Chapter Development Program (Janson/Russett)

9.7 Professional Development (Cowell)

9.8 Outreach/Advocacy Program (Schroder/Tiedemann)

9.9 Legislative and Policy Program (Van Steenhuyse)

9.10 Recognition/Awards Program (Bothell/Shires)

9.11 Public Relations/Communication Program (Seabert)

9.12 University of Iowa Graduate Program (Begay)

9.13 Iowa State University Undergraduate Program (Hertaus)

9.14 Iowa State University Graduate Program (Runkel)

9.15 County Planning and Zoning Officials of Iowa (VandeLune)

9.16 Iowa Floodplain and Stormwater Management Association (Land)

10.0 Other Items Not on the Agenda

11.0 Upcoming Board meeting

May 15, 2020: TBD

12.0 Adjournment of Board Meeting

DRAFT Minutes
APA-IA Chapter Board Meeting
Friday, January 17, 2020

1.0 Call to Order

- 1.1 President Dylan Mullenix called the meeting of the American Planning Association Iowa Chapter to order at 10:02 am during a call-in meeting only as a result of winter weather conditions.

2.0 Roll Call

Executive Board

Officers

+	Dylan Mullenix	President
+	Madeline Sturms	Vice President
NP	Ben Champ	Past President
+	Bill Micheel	Secretary
+	Zach Young	Treasurer

Professional Development Officer

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

Planning Board Member

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

University Representatives

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

Program Area Chairs

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

At-Large Members

+	Charlie Nichols	
+	Alexsis Fleener	
+	Jim Holz	

Liaisons (non-voting)

NP	Leon Begay	University of Iowa Graduate
+	Julia Hertaus	Iowa State University Undergraduate
NP	Sarah Runkel	Iowa State University Graduate
NP	Bret VandeLune	County Planning / Flood Officials
NP	Mark Land	Floodplain / Stormwater Management

15 (of 21) - Voting Members Present (notated "+") (12 required to achieve quorum)

3.0 Introduction and Welcoming of Any Guests/Others

No guests present on the phone.

4.0 Approval of Agenda and Minutes

4.1 Approval of Agenda for Friday, January 17, 2020.

Motion by Young, seconded by Wilwerding. Unanimous Approval.

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

Motion by Sturms, seconded by Bothell. Unanimous Approval.

5.0 APA Iowa Membership Forum/Input

Mullenix opened the floor for membership input.

No discussion.

6.0 Business Items

6.1 Consideration of Re-appointment of David Wilwerding as the Professional Development Officer.

Mullenix indicated that Wilwerding's term is up this month and Mullenix has asked him to continue. No discussion. Mullenix requested motion to re-appoint Wilwerding.

Motion to re-appoint made by Holz, seconded by Nichols. Unanimous Approval.

6.2 Consideration of 2020 Lobbyist Registration for Chapter President and Legislative & Policy Program Area Chairperson

Mullenix indicated that the Chapter President and the Legislative & Policy Program Chair serve in this person. This includes Mullenix and Van Steenhuyse.

Motion to re-appoint made by Holz, seconded by Wilwerding. Unanimous Approval.

6.3 Consideration of Approval of Re-appointment of Melissa Tiedemann as the Outreach/Advocacy Co-chairperson.

Mullenix indicated that Tiedemann's term is up and she is willing to continue to serve.

Motion to reappoint made by Young, seconded by Russett. Unanimous Approval.

** Melissa Tiedemann joined the meeting at 10:03AM*

6.4 Consideration of Approval for 2019 Chapter Annual Report

Mullenix presented a review of the 2019 Chapter Annual Report and indicated that the plan is required to be completed to conform to the Chapter Performance criteria from APA.

Motion to approve the 2019 Chapter Annual Report, made by Wilwerding, seconded by Holz. Unanimous Approval.

6.5 Consideration of Approval for 2020 Chapter Work Plan

Mullenix presented a review of the 2020 Chapter Work Plan. Some brief discussion of specific contents.

*Motion to approve the 2020 Chapter Work Plan by Holz and seconded by Russett.
Unanimous Approval.*

6.6 Consideration of Approval for 2020 Legislative Agenda

Mullenix explained that two versions of the Legislative Agenda were included in the packet: one that shows the amendments made based on the last Board meeting and one version that is the final including all of the amendments.

*Motion to approve the legislative agenda by Russett and seconded by Holz.
Unanimous Approval.*

7.0 Discussion Items

7.1 2020 Calendar of Events

Mullenix indicated the Chapter is putting together a calendar of events for the year. The Work Program lists a number of training opportunities, networking events, etc. The calendar of events would include these and add dates to these. Shires indicated that the Professional Development Committee decided on a regular schedule for events in the Des Moines area. Sturms indicated that the group had decided this schedule was the second Thursday of every month from 3:00PM to 5:00PM. Sturms indicated that Tony is going to reach out to division leaders to assist with programming these educational and networking events. Starting in February there will be regularly scheduled networking and learning events.

Mullenix requested that if events are scheduled anywhere in Iowa to get them on the APA-IA website so they can be included on the master list of events.

Schroder indicated that other professional organizations have been reaching out to her interested in cross-posting events (i.e. AIA).

Russett indicated that the Eastern Iowa group should meet to discuss a strategy moving forward. Micheel discussed existing regular events.

7.2 2020 Upper Midwest Conference (Des Moines)

Sturms reported that the Planning Committee had their kick-off call yesterday, reviewed surveys from the Iowa City Conference, reviewed possible reception locations, and discussed mobile tours. Please provide any ideas to Sturms.

7.3 2020 Design Day on the Hill

Mullenix discussed the basics of Design Day on the Hill and reported that the date is Feb. 24th, 2020. Mullenix hopes to put together professional development opportunity associated with this event to learn about bills currently being considered. If anyone has ideas, please get them to Dylan.

Sturms indicated that she had met with Kristina and that ASLA presents themselves as experts and sends legislators a letter indicating the date they will be there and that they are willing to answer questions about topics on which the ASLA are subject matter experts.

Mullenix encouraged anyone with relationships with legislators to ask them to attend.

7.4 ISU Student Firm Crawl

Schroder indicated that she would like to meet with Mullenix to discuss what firms might be interested in hosting and discussed some additional details of what each firm might offer as a host. Schroder indicated that she would like to have this figured out by February or March. Mullenix and Schroder indicated that we could offer this at other schools like the University of Iowa. Schroder indicated approx. 15-20 students attending.

7.5 Small Cell Workshop Sponsored by APA-IA

Kristina (Chapter Administrator) has been tasked with hosting three Small Cell Workshops outside of the central Iowa area. Kristina has been working through setting these up (dates, times, locations, etc.) Focused on communities that can get the most individuals to the workshops. Schroder indicated that she suggested this topic because the chapter gets regulatory questions from local governments related to the State legislation. Schroder also mentioned that the workshop structure and the target audience is still being sorted out. Nichols mentioned that he believes that the workshop will be beneficial for County Zoning Officials.

8.0 Officers Reports

8.1 President (Mullenix)

Mullenix mentioned that he has been working on the Annual Report and the Work Plan over the past few months. There are two vacant positions that need to be filled (Cowell Awards Co-Chair and Shires Professional Development) and Mullenix is working on filling those. Also preparing for the Houston conference.

8.2 Vice President (Sturms)

Sturms reported that Chapter is registered to have a booth at the career fair at Iowa State College of Design on Feb. 20th from 12:00PM to 5:00PM. Wilwerding and Schroder are willing to help staff the booth. If you are interested in staffing the booth contact Sturms. Request out to companies to submit jobs that students could look over and the Chapter will be sharing AICP candidate information to students.

Sturms has been in touch with APA National planning staff to secure recommendations for locations for All Iowa Reception, but has not received any yet.

Holz requested to be kept in the loop about the ISU career fair.

8.3 Immediate Past-President (Champ)

No report.

8.4 Secretary (Filippini)

Micheel indicated that there are three meetings on the schedule that are To Be Determined in March, July, in November. Micheel will be working to get those TBD locations scheduled. Micheel also suggested that the March meeting be held at ISU to take advantage of the presentation that was scheduled for the meeting, but not taking place because of the weather and phone only meeting.

8.5 Treasurer (Young)

Young reported that he is continuing to work with Kristina to get the Chapter bank account switched over from US Bank to the new bank. Challenges include getting an IRS form to prove that the Chapter has non-profit status. The IRS can provide one; however, the IRS needs a current address. Young had to file a Change of Address form with the IRS, which will take 4 to 6 weeks to process.

Young reported on the Treasurer's Report. End of Year budget items discussed by Young included double payment on CM dues and subscriptions membership in 2019, unbudgeted payments for chapter administrative services, a payment for our retainer of \$1,200, and down payment for 2020 conference. With these items factored in the \$5000 negative balance works out to be a \$600 positive balance for 2019 and puts the Chapter in line with what was budgeted for the year.

Schroder asked if Young had tried all of the former officer's addresses and that the address of record could possibly be the national office address.

Young mentioned that the Chapter has a positive end of year balance of \$40,000 in the bank account.

*Motion to accept the Treasurer's Report by Wilwerding, second by Tiedemann.
Unanimous approval.*

9.0 Executive Board Reports

9.1 Professional Development Officer (Wilwerding)

Wilwerding reported that the Chapter has all of the AICP exam prep materials on the Chapter website. Wilwerding also indicated that he secured free registration for the national conference through the national APA office through a program for PDO's.

9.2 Planning Board Member (Flack)

No report.

9.3 University of Iowa (Connerly)

Connerly reported that the Iowa Initiative for Sustainable Communities Program has been moved back into the School of Urban and Regional Planning. Travis Krause (class of 2013) joined the staff January 1 to operate the program for URP. Connerly having discussions with communities who submitted responses to the recent call for projects to be completed during the next two years.

Connerly indicated that the School of Urban Regional Planning have submitted a petition to change the name to the School of Planning and Public Affairs to be acted on by the Board of Regents.

9.4 Iowa State University (Owusu)

No report.

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

Holz indicated that the Ankeny office would be interested in helping out with the Student Firm crawl.

- 9.6 Chapter Development Program (Janson/Russett)
No report.
- 9.7 Professional Development (Shires)
No report
- 9.8 Outreach / Advocacy Program (Schroder/Tiedemann)
Schroder thanked those that have passed along information to individuals from other professional organizations about cross marketing and networking to her and Tiedemann.
- 9.9 Legislative and Policy Program (Van Steenhuyse)
Mullenix reported that Van Steenhuyse is watching to pieces of legislation currently. Mullenix indicated that Van Steenhuyse attended a national event put on by APA National for members engaged in legislative affairs.
- 9.10 Recognition / Awards Program (Cowell/Bothell)
No report.
- 9.11 Public Relations / Communication Program (Seabert)
Seabert reported that the next newsletter goes out in April. The first week in April is the deadline to submit content for the newsletter. Seabert also mentioned that discussion has occurred surrounding the idea of creating new literature about the benefits of joining the APA-IA Chapter. If anyone has ideas, send them to her.
- Mullenix indicated that he has been working to get the website updated. Tony volunteered to help get some information on the website and get national to provide more access to some members who need it. National will be holding a training for website design soon and Board members can participate if it makes sense for them to.
- 9.12 University of Iowa Graduate Program (Begay)
No report.
- 9.13 Iowa State University Undergraduate Program (Hertaus)
Hertaus reported that students are entering the design competition and wanted to ask if APA-IA would offer a scholarship to travel to Houston if they made the finals. Mullenix indicated that the Chapter does provide a scholarship to each University and they can use them however, they would like. Young indicated that he sent those checks last week.
- 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

- 10.1 Russett indicated that Iowa City is hiring an Associate Planner and requested Board member point individuals to the website if they are interested. Mullenix discussed full-year sponsorships as a possibility that is being explored to increase chapter revenue.

11.0 Upcoming Board Meetings

The March meeting is scheduled for Friday the 27th of January at 10 a.m. Mullenix indicated that he liked the idea of holding the meeting at ISU. No objections from anyone on the Board.

12.0 Adjournment of the Board Meeting

Motion to adjourn by Holz, second by Nichols, unanimously approved. Mullenix adjourned the meeting at 11:15 a.m.

Dylan Mullenix, AICP
President

Date: _____

Madeline Sturms, AICP
Vice President

Date: _____

From: American Planning Association <AICPCM@planning.org>
Sent: Tuesday, February 11, 2020 8:06 AM
To: Lynn Jorgenson
Subject: Upcoming Updates to the AICP Certification Maintenance program



AICP UPDATE

Dear Lynn,

As part of their 10-year evaluation of the CM program, the AICP Commission has approved updates that ensure certified planners will continue to be equipped with relevant knowledge in a rapidly changing field. These updates include introducing two new mandatory credits in addition to the Law and Ethics mandatory credits. Consolidation of the two existing CM reporting periods to bring all AICP members into the same two-year cycle will be necessary to administer these changes.

This communication is being sent to Chapters and their PDOs, Divisions, and the SRC, because you serve as the points-of-contact for AICP members in providing credentialing information and support. APA components are integral to the success of the CM program as providers of CM education.

Thanks to the work of the members on the Commission and CM Evaluation task force and the feedback you have provided, these changes will ensure AICP-certified planners are leaders in the planning field, equipped with timely expertise and skills that help them bring value to their projects, employers, and communities. What follows is a recap of the approved updates and what you can expect.

New Mandatory Credits

Introducing new mandatory credits helps ensure AICP-certified planners' skills and knowledge remain relevant and up to date. The two new mandatory credits will be Equity and a targeted topic, Sustainability and Resilience.

- The new credits will be introduced January 1, 2022.
- All mandatory CM credits, including existing Law and Ethics credits, will be 1 CM. (This will be a reduction of the current Law and Ethics requirements of 1.5 CM each, to be implemented when the new credits are introduced.)
- Two task forces will be established to develop the criteria for each of the new credits and resources to support CM providers, beginning winter 2020, for delivery of the final criteria by January 2021.

- Well thought-out criteria and helpful resources were areas of great interest to the components and are important to the success of the new credit topics
 - The Commission will ensure there are subject matter experts participating in the task forces, including members of applicable divisions, chapter representatives identified by the CPC, and other related APA committees and task forces.
- Criteria and resources will be distributed to all CM providers once complete, including components, giving them one full year to develop new education and reassess existing education to meet the criteria by the introduction of the credits to members in 2022.
- The Sustainability and Resilience targeted topic will be in place for a minimum of four years.
 - After the four-year period, the AICP Commission and CM task force will identify a new targeted topic based on established selection criteria.
 - Criteria and resources will be distributed to CM providers prior to the implementation of a new targeted topic.

Reporting Period Consolidation

AICP members are currently in one of two staggered, two-year reporting period cycles; one with approximately 3,000 members and the other with approximately 12,000 members. Due to the complexity of introducing new targeted credits, it is necessary to consolidate all members into a single two-year reporting period. To reduce the number of members impacted, the smaller cohort will be consolidated into the larger cohort. We expect that this change will not have significant impact for AICP members and will ultimately make communicating CM requirements easier for PDOs, chapter leaders, and APA staff.

What to Expect

We will send you regular updates as important milestones are met throughout the implementation of the CM changes. We will also share major member announcements with you prior to sending to members to ensure that our communication and member experience regarding CM changes is seamless and consistent.

Thank you for your dedication to providing AICP-certified planners with quality, relevant professional development and credentialing information and support. Please let us know if you have any questions by [contacting us](#).



American Planning Association

Creating Great Communities for All

© 2020 American Planning Association.
All rights reserved.

[Unsubscribe](#) from these messages.





TO: APA MN Board
FROM: Rita Trapp, Conference Sponsorship Chair
DATE: November 6, 2019
SUBJECT: Chapter Sponsorship Structure

In the interest of addressing confusion and ensuring the chapter's sponsorship structure meets the need of the organization, its members, and its sponsors, an initiative has been undertaken to discuss how sponsorships may change. Input was solicited through a survey monkey survey and an in-person brainstorming session. The following summarizes the input received and discussions to date, as well as starts to capture some initial recommendations for consideration.

Conference Sponsor Survey Results

In 2019 the APA MN Conference had 19 sponsors with a breakdown of 13 corporate, 2 platinum, 3 gold, and 2 education/non-profit institutions. All conference sponsors were sent an anonymous survey to complete. Of the 10 responses, there were seven corporate members, one gold/silver sponsor, one educational institution, and one who wasn't sure of her/his firm sponsorship level. The overall satisfaction level with the conference was a positive 4.1 out of 5.0. When asked about the value of different sponsorship benefits, all but the logo on the 5K t-shirt rated higher than 4 out of 5. Sponsors also confirmed that there would be interest in sponsorship of other types of APA MN events, like brown bag webinars and committee events. Sponsors did indicate that it would be beneficial for the chapter to consolidate asks for sponsorships into a few times a year. While there were not a lot of written comments received, most centered around driving traffic to the exhibit area at the conference (location, competing events, etc.)

Recommendations:

- 1) Simplify sponsorship levels, including removing the term corporation/corporate sponsor as it is confusing with corporate sponsorship being the typical general term used. Suggest consideration of the following levels (suggestions regarding terminology appreciated). See attached page for table of sponsorship levels and benefits:
 - Platinum
 - Gold
 - Silver
 - Government
 - Non-Profit/Agency
- 2) Limit sponsorship requests to no more than quarterly across the entire organization with annual request set at same time each year (either at the end of the year for the following year or in the spring to market the conference as the primary benefit – there are benefits and drawbacks to each)
- 3) Conference Specific Recommendations:

- a) Include conference registration with sponsorship level (suggest having this for the top two levels – it may be good to have one level that doesn't include a conference sponsorship)
 - b) Identify method of allowing sponsors to send staff for two days – currently only one-day and full conference.
 - c) Ensure exhibit space is in the same area as registration, breaks, meals, etc. to maximum traffic – this is particularly important for sponsors who target the conference only
 - d) Expand recognition opportunities – more signs. Consider introducing of firm key staff at events sponsored (e.g. a keynote or break sponsor would have a chance to be identified)
 - e) Sponsorship of the award dinner or session rooms should not be initiated due to potential perceived conflicts
 - f) Consider making at least one "break" each day longer to encourage attendees to return to exhibit hall space for snacks and conversation
 - g) Minimize events during sponsor break time. Have socials in the exhibit area.
 - h) Continue the raffle to encourage relationship building
 - i) Include sponsorship opportunities above chapter sponsorship level – keynote, socials, breaks, mobile tours
 - j) Consider incorporating a space within the exhibit hall for 10 to 15 minutes mini-sessions presented by sponsors (or others).
 - k) Further explore opportunities to utilize the app to promote sponsors
- 4) Other new ideas to explore:
- a) Discount to help small firms – potential ideas might be a new member discount, a discount for designated MBE/DBE firms, discount for firms owned by young professionals or that have only been around for a few years
 - b) Corporate sponsor of student for attendance at conference – could APA MN facilitate?
 - c) Is there a way to provide more of an opportunity for the sponsor to shape the event sponsoring so that they are sponsoring an event that directly ties to the work that they do

APA MN Sponsorship Framework

	Platinum	Gold	Silver	Non-Profit/Agency	Gov't (City/County)	Advertiser Only
Rate	\$1,500	\$1,000	\$850	\$250	\$250	\$500
BENEFITS						
Business card ad in Planning Minnesota and on website	X	X	X	X	X	X
Opportunity to submit articles and news for Planning Minnesota	X	X	X	X	X	X
Member rate for non-APA employees at chapter events	X	X	X	X		
Job/RFP posting	Up to 10	Up to 10	Up to 10	Up to 5	Up to 5	
Full chapter-only membership for Planning Commission					X	
CONFERENCE RELATED						
Booth	X	X	X	X		
Registration	2	1				
Powerpoint Loop at events	X	X	X	X	X	
Logo on 5K, website, program, signs	X	X	X	X	X	

ADDITIONAL OPPORTUNITIES AVAILABLE TO ALL SPONSORS

- Spring Seminar
- Planner's Day at the Capital
- Holiday Party
- Committee Events
- Brown Bag Webinar
- Conference Related
 - Keynote (could sponsor introduce speaker?)
 - Social Hour
 - Committee Social Hours
 - Mobile Tour
 - Breaks

APA MN CORPORATE SPONSORSHIP

YOUR INFORMATION

Name _____

Telephone _____

Email _____

ORGANIZATION INFORMATION

Name of Organization _____

Address _____

City _____

State _____ Zip _____

Website _____

SPONSORSHIP LEVEL

- ☐ Corporation \$850
- ☐ Agency / Education / Non-Profit \$250
- ☐ Advertiser Only

QUESTIONS / FORMS / PAYMENTS TO:

APA MN
P.O. Box 27451
Golden Valley, MN 55427 admin@planningmn.org
888-882-5369

Questions, Form, and Payment to:

APA MN
P.O. Box 27451
Golden Valley, MN 55427
admin@planningmn.org
888-882-5369

Articles, Ads, News and Information to:

APA MN Director of Communications Haila Maze
apamnnewsletter@gmail.com

Sponsorship Term

Sponsorship begins upon receipt of a completed application and payment. Ads will be posted on www.planningmn.org within one week of receipt.

Planning Minnesota Newsletter

News and Information: Submit news and information items by the 1st of each month.

Articles: Submit articles by the 1st of January, March, May, July, September, and November for inclusion in the print- ready version of the newsletter which will be sent in each of those months.

Ads: Ads are 2" h x 3.5" w business card size. Submit artwork in JPEG format. You are welcome to change your ad at any time.

Minnesota Planning Conference 2020

September 16-18, 2020, Duluth

APA MN will contact Corporate and Non-profit/Agency members approximately 2-3 months prior to the conference with exhibiting information.

Sponsorship Levels & Benefits	Corporation \$850	Non-profit or Agency \$250	Municipality \$250	Advertiser Only \$500
Business card ad in <i>Planning Minnesota</i> and on the chapter website (www.planningmn.org)	✓	✓	✓	✓
Opportunity to submit articles and news for <i>Planning Minnesota</i>	✓	✓	✓	✓
Recognition at the Minnesota Planning Conference	✓	✓	✓	
Booth space at the Minnesota Planning Conference	✓	✓		
Member rate charged for non-APA employees at Minnesota Planning Conference	✓	✓		
Job/RFP Postings	up to 10	up to 5	up to 5	
Full chapter-only membership for Planning Commission			✓	



SEPTEMBER 26-28, 2018

2018 SPONSORSHIP



www.ilapa.org

#APAIL18

This year's annual conference will be held in ***Springfield, Illinois*** on ***September 26-28, 2018***. We couldn't put on an annual conference for hundreds of attendees if it wasn't for our sponsors! Sponsorship dollars play a critical role in helping the chapter produce this unique and exciting educational opportunity for state-wide planners.

Book your sponsorship + exhibit space early!

Click Here to become a sponsor!



EXHIBIT SPACE

CONFERENCE SPONSORSHIP OPPORTUNITIES

Book Early and Secure Your Sponsorship and Exhibit Space!

Enhance your organization's visibility in the planning community by becoming a sponsor of the 2018 APA-IL State Conference.

The Conference provides an unparalleled opportunity for your organization to reach a prominent group of local government decision makers and to have a positive impact on the way that local governments operate and conduct business.

CONTACT

General Questions

- **Stephanie Brown**
sbrown@msa-ps.com
- **Brandon Nolin**
bnolin@cmap.illinois.gov

Technical Questions

- **Keith Johnston**
kjohnston@i3events.com

ABOUT APA-IL

The American Planning Association - Illinois Chapter (APA-IL) is the educational and professional organization for urban planners and local leaders in the State of Illinois.

The purpose of APA-IL is to improve the quality and credibility of planning in Illinois, serving planners by: advancing the cause of planning, enhancing planning skills and tools, building mutual support for Illinois planners, enhancing communication among planners, enhancing communication with affiliated organizations, and serving as a liaison between National APA and Chapter members. The APA-IL is a registered 501(c)3, non-profit organization. Donors may deduct their contributions for federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106 and 2522 of the code.

APA-IL | SPRINGFIELD 2018

Take part in the action. Become a sponsor today!



We invite you to showcase your company or organization at this year's APA- IL State Conference in Downtown Springfield from September 26-28, 2018. All registration, exhibit space, and conference sessions will be hosted at **Wyndham Springfield City Centre**, with the possibility of auxiliary meetings or sessions occurring at other nearby locations.

WHY SPONSOR? So glad you asked.

SALES

Generate sales of your products and services specifically suited for this audience.

NETWORK

Enhance relationships with urban planners, landscape architects, designers, and community leaders.

PRACTICAL DEMONSTRATIONS

Give attendees hands-on access to your products in a swank space.

EXPOSURE

Market your organization and raise brand exposure to the entire planning community. This will be the first APA-IL State Conference held in Springfield -- come explore this **NEW MARKET** with us!

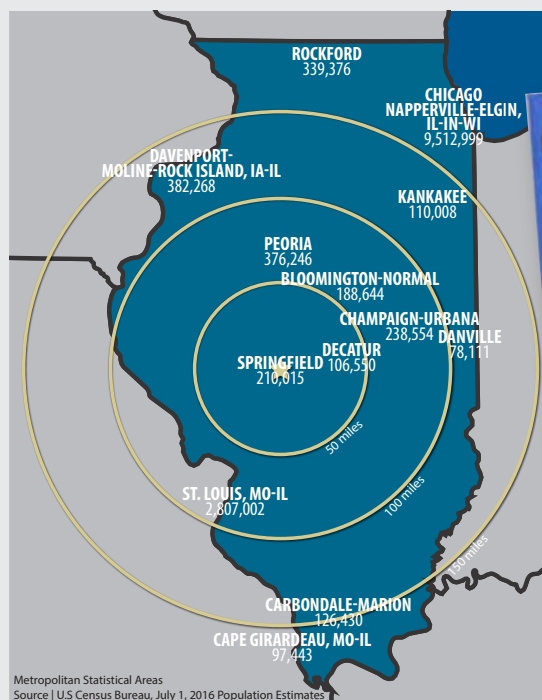


2017 EXHIBITOR AREA - NAPERVILLE, IL

Visit the conference website today
for more information!

www.ilapa.org/apail18

New information is frequently added so check back often!



Sponsorship Packages

These bundled packages have significant audience reach at a reduced rate – perfect for maximizing your marketing budget!



	TIER 1 SPONSOR \$4,500	TIER 2 SPONSOR \$2,500	TIER 3 SPONSOR \$1,500	NEW SPONSOR \$1,000
10ft x 10ft Exhibitor Space at the Wyndham - includes table and two chairs	• Premium	• Premium	•	•
Conference Registrations (Included with Sponsorship)	3	2	1	1
PRINT AND DIGITAL ADVERTISING				
Highlighted listing in exhibitor section of conference program	•			
1 Year of advertising space in the Chapter Newsletter * (a \$250 Value)	•	•		
1 Year advertising space in Sponsor Directory on ilapa.org * (a \$250 Value)	•	•	•	
Prominent recognition on conference website and all interior pages of the APA-IL Conference website with logo and hyper-link	•	•	•	•
Printed logo in the conference program (a \$200 value)	•	•	•	•
Marketing materials drop (Resource table adjacent to registration if no booth desired)	•	•	•	•
Breakfast and break logo recognition			•	•
ATTENDEE INTERACTION				
NEW -- The opportunity to present “tech-talk/pop-up presentations” during two (2) fifteen minute session breaks. The presentation stage will be in the exhibit hall.	•			
Recognition through premier placement of event signage throughout conference	•			
Sole Sponsorship of the popular Wednesday Evening Event after the Awards	•			
Prominent recognition at the Awards Ceremony	•	•		
Speed Planning table reserved (opportunity to present best practice or project-related)	•	•		
Logo included on all attendee email confirmations	•	•		
Logo included on directional signs throughout the conference venue	•	•		
Recognition on signage at the exhibit hall entrances	•	•		
Sponsor ribbons for all company/organization representatives	•	•	•	•
Logo displayed on screens before general session	•	•	•	•
POSTAL AND EMAIL OPPORTUNITIES				
Pre-registered attendee postal list in an electronic format prior to the conference	•	•	•	•

*** 1 Year of advertising begins the date sponsorship funds are received, but no sooner than July 1, and runs until July 1 the following year.**



2014 EXHIBITOR AREA - EVANSTON, IL



2015 EXHIBITOR AREA - BLOOMINGTON-NORMAL, IL



2016 EXHIBITOR AREA - CHICAGO, IL

Make great, better.

Add-On Packages. Because everyone loves a +1 (or two)



We are excited to announce that we are once again offering add-on sponsorship opportunities for the 2018 APA-IL State Conference!

With hundreds of conference attendees, maximize promotional space by sponsoring one of these elite ad spaces! When your organization decides on a sponsorship level, the next step is to decide if an add-on package is right for you. These add-on opportunities provide ways to increase your organization's presence before, during, and after the Conference.

Event Sponsorship Add-Ons

New Train Ride To Springfield*	\$500
Thursday Night Event	\$500
One Mobile Workshop	\$250

Sponsorship Add-Ons

Umbrellas	\$3,500
Rain Ponchos with Logos	\$1,500
Lanyard Sponsorship Mobile App	\$500
Conference Bag Inserts	\$50

***Train Ride To Springfield - All Aboard!**

*At this time, details are still being finalized, however, the vision is to reserve a private train car that holds 60 conference attendees leaving from Chicago Union Station to Springfield the morning of September 26th. Attendees will purchase their ticket through the conference registration site and each will be responsible to book their own return trip. 3 one hour sessions (3 CMs) will be given on the train -- essentially creating a 3-hour mobile workshop. The sponsorship committee will select the three sessions which will ideally be transportation focused. Sponsorship will include your logo and recognition on marketing materials. **Help us make this unique opportunity a reality!***



WYNDHAM SPRINGFIELD CITY CENTRE



LINCOLN MUSEUM





APA-IN Annual Sponsorship Opportunities

2019 SPONSORSHIP LEVELS

PACKAGE OPTIONS	FOLLOWER	SUPPORTER	LEADER
E-Newsletter Recognition as a Sponsor with space to promote company announcements	X	X	X
APA-IN Website Revolving logo with link to Company's website on www.indianaplanning.org	X	X	X
SILVER - Annual Chapter Conferences See Details Below	No recognition at conferences	X	X
GOLD - Annual Chapter Conferences See Details Below			X
E-Blast One (1) time use E-Blast anytime in 2019 to all APA-IN members to promote company products or events.			X
COST	\$1,000	\$2,500	\$5,000

APA-IN SPRING & FALL CONFERENCES

SILVER	GOLD
<ul style="list-style-type: none"> Two (2) complementary APA-IN conference registrations Recognition at all conference openings and closings Promotional company materials in attendee packets 	<ul style="list-style-type: none"> All Benefits from SILVER package Plus Two (2) additional APA-IN conference registrations Recognition at conference breakfasts and lunches

* To claim your complementary conference registrations please contact Jill Ewing at jillewing@indianaplanning.org

ADD-ON OPTIONS

SOCIAL - \$250 Be a recognized Sponsor for the various cocktail hours, receptions, and regional events for the APA-IN Chapter.	SHOW-OFF - \$500 Showcase your company's services with a reserved Exhibitors Booth at the Indiana Chapter Conferences.	TEACHER - \$250 Be a Sponsor for the AICP Training Sessions hosted during the Indiana Chapter Conferences.
--	--	--

PLEASE FILL OUT THE FORM BELOW AND RETURN TO APA-IN AT:

APA-IN, 125 W Market Street, Indianapolis, IN 46204 **or** scan and send to sponsorship@indianaplanning.org

Company		
Contact Person		
Address		
City	State	Zip
Email		
Sponsorship Package (Circle One):	FOLLOWER-\$1,000	SUPPORTER-\$2,500 LEADER-\$5,000
Add-Ons Options (Circle One or More):	SOCIAL-\$250	SHOW-OFF-\$500 TEACHER-\$250
Total Support Amount: \$		
Bill Quarterly Amount: \$	OR Bill Single Invoice Amount: \$	
To Pay By Credit Card Please Call 317.396.0002		

For questions, please contact Haley James, APA-IN Sponsorship Chair, at Sponsorship@Indianaplanning.org

*Please make checks payable to APA-IN



DATE: March 13, 2020
TO: APA Iowa Chapter
SUBJECT: Treasurer's Report
FROM: Zach Young, MRTPI, AICP
APA Iowa Chapter, Treasurer

**APA-Iowa
Balance Sheet**

As of February 29, 2020

	<u>Total</u>
ASSETS	
Current Assets	
Bank Accounts	
Checking (6230)	<u>\$41,548.08</u>
Total Bank Accounts	<u>\$41,548.08</u>
TOTAL ASSETS	<u>\$41,548.08</u>

APA-Iowa
Profit and Loss
January - February, 2020

	<u>Total</u>
Income	
APA Dues Rebate	4,232.41
All Iowa Reception - University Share	<u>1,200.00</u>
Total Income	\$ 5,432.41
Gross Profit	\$ 5,432.41
Expenses	
Bank Charges	6.42
Chapter Administrative Services	1,200.00
Insurance	390.00
Misc. Events	68.00
Professional Fee - Consulting (Web)	62.50
Software	29.68
Sponsorship	<u>2,000.00</u>
Total Expenses	\$ 3,756.60
Net Operating Income	\$ 1,675.81
Other Income	
Interest Earned	<u>0.66</u>
Total Other Income	\$ 0.66
Net Other Income	\$ 0.66
Net Income	\$ 1,676.47

January – February 2020

Register

Date	Payee	Memo	Payment	Deposit	Type	Account
02/28/2020	US Bank			0.32	Deposit	Interest Earned
02/25/2020	Quickbooks		25.00		Expense	Software
02/21/2020	University of Iowa - URP	All Iowa Reception - University Share		600.00	Payment	Accounts Receivable
02/21/2020	Iowa State University - CRP	All Iowa Reception - University Share		600.00	Payment	Accounts Receivable
02/14/2020			0.42		Expense	Bank Charges
02/14/2020			6.00		Expense	Bank Charges
02/05/2020	AIA Iowa		18.00		Expense	Misc. Events
02/05/2020	Sickels & Associates, Inc	February Retainer	600.00		Check	Chapter Administrative Services
02/05/2020	Sickels & Associates, Inc	January Retainer	600.00		Check	Chapter Administrative Services
02/04/2020	State Farm	Insurance	390.00		Check	Insurance
01/31/2020	US Bank			0.34	Deposit	Interest Earned
01/28/2020	Design Career Services - ISU	Career Fair Registration	50.00		Check	Misc. Events
01/27/2020	Quickbooks	Quickbooks	25.00		Expense	Software
01/24/2020	APA	APA Dues Rebate		4,232.41	Deposit	APA Dues Rebate
01/16/2020	University of Iowa - URP	FY 2020 Student Sponsorship for UI Urban and Regional Planning Program	1,000.00		Expense	Sponsorship
01/16/2020	ISU - Community and Regional Planning	FY 2020 Student Conference Sponsorship - Iowa State University.	1,000.00		Expense	Sponsorship
01/13/2020		Quickbooks		20.32	Deposit	Software
01/09/2020	Shift	Website Maintenance	62.50		Check	Professional Fee - Consulting (Web)