

**Nevada Chapter
American Planning Association Executive Committee Board Meeting
February 3, 2020**

Meeting Minutes

Attendees:

Nathan Goldberg, AICP, Chapter President
Lorenzo Mastino, Chapter Vice President
Jared Tasko, AICP, LEED Green Associate, Chapter Treasurer
Ellie Reeder, Chapter Secretary
Marco Velotta, AICP, LEED Green Associate, Professional Development Officer
Lisa Corrado, Southern Section Director
Jim Marshall, Southern Section Treasurer
Anna Marie Smith, Southern Section Secretary
Fred Steinman, Northern Section Director
Jeff Borchardt, Northern Section Assistant Director
Amber Harmon, Northern Section Secretary
Paul Gully, RTC (Guest)

Absent:

Robert Summerfield, Immediate Past President
Greg Toth, AICP, Newsletter Editor
Julie Hunter, Planning Official Development Officer
Michael Harper, Conference Coordinator
Garrett Terberg, Southern Section Assistant Director
Nelson Stone, Southern Section Planning Official
Aric Jensen, Northern Section Treasurer
Peter Gower, Northern Section Planning Official

Meeting was called to order at 1:02pm.

A quorum was achieved.

1) Approval of the January 6, 2019 NVAPA Executive Committee Meeting Minutes: Nathan motioned to approve the minutes. Approved unanimously.

2) Consent Agenda:

- President's report: (submitted by Nathan Goldberg).
 - *APA National annual reporting of Chapter Performance Criteria*
 - *Confirmation on upcoming needs with APA National*
 1. *Elections*
 2. *Leadership meetings*

Nathan - has had lots of communication with Lynn Jorgenson regarding general housekeeping. Has taken care of many items (thank you to those who assisted me). Items were due 1/31. Hopefully all taken care of, but may take several weeks if we are to hear back.

- Chapter Newsletter (no report submitted).
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- Treasurer's report (no report submitted):

- Secretary's report: (submitted by Ellie Reeder):
 - *No new information to report.*
 - Professional Development Officer's report (no report submitted).
 - Planning Official Development Officer report (submitted by Julie Hunter).
 - *No new information to report.*
 - Northern Section Report (Events, Treasurer's Report) (submitted by Fred Steinmann).
 - *On Friday, January 24, 2020, members of the Northern Section (Frederick Steinmann (Director), Jeff Borchardt (Assistant Director), Aric Jensen (Treasurer), and Amber Harmon (Secretary) met to plan and discuss Northern Section activities and goals for the next one to two years with a focus on the 2020 calendar year. Frederick Steinmann will follow-up with Peter Gower (Section Planning Official) and Julie Hunter (Chapter Planning Official Development Officer) who were invited but unable to attend the meeting on January 24, 2020. A number of areas were discussed including scheduling of monthly educational luncheons and possible tours, potential outreach efforts with the Chapter's membership, developing new partnerships and expanding upon existing partnerships with other organizations, and developing new educational opportunities and training programs that the Northern Section could potentially develop and pursue. Noted at our meeting were the departures of Angela Fuss (Former Northern Section Director) and Susan Dorr Pansky (Former Northern Section Treasurer) from the Northern Section officer group. We would like to acknowledge both Angela and Susan for their years of service to the Section, to the Chapter, and to the state's planning community. Both Angela and Susan have helped to raise the profile of the Chapter throughout the north and we will be forever grateful for all their hard work and dedication.*
 - Southern Section Report (Events, Treasurer's Report) (no report submitted).
- 3) Committee Updates:
- Communications Committee (submitted by Garrett Terberg).
 - *Lorenzo will be giving an update on the new Website, including the estimated "go live" date.*

Lorenzo - Has been working with Garrett on the Chapter's website, started from scratch. Going well so far. Believes the site should open this month. Proposed the question of *do we want to cancel the URL of the old site?* Migration is still in progress (he is still moving agendas and older Nevada Planner PDFs...needs to check with Greg to get some of the former issues). Appreciates any feedback from the Committee, or will otherwise just preserve other pages. The site is already published, so you all can go on and take a look. Thanked the group for any comments. New website is www.nevada.planning.org. After migration is complete and site is accessible, biggest thing will be maintaining content and coming up with new content. Events and other goings-on will need to be kept updated.

Jared asked if the domain is handled through APA National? He has a renewal notice due on March 3rd...is there a fee for this site or do you know how APA handles this? Lorenzo responded that he will check with Mike on this. Believes that we are a subpage of National's website. May have given us the wrong URL. Will follow-up on this.

Lisa thanked Lorenzo for his help and suggested that the secretaries manage the maintenance of the site going forward? Both Amber and Anna acknowledged that they were okay with this idea.

Nathan confirmed nevada.planning.org is the correct URL for the new site. Some members could see the site, others said it was not coming up.

Lorenzo asked who is in charge of the jobs (ads) portion of the site? Nathan mentioned that this is a paid service (?). Jared confirmed that previously, he has just added them to the site with no charge. Marco mentioned that in-state jobs were to be posted free-of-charge, but the Committee had planned to charge for other postings. The question was raised if this procedure was in our bylaws? Marco confirmed 'no' but that a procedure was in our manual. Jared suggested we continued to post free-of-charge, as this page has been the most visited page of our site in the past.

Lisa suggested we consider appointing a Web Administrator to be the point-of-contact for website maintenance. Jared suggested that this role(s) perhaps go to the secretaries.

Marco - Should the website be a one-stop-shop? Everything could be posted to one source and is then distributed automatically to social media outlets. Amber suggested using Buffer, which performs this function (they currently use this at Wood Rodgers).

Lisa mentioned the Communications Officer/Web Administrator role was brought up and considered at the retreat. She recommended that if the Committee plans to add the position, it should be done around elections, so as to present it as a voting item for members. Committee agreed to add an item to NEXT AGENDA regarding adding a Communications Officer as a new position (?) Should the Committee perform this role as a whole? Nathan agreed to draft and send out bullet points to create a formal agenda item.

4) Discussion & Possible Action

- Citizens Academy of Planning (Submitted by Marco Velotta):

Marco - I've invited Paul Gully with RTC to provide an update, and explain what the next-steps would be.

Paul - Thanked the Committee for the invitation to talk about the Academy. The 2020 work plan should be adopted in the next week. He believes Committee members are all already getting updates, but for context: I'm in the Planning Department at RTC, working on a Southern Nevada Strong Regional Plan. The group has met with Regional Partners, came up with the idea of creating a workshop series to familiarize residents and local leaders about what Planning is and concepts of the regional plan. They have spent time researching over the summer, built out a curriculum and lesson plan, and put something together that touches on technical aspects of Planning (process, local issues, etc.). They have worked with a few APA members, saw a nexus, and were looking at hosting late spring or early fall, but looks like it could be a good opportunity to build on the momentum of the statewide APA conference and hosting late August/ beginning of September. Currently working on lesson plans, identifying potential costs. Expecting work plan to be adopted in the next week. They are excited to partner with APA on this. Hoping APA can identify local experts to lead discussions and sessions.

Lorenzo asked about hosting an event prior to the Conference. Why not use the Conference itself? Nathan mentioned that this would be a lead-up/capstone event prior to the conference

(hoping to boost attendance at the conference). Lisa mentioned that the audience may be the same as those planning the conference itself...can we 'spread the wealth' to reduce the intensity that usually builds in the weeks prior to the conference? Could we kick-off events during the conference? Offer discount/incentives to those in attendance?

Marco asked about timing for money and budgets. Paul said he would double check, but did not believe there were limits set.

Anna seconded Lisa's suggestion. And mentioned that the kick-off during the conference could help build momentum. Nathan agreed as well.

Marco asked what we would need to do to formalize this and make it happen? What do we need to do? Lisa suggested Paul join the conference committee to keep him involved in the process. Paul said he is open to this.

Anna mentioned that inviting citizen planners to join at the APA conference could be a great thing, as well.

Paul will be working on audience outreach, recruitment of speakers and confirming the budget.

- APA Scholarship (submitted by Marco Velotta):

Marco - He sent out an email an hour ago (a total of 3 scholarship applicants). All have met the qualifications and have expressed the desire to become certified. As first time applicants for two, he recommends the scholarships be awarded to all three. Will coordinate with Jared.

Marco made a motion to recommend to the Board to approve awarding all three scholarships: approved unanimously.

Other business:

- None

Meeting adjourned at 1:43pm.

Next meeting Monday, March 2, 2020 at 1:00pm.