

**Nevada Chapter
American Planning Association Executive Committee Board Meeting
November 2, 2020**

Meeting Minutes

Attendees:

Nathan Goldberg, AICP, Chapter President
Lorenzo Mastino, Chapter Vice President
Jared Tasko, AICP, LEED Green Associate, Chapter Treasurer
Marco Velotta, AICP, LEED Green Associate, Professional Development Officer
Ellie Reeder, Chapter Secretary
Garrett Terberg, Southern Section Assistant Director
Jim Marshall, Southern Section Treasurer
Lisa Corrado, Southern Section Director
Anna Marie Smith, Southern Section Secretary

Absent:

Robert Summerfield, Immediate Past President
Greg Toth, AICP, Newsletter Editor
Julie Hunter, Planning Official Development Officer
Michael Harper, Conference Coordinator
Nelson Stone, Southern Section Planning Official
Fred Steinman, Northern Section Director
Jeff Borchardt, Northern Section Assistant Director
Amber Harmon, Northern Section Secretary
Aric Jensen, Northern Section Treasurer
Peter Gower, Northern Section Planning Official

Meeting was called to order at 1:05 pm.

A quorum was achieved.

- 1) Approval of the October 5, 2020 NVAPA Executive Committee Meeting Minutes:
Lisa motioned to approve minutes as amended. Approved unanimously.
- 2) Consent Agenda:
 - President's report: (submitted by Nathan Goldberg).
 - *Updates from National on Chapter President's Council and State of APA and future strategy*

Nathan: I have some updates from National. We've had three meetings over the last 3-4 weeks. Some were in the newsletter, but I'll cover that as well.

Lynn Jorgensen passed away unexpectedly last month. She was essential to day-to-day operations in Chicago. Just wanted to pass that along for anyone that may have known her. They are renaming one of their awards in her honor.

Garrett: Would like to add my condolences.

Nathan: The AICP exam updated version takes effect Nov 2021, so study materials will be updated accordingly. Will be an all new exam. Plan is to get rid of dated questions, moving away from historical knowledge-type questions.

Regarding CM credits, everyone will now be on the same reporting period. This will be helpful to PDOs and Secretaries. New requirements for everyone will kick in in January 2022. Generally, Law and Ethics will still be a requirement, and also equity/social justice (1 credit requirement) as well as resilience (1 credit requirement). They made a final approval on climate change items, also approved budget. Expecting ~20% decline in membership. Normal for this kind of event. We will look to see how many employers will permanently stop membership assistance.

Lisa: This can have a ripple effect on the industry. Is there anything being done in light of this?

Nathan: I didn't hear any discussion on this. They're concerned for their own budget reasons, too. For my employer, membership versus certification can make the difference. Getting AICP locked-in with other certifications/licenses is important.

Marco: There is a mechanism for Covid reinstatement AICP - certain exemptions. I did include that in an email toward the beginning of when everything happened. I can resend that information out.

Lisa: I would consider using some of our budget to meet people halfway to retain our membership.

Nathan: Yep. I would agree. When employers remove those privileges, you rarely get them back. That's certainly something we should explore.

One final thing, regarding the National conference for 2021. Final decision will be made at the November 12th National meeting (whether virtual or in-person). Once they do that, the call for sessions will go out. If anyone is interested in submitting a session for National, look for that in the next couple of weeks.

Marco: In the PDO group, we had been told to hang tight, as to what the new AICP credit will be to members.

- Chapter Newsletter (no report submitted).
- Treasurer's report (submitted by Jared Tasko):
 - 2020 check register summary attached. The highlights of the changes are:
 - i. Received \$3,242.38 for the Chapter's portion of the Northern Section Conference proceeds from last year;
 - ii. Received \$1,320.19 from APA National for the Nevada Chapter portion of the APA membership rebates;
 - iii. Paid the Northern Section \$745 for portion of total APA membership rebate for the year ($\$7,444.70 \times 20\% = \$1,488.94 / 2 = \$745$);
 - iv. Paid the Southern Section \$745 for portion of total APA membership rebate for the year ($\$7,444.70 \times 20\% = \$1,488.94 / 2 = \$745$);
 - v. Received \$602.86 credit balance refund (this is the hotel rebate from the National Conference in Houston when the conference was cancelled);
 - vi. Total checking = \$9,913.55
 - vii. Total savings = \$25,434.41

- Secretary's report: (submitted by Ellie Reeder):
 - *Annual renewals for Chapter-Only memberships are due for the coming year. I will be sending out a reminder and renewal form/instructions to our current membership in the next week. If it isn't already, I'll be checking with Lorenzo to make sure the renewal info. is also posted on the Chapter website.*
- Professional Development Officer's report (submitted by Marco Velotta).
 - *2020 APA Conference evaluation results*
- Planning Official Development Officer Report (no report submitted).
- Northern Section Report (Events, Treasurer's Report) (submitted by Fred Steinmann).
 - *The Northern Section will restart its series of online educational luncheons on Thursday, November 5 with a 1.5 AICP CM law and ethics presentation from Steve Silva. The Northern Section has also partnered with the College of Business at the University of Nevada, Reno (as well as the Urban Chamber in Las Vegas and the UNLV Lee Business School) to develop and deliver a new online educational luncheon speaker series titled "In the Black: A Speaker Series Exploring Racial and Social Inequalities in Business." Five separate speaker presentation sessions have been tentatively scheduled for November, December and January followed by a roundtable discussion tentatively scheduled for February 2021. Northern Section officers met for their monthly section meeting on Friday, October 23, 2020. The Northern Section officers discussed a number of additional outreach and engagement efforts including the possible development of an online social event with Northern Section members over the holidays (between Thanksgiving and New Year's).*
- Southern Section Report (Events, Treasurer's Report) (no report submitted).

3) Committee Updates:

- Communications Committee

Garrett: still on the hunt for a good social media person, maybe even more than one person. Continuing my request.

Lorenzo: Should we try to advertise through the website?

Nathan: Yes, not everyone participated in the conference, so it could help to get the word out.

Garrett: "Thanks Lorenzo, that'd be perfect.

Lorenzo: Is there a list of people that participated in the conference this year?

Lisa: We were talking about following up with conference attendees.

Anna: We can do that.

Lisa: We had talked about a Membership position. It would be something to consider if we are doing any updating of bylaws.

Nathan: Certainly a direction we can explore as we move forward.

Lorenzo: I can draft some brief bullet points for key responsibilities for this person., so I can present them to you all next time we meet. How does that sound?

Nathan: That sounds great. Thank you.

Jared: Whats the status of the Nominating Committee?

Anna: 4 interested individuals. 2 are interested in the Assistant Director position. I think we're in good shape. I can send out a reminder to people.

Jared: Do you have it all set up for the elections?

Anna: I will be sending out a Survey Monkey survey for Southern Section elections.

Marco: On the conference evaluations I sent everyone: Generally a success, for holding a virtual conference. About a 33% response rate. Could we do another virtual conference next year? Answer is likely yes. Most people were glad to have the opportunity to participate and it was well organized and Webex was a good platform. Thanks to everyone that put that together. Job well done.

Nathan: I encourage you to read through the comments.

Lisa: Have we looked at the revenue? Jim, did we make any money off of that?

Jim: Yeah, we made a total of \$5,380. That's after we paid the website. Not as much as the other ones, because we didn't get sponsors, but we also didn't have facility costs.

4) Discussion and Possible Action:

a) (Standing Item): 2021 Legislative Session

-no comments

b) Draft Budget for Fiscal Year 2021 (submitted by Jared Tasko)

- *This item is up for vote. I updated several items, including the following:*

i. Audio conference proceeds (removed)

ii. Awards applications proceeds (removed)

iii. Nevada Leadership Program contribution (removed)

iv. PO Box expense (updated to \$200)

v. Conference calls expenses (removed)

vi. Award expenses (updated from \$100 to \$700)

Jared: Every year we have to submit a budget to National for the next fiscal year. I removed the audio conference information. The Nevada Leadership program used to get \$1500/year. There are opportunities if we want to add things. So take a look. We could do leadership classes, or subsidize memberships. We can vote if we want to change or modify anything.

Nathan: Any thoughts?

Lorenzo: Can you tell me about the top portion, income total, budget versus actual?

Jared: We haven't had any - once I start putting income into the chart, that's how much we're projected to make. The formulas will make sense once I put in more numbers.

Lorenzo: This is without taking into account any possible membership decline?

Jared: Yes, that's a good point.

Garrett: We really need to be proactive about membership communications and assistance. How do we do that?

Nathan: Yes, what do we want to offer? A flat amount, or a percentage? What angle do we want to address that problem?

Jared: If you reduce membership income by 25%, that's about \$1,900. To answer Lorenzo's question.

Lorenzo: That's great, Jared. That means that if we keep our expenses, but drop in some revenue...

Anna: Perhaps a structured scholarship? To keep it even, maybe two members each from South/North. We could set money aside for those memberships?

Lisa: Could be merit-based if you lost the income? This could be the last thing on people's minds if they're losing their job, etc.

Nathan: If we have one applicant, it covers them, but if we have two, that only covers half.

Jared: So based on last year's budget, we came in over budget. I would recommend allocating a certain amount.

Nathan: Set aside a total pool of this much money?

Jared: Yes.

Marco: a reminder, we only have one that we get from APA National. A bulk are funded through the Chapter. Going into next year, with changes to the AICP requirements. I would say maybe a set amount, to encourage people to apply. We have said no to people who've applied, but not recently.

Jared: Do we want to help encourage new members as well?

Lisa: Keep the ones we have. How much would it cost to give everyone a 50% discount or something like that? I'm not sure people will go through that process. If we only have enough money to fund a certain number of memberships, then we'll have to do a lottery, but if we could offer a discount to everyone, then we could do something like that?

Nathan: Are you talking about Chapter-only?

Lisa: Logistically, we're not part of the National process.

Jared: I don't think we have the budget to offer everyone a discount. Maybe more application-based. A group could review applications and make a decision on assistance.

Marco: I think there's going to be a larger pool of people in this circumstance right now. Its going to be a wide pool.

Lisa: Maybe that's where you do the needs-based. Everyone's dues are due at the same time, right? Maybe we can table it, and figure something out. I think it has to be some kind of merit-based thing. Maybe we do something this year, and something next year.

Jared: What about ten \$200 scholarships, so something like that?

Lisa: How do we get in on that? Do we tell APA? And what if they don't renew?

Jared: Maybe we reimburse them?

Nathan: Yes, I say we table this for next meeting. I'll see what other states are doing.

Jared: Maybe we could decide on an amount, and I could put it as a placeholder?

Anna: We could be losing up to 25%, so maybe setting aside \$2000.

Jared: Yes, we have a surplus of about \$4000 from last year. It shouldn't break us.

Jim: Will we know who won't renew?

Marco: Just based on what Nathan mentioned, we're not gonna know. I don't know if that's a good idea.

Jim: Two years ago when we did the conference, we actually spent more than we made, but where we made money was the \$14,000 we got in donations. What could we get them to sponsor or is it possible to advertise through social media (sponsored by 'XX'), but is there money donation-wise right now?

Lisa: We could try, but fundraising is really dry right now. People might be compelled to contribute toward members who might otherwise lose their credentials.

Jared: We might want to be careful about ethics.

Lisa: We'd have to only have people that are private. That's why we didn't do the fundraising this year, it didn't seem right to ask for money, when the conference cost us almost nothing. I'm okay with using our budget. The only thing that makes us relevant is our members. If we don't have them, we have nothing. Give them \$5,000 if we need do. My fear is that we become irrelevant.

Jared: I agree. I think its a good use of our reserves, to maintain our membership and build it for the future.

Marco: Whats the timing, then? For FY ending June 30, it would have to be the month leading up to it, maybe even before that, when budget discussions are starting.

Jared: If we reached out directly and told them we'd allocate money to pay for memberships.

Lisa: There may be some Planning Directors who are not advocates for APA membership.

Nathan: Lets table this until next month. I'll reach out to fellow Chapter presidents and see what their thoughts are. Ellie, please gets this on December's agenda for voting.

Jared: I think we can wait another month. I think we need it by the end of the FY. If I hear from National, I'll send them something.

Lorenzo: One thing to help keep our membership, we could entice someone with a role like 'Social Media Coordinator'.

Marco: That's not a bad idea, like a stipend for the work?

Nathan: Ok, that concludes our meeting.

Meeting adjourned at 1:57pm.

Next meeting Monday, December 7, 2020 at 1:00pm.