

**AMERICAN PLANNING ASSOCIATION-MN CHAPTER  
BOARD MEETING  
Thursday, January 30, 2020 | Noon - 2:00 p.m.**

Ramsey Municipal Center  
7550 Sunwood Dr NW, Ramsey, MN 55303  
<https://www.ci.ramsey.mn.us/>

Join Zoom Meeting  
<https://zoom.us/j/966646635>  
Meeting ID: 966 646 635  
+1 646 558 8656

12:00	1	Call to Order	Gladhill
12:00	2	Approve Agenda	Gladhill
	3	Consent Agenda <ul style="list-style-type: none"> <li>Approve November 15, 2019 Meeting Minutes</li> </ul>	Gladhill
12:05	4	President's Report <ul style="list-style-type: none"> <li>Approve Justin Otsea as the Northeast District Director</li> <li>Work Plan Debrief and Next Steps</li> <li>Executive Director</li> <li>Luis Estevez – Faculty Liaison Letter of Inquiry</li> </ul>	Gladhill
12:30	5	Vice President	Esmaeili
12:40	6	Secretary's Report	Andrusko
12:45	7	Treasurer's Report <ul style="list-style-type: none"> <li>2020 Budget</li> <li>Rescind current Reserve Fund Policy and replace with new Investment Policy</li> <li>Approve creation of an Investment Committee, chaired by the Chapter Treasurer</li> </ul>	Zimmerman
12:55	8	Executive Director Report <ul style="list-style-type: none"> <li>Approve sponsorship program – Fees and Structure</li> </ul>	Aro
1:00	9	District Directors' Report	Janish, McGuire Brigl, Palermo, Perdu, Otsea, Albrecht, Sims, Bersaw
1:10	10	Student Chapter Director and Representative <ul style="list-style-type: none"> <li>Approve proposed changes to the student director and representative responsibilities in the APA Minnesota Succession Handbook</li> </ul>	Engstrom, Hanson
1:15	11	Professional Development Officers <ul style="list-style-type: none"> <li>Approve Michael Thompson to fill the vacant PDO position</li> </ul>	Durbin, Kansier, Thompson
1:20		Committees:	
	12	Awards	Falkers
	13	Conference 2020 <ul style="list-style-type: none"> <li>Approve Russell Habermann as the 2020 Conference Co-Chair</li> <li>Approve conference registration fees</li> <li>Approve naming the event the Minnesota Planning Conference (Similar to national's "National Planning Conference")</li> <li>Approve theme/tag line: "Minnesota Planning Conference 2020: Navigating Local Change in a Connected World"</li> </ul>	Henderson, Habermann

	14	Conference 2021 September 15 – 17 St. Cloud	
	15	Diversity and Equity <ul style="list-style-type: none"> <li>• Approve draft 2020 work plan.</li> <li>• Approve the appointment for Eric Weiss, AICP as a co-chair for the remainder of 2020.</li> </ul>	Imihy
	16	Events	
	17	Legislative and Law <ul style="list-style-type: none"> <li>• Letters of Interest</li> </ul>	Bernard, Allen
	18	Spring Seminar	Boylan
	19	Women in Planning	Hoffman
	20	Young Planners Group <ul style="list-style-type: none"> <li>• Approve Kathleen Russell as YPG Co-Chair</li> </ul>	Bunge, Russell
1:50	21	Other	
	22	Communications	Maze
	23	FAICP	
2:00	24	Adjourn	Gladhill

**AMERICAN PLANNING ASSOCIATION MINNESOTA CHAPTER  
BOARD OF DIRECTORS MEETING MINUTES**

Friday, November 15, 2019, 12:00 – 2:00 p.m.  
UMN Humphrey School of Public Affairs

**Attendance**

Tim Gladhill, Raya Esmaeili, Andrew Andrusko, Jason, Zimmerman, Shannon Engstrom, Jed Hanson, Austin Hauf, Patrick Boylan, Chloe McGuire Brigl, Michael Palermo, Alec Henderson, Lance Bernard, Maureen Hoffman. Participating by phone: Justin Otsea, Joe Janish, Wayne Hurley, Erin Perdu.

**Call to Order, Minutes and Agenda Approved**

Tim called the meeting to order at 12:03 p.m. Patrick motioned to approve the agenda for today's meeting. Raya seconded the motion, and the motion passed. Raya motioned to approve the minutes from the September 26, 2019 board meeting. Jason seconded the motion, and the motion passed.

**President, Tim Gladhill**

Tim shared that he hopes various committees have workplans in place for 2020. Justin Otsea had asked about the possibility of sponsorship for a Strong Towns event, but the group no longer needs it. Tim noted that sponsorship requests are handled as they arise. Developing strategic partnerships help with these kinds of requests and other strategic initiatives. The holiday party is typically held the night before the retreat. The retreat will be held on January 17.

**Vice President, Ray Esmaeili**

Raya hopes to work on a membership survey that can be issued annually to drive the chapter's communications plan.

**Secretary, Andrew Andrusko**

Andrew shared proposed board meeting dates for 2020.

Tim asked for board feedback about possibly reimbursing board meeting travel expenses for voting board members who reside in Greater Minnesota. Patrick motioned to approve moving forward with expense assistance for voting board members residing in Greater Minnesota to attend the retreat and conference board meetings. Raya seconded the motion, and the motion passed. Details need to be worked out.

**Treasurer, Jason Zimmerman**

Jason shared a current P&L and asked the board to send him budget changes and requests for 2020. Raya motioned to approve the Treasurer's Report. Chloe seconded the motion, and the motion passed. Jason would like a balanced budget for 2020. The chapter can absorb larger one-time expenditures, but long-term or permanent initiatives would need to be reviewed to ensure income streams can support them. Jason and Patrick are working on developing an investment plan. They want to keep it simple and easy to understand. Ideally, the chapter will manage the plan without the assistance of a broker, and it should at least beat inflation. An investment subcommittee will likely be formed.

Examples of recent funding requests and/or discussions include: sending board members to APA's Policy Conference and State Legislative Summit, reduced or complimentary registration fees for students to attend the conference, increasing the Gunnar C. Isberg Scholarship fund, purchasing audio visual equipment for better board meeting experiences, designating funds to send the Student Representative to colleges and universities throughout the state, an accounting audit, and more.

#### **Executive Director, Kathryn Aro**

Kathy shared that the chapter's new website is live. She has populated it with text from the current site. Images and documents will follow. She needs board and/or committee feedback on site navigation and the home page image. The platform is a content management system (CMS) developed by a company called Wagtail. APA makes Wagtail sites available to all interested chapters for free. The platform is user-friendly.

#### **Student Representative, Shannon Engstrom**

Shannon introduced Jed Hanson as the potential Student Representative for 2020. Raya motioned to approve the appointment of Jed Hanson as the 2020 Student Representative. Chloe seconded the motion, and the motion passed. Shannon shared that students are holding an event in early December about diversity and she shared some of her goals for the new year such as increasing participation in student awards, developing a code of conduct for the conference, and getting more schools involved in the chapter. Others noted that the board should be helping to promote APA Minnesota to students as well.

Austin Hauf's terms as Student Director ends this year. Austin thanked the board for the opportunity to serve.

#### **Conference Committee Co-Chair, Alec Henderson**

Alec is in the process of seeking a Conference Committee Co-Chair and incorporating suggestions made about the conference during a recent 2019 debrief conference call in addition to suggestions made at today's meeting such as sending out session evaluations, providing more staffing at the registration desk, utilizing students better, and sending thank you notes.

#### **Diversity and Equity Committee, PeggySue Imihy**

PeggySue wasn't in attendance, but Tim shared that Nate Keller has resigned as co-chair and that a replacement needs to be found. Erin motioned to approve the resignation of Nate Keller, Patrick seconded the motion, and the motion passed.

#### **Events Chair, Alec Henderson**

Alec Henderson will work on planning the holiday party in January and a Twins Game in July.

#### **Legislative and Law Committee, Lance Bernard and Sara Allen**

Lance shared some of the ideas he and Sara Allen are considering for the new year which include policy roundtable discussions and/or brown bag seminars. They are issuing an RFP for the Legislative Education Coordinator position to get a sense for what resources are available and at what price. Lance and Sara are hoping that those responding to the RFP can help with developing educational materials,

advising on policy and advocacy matters, and guiding them on how to become more effective. Lance would like to get more clarity about the committee's objectives and how best to meet them.

#### **Spring Seminar, Patrick Boylan**

Patrick shared that he has a few ideas for the Spring Seminar. He'll share more information as planning progresses.

#### **Women in Planning, Maureen Hoffman**

Maureen shared that the Women in Planning Committee is developing an event that will be held early in the new year. The committee is also working on updating its work plan. The Women in Planning social held during the conference went well, but the committee will schedule it differently in 2020 to minimize attendance from those not actually interested in Women in Planning issues.

#### **FACIP, Vacant**

Tim shared that FAICP results will be available early in the new year.

#### **Young Planners Group, Leila Bunge**

Leila was not in attendance today, but Tim shared that Emily Goellner has resigned as the YPG co-chair. YPG Co-Chair Leila Bunge would like the board to accept Emily's resignation and approve Kathleen Johnson as the new YPG co-chair.

A motion was made to accept the resignation of Emily Goellner. Chloe seconded, and the motion passed. Patrick motioned to approve the appointment of Kathleen Russell as the new YPG co-chair. Erin seconded the motion. A board member objected to the motion prior to a board vote stating that vacancies should be posted to the membership for a designated period of time as a means of providing transparency and encouraging member involvement. The motion and second approving Kathleen as the YPG co-chair were withdrawn. Chloe motioned to post the openings for both the Diversity and Equity and YPG Co-Chair positions and all future vacancies for a period of time that aligns with the bylaws and to approve Kathleen Russell as the interim YPG Co-Chair until voted on at the January board meeting. Patrick seconded, and the motion was passed.

Tim shared that we need a person to fill the Northeast District Director position and that a nominating committee will need to be formed for the 2020 elections. The Officers are up for election in 2020. These include the President, President Elect, Secretary, and Treasurer.

The meeting adjourned at 2:03 p.m.

Dear Tim,

My name is Justin Otsea, and I'm a Senior Planner for the Arrowhead Regional Development Commission (ARDC) based out of Duluth. I'm writing to express my interest in the recently vacated District Director position for the Northeast region of Minnesota Chapter-APA.

I joined ARDC in 2013, after serving as a Planner in South Dakota for about two and a half years previous, giving me over seven years of professional planning experience. In my role at ARDC, I work as staff to multiple scenic byways, a joint powers group charged with oversight of zoning standards along Lake Superior's Shore, City Planner for the City of Two Harbors for over 4 years, and worked on other projects including comprehensive plans, safe routes to school, grant writing, small area planning, among others. I feel that my experience with a broad range of topics/projects, along with perspective from greater Minnesota (both in the local and regional sense) would be valuable to the APA board.

Additionally, I'd like to outline an interest in joining the conference committee. The 2020 MNAPA conference is set in Duluth, a community I have lived in and worked professionally in for over 6 years. I believe my network and understanding of the community would be valuable in conference planning. Of course, feel free to follow up with me if you have any additional questions, comments, or requirements for the position.

Sincerely,

A handwritten signature in black ink, appearing to read 'Justin Otsea', with a long horizontal flourish extending to the right.

Justin Otsea  
Senior Planner  
Arrowhead Regional Development Commission  
221 West 1st Street  
Duluth, MN 55802  
Phone: 218-529-7529  
Email: [jotsea@ardc.org](mailto:jotsea@ardc.org)

January 28, 2020

APA Minnesota Chapter Board

Dear Board members,

I have learned about the Faculty Liaison vacancy in the APA Minnesota Board of Directors. As an associate professor in the Department of Geography and Planning at St. Cloud State University and as the Director of our School of Public Affairs Research Institute, I am interested in supporting the APA Minnesota through my participation in this position. With my academic and professional experience in planning, I feel I could be of help as a Faculty Liaison.

My professional and teaching experience have been fostered by more than 17 years' worth of teaching and mentoring both at undergraduate and graduate. Almost fifteen years of planning experience as a practitioner have proven to be valuable for my research and teaching activities.

It is because of my current position at SCSU and this professional experience that I think I may be of help in this position. Thank you very much for your consideration.

Sincerely,

Luis Estevez

Associate Professor  
Director SoPA Research Institute  
Planning and Community Development  
Department of Geography and Planning  
School of Public Affairs (SoPA)



APA Minnesota

# Board Meeting Schedule 2020

Board Meetings [https://planningmn.org/board\\_meetings](https://planningmn.org/board_meetings)

Board Roster <https://planningmn.org/board>

Board Resources <https://planningmn.org/boardresources>

Date/Time	Board Reports Due	Location	Remote Participation Information
Thursday, January 30 Noon – 2:00 pm	Already received. Send additions or modifications by Friday, January 24	Remote participation is fine but if you'd like to attend in person, the meeting will be held at:  Ramsey Municipal Center 7550 Sunwood Dr NW Ramsey, MN 55303 <a href="https://www.ci.ramsey.mn.us/">https://www.ci.ramsey.mn.us/</a>	Join Zoom Meeting <a href="https://zoom.us/j/966646635">https://zoom.us/j/966646635</a> Meeting ID: 966 646 635 +1 646 558 8656
Friday, May 15 1:00 – 3:00 pm	Friday, May 1	University of Minnesota Twin Cities Humphrey School of Public Affairs 301 19th Ave S, Room 170 Minneapolis, MN 55455 <a href="https://www.hhh.umn.edu/about/location-directions">https://www.hhh.umn.edu/about/location-directions</a>	Join Zoom Meeting <a href="https://zoom.us/j/455865924">https://zoom.us/j/455865924</a> Meeting ID: 455 865 924 +1 646 558 8656
Friday, July 17 11:00 am – 2:00 pm	Friday, July 3	MnDOT Saint Cloud Training Center 3725 12th St N, St Cloud, MN 56303 Saint Cloud, MN 56303 <a href="http://www.dot.state.mn.us/">http://www.dot.state.mn.us/</a>	Join Zoom Meeting <a href="https://zoom.us/j/961507984">https://zoom.us/j/961507984</a> Meeting ID: 961 507 984 +1 646 558 8656
Wednesday, September 16 or Thursday, September 17	Wednesday, September 2	Duluth Entertainment Convention Center (DECC) 350 Harbor Drive, Board Room (2nd Floor) Duluth, MN 55802 <a href="https://decc.org/">https://decc.org/</a>	Join Zoom Meeting <a href="https://zoom.us/j/245601629">https://zoom.us/j/245601629</a> Meeting ID: 245 601 629 +1 646 558 8656
Friday, November 6 1:00 – 3:00 pm	Friday, October 23	Metropolitan Council 390 Robert St N, Council Chambers St. Paul, MN 55101 <a href="https://metro council.org/">https://metro council.org/</a>	Join Zoom Meeting <a href="https://zoom.us/j/481888530">https://zoom.us/j/481888530</a> Meeting ID: 481 888 530 +1 646 558 8656

# APA MN

## BUDGET VS. ACTUALS: 2019 - FY19 P&L

	TOTAL		
	ACTUAL	BUDGET	OVER BUDGET
<b>Income</b>			
40000 Income			
40100 Conference	109,480.00	110,000.00	-520.00
40200 Membership - APA	31,890.52	28,000.00	3,890.52
40300 Membership - State Individual	350.00	250.00	100.00
40400 Chapter Sponsorship	7,550.00	9,000.00	-1,450.00
40700 District Events		2,000.00	-2,000.00
40800 Legislative and Law	932.34	500.00	432.34
41000 PDO	0.00		0.00
41200 Spring Seminar	1,010.00	1,500.00	-490.00
41500 Gunnar Isberg Scholarship	1,521.00		1,521.00
41600 Job Postings	2,725.00	2,000.00	725.00
44000 Chapter Events	1,255.00	1,000.00	255.00
47000 Interest	8.87		8.87
<b>Total 40000 Income</b>	<b>156,722.73</b>	<b>154,250.00</b>	<b>2,472.73</b>
<b>Total Income</b>	<b>\$156,722.73</b>	<b>\$154,250.00</b>	<b>\$2,472.73</b>
<b>GROSS PROFIT</b>	<b>\$156,722.73</b>	<b>\$154,250.00</b>	<b>\$2,472.73</b>
<b>Expenses</b>			
70000 Expenses			
70100 Conference	57,267.04	66,000.00	-8,732.96
70500 Awards	1,720.91	750.00	970.91
70600 Community Planner		2,000.00	-2,000.00
70700 District Events		5,000.00	-5,000.00
70800 Legislative and Law	7,960.34	8,000.00	-39.66
70825 Diversity and Equity Cmte	301.46	500.00	-198.54
70850 Women in Planning Cmte	20.00	500.00	-480.00
70875 Young Professionals Group		500.00	-500.00
70900 Newsletter	8,000.00	8,000.00	0.00
71000 PDO	3,200.05	4,000.00	-799.95
71100 Chapter Events	890.00	2,000.00	-1,110.00
71200 Spring Seminar	870.00	1,500.00	-630.00
71300 Students		1,000.00	-1,000.00
71400 FAICP	380.00	300.00	80.00
71500 Gunnar Isberg Scholarship	4,000.00	4,000.00	0.00
75000 Chapter Board Expense	316.65	500.00	-183.35
75100 President Leadership	4,560.30	5,000.00	-439.70
75125 Policy and Advocacy Conference		2,500.00	-2,500.00
<b>Operations</b>			
77100 Bank Charges & Fees	12.00	600.00	-588.00
77110 Credit Card and Merchant Fees	4,019.62		4,019.62
77200 Business Filings	25.00		25.00
77210 Legal and Professional Services	875.00	1,000.00	-125.00

		TOTAL	
	ACTUAL	BUDGET	OVER BUDGET
77300 Insurance	1,360.00	2,000.00	-640.00
77400 Office Supplies & Software	2,271.22	1,200.00	1,071.22
77410 Phone	1,331.59	1,200.00	131.59
77420 Website	1,153.50	200.00	953.50
77425 Dues & subscriptions	155.00		155.00
78000 Executive Director	39,000.00	36,000.00	3,000.00
79100 Void Checks	0.00		0.00
<b>Total Operations</b>	<b>50,202.93</b>	<b>42,200.00</b>	<b>8,002.93</b>
<b>Total 70000 Expenses</b>	<b>139,689.68</b>	<b>154,250.00</b>	<b>-14,560.32</b>
<b>Total Expenses</b>	<b>\$139,689.68</b>	<b>\$154,250.00</b>	<b>\$ -14,560.32</b>
NET OPERATING INCOME	<b>\$17,033.05</b>	<b>\$0.00</b>	<b>\$17,033.05</b>
NET INCOME	<b>\$17,033.05</b>	<b>\$0.00</b>	<b>\$17,033.05</b>

**Treasurer Report**  
**2019 Year End**  
**January 17, 2020**

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To: APA Minnesota Chapter Board  
From: Jason Zimmerman, Chapter Treasurer

The financial picture for APA Minnesota remains a solid one at the conclusion of the 2019 fiscal year. The Chapter holds its funds in two accounts at Wells Fargo Bank. Throughout the year, the Executive Director managed the majority of deposits and invoices with oversight by the Treasurer. The Board reviewed the revenue and expense totals bi-monthly at its regular meetings. The Chapter remains compliant with State of Minnesota Department of Revenue and Federal Internal Revenue Service regulations, with up-to-date 990s on file. The Chapter is up-to-date on its filings with the Minnesota Attorney General's office and the Minnesota Secretary of State.

**Balances as of December 31, 2018:**

Business Checking:	\$152,232.14
<u>Business Savings:</u>	<u>\$29,567.45</u>
Total:	\$181,799.59

**Balances as of December 31, 2019:**

Business Checking:	\$173,713.16
<u>Business Savings:</u>	<u>\$29,576.08</u>
Total:	\$203,289.24

2019 Revenues*:	\$156,722.73
<u>2019 Expenditures*:</u>	<u>\$139,689.68</u>
Difference*:	\$17,033.05

\*Note: the difference in the year end balances of 2018 and 2019 does not yet exactly match the difference between the Chapter's 2019 revenues and expenditures due to some outstanding invoices and payments. The discrepancy is just over \$4,500 and will be settled as final bills are paid. Additional revenues or expenditures from 2019 may still arise, but the current difference likely captures a fairly accurate picture of the finances for the year.

The greatest single explanation for the difference between 2019 revenues and expenditures was the successful State Conference, which generated roughly the amount of revenue expected but saved almost \$9,000 compared to what was originally budgeted. The lack of expenses in some other budget categories (District Events, for example) accentuated the difference between revenues and expenditures.

The continued financial success of the State Conference provided the Chapter with the ability to expand its spending in other areas to support emerging priorities. In 2019, the Chapter helped generate interest in the Equity and Diversity and the Women in Planning Committees as well as the Young Planners Group. It also increased its financial support of the Gunner Isberg Scholarship.

With another healthy budget surplus generated in 2019, the Chapter now holds over \$200,000 in its checking and savings accounts. A proposed Investment Policy (to be considered separately) would authorize the Board to invest a portion of this total, but the opportunity exists to fund a handful of one-time expenditures in 2020 while still maintaining a healthy cushion to help address potential future shortfalls.

American Planning Association - Minnesota Chapter  
**2019-2021 Budget Comparisons**

2019 Budget (approved)

<b>Revenue</b>	
State Conference	\$ 110,000.00
Membership - APA	\$ 28,000.00
Membership - State Individual	\$ 250.00
Membership - State Organization	\$ 9,000.00
Community Planner	\$ -
District Events	\$ 2,000.00
Legislative and Law Committee	\$ 500.00
Spring Seminar	\$ 1,500.00
Gunnar Isberg Scholarship	\$ -
Job Postings	\$ 2,000.00
Chapter Events	\$ 1,000.00
-	
<b>Total Revenue</b>	<b>\$ 154,250.00</b>

<b>Expenditures</b>	
State Conference	\$ (66,000.00)
District Events	\$ (5,000.00)
Legislative and Law Committee	\$ (8,000.00)
Awards Committee	\$ (750.00)
Equity and Diversity Committee	\$ (500.00)
Women in Planning Committee	\$ (500.00)
Young Planners Group	\$ (500.00)
Newsletter	\$ (8,000.00)
PDO	\$ (4,000.00)
Spring Seminar	\$ (1,500.00)
Student Outreach	\$ (1,000.00)
Gunnar Isberg Scholarship	\$ (4,000.00)
Chapter Events	\$ (2,000.00)
Chapter Board	\$ (500.00)
President Leadership	\$ (5,000.00)
Policy and Advocacy Conference	\$ (2,500.00)
Bank Fees and Checks	\$ (600.00)

2020 Budget (proposed)

<b>Revenue</b>	
State Conference	\$ 110,000.00
Membership - APA	\$ 30,000.00
Membership - State Individual	\$ 350.00
Chapter Sponsorship	\$ 8,000.00
Community Planner	\$ -
District Events	\$ -
Legislative and Law Committee	\$ 800.00
Spring Seminar	\$ 1,000.00
Gunnar Isberg Scholarship	\$ 1,000.00
Job Postings	\$ 2,500.00
Chapter Events	\$ 1,000.00
Investment Interest	\$ 3,000.00
<b>Total Revenue</b>	<b>\$ 157,650.00</b>

<b>Expenditures</b>	
State Conference	\$ (70,000.00)
District Events	\$ (5,000.00)
Legislative and Law Committee	\$ (10,250.00)
Awards Committee	\$ (900.00)
Equity and Diversity Committee	\$ (500.00)
Women in Planning Committee	\$ (500.00)
Young Planners Group	\$ (500.00)
Newsletter	\$ (8,000.00)
PDO	\$ (4,000.00)
Spring Seminar	\$ (1,000.00)
Student Outreach	\$ (1,500.00)
Gunnar Isberg Scholarship	\$ (4,000.00)
Chapter Events	\$ (2,000.00)
Chapter Board	\$ (500.00)
President Leadership	\$ (5,000.00)
Policy and Advocacy Conference	\$ (2,500.00)
Bank Fees and Checks	\$ (300.00)

2021 Budget (concept)

<b>Revenue</b>	
State Conference	\$ 110,000.00
Membership - APA	\$ 30,000.00
Membership - State Individual	\$ 350.00
Chapter Sponsorship	\$ 8,000.00
Community Planner	\$ -
District Events	\$ -
Legislative and Law Committee	\$ 800.00
Spring Seminar	\$ 1,000.00
Gunnar Isberg Scholarship	\$ 1,000.00
Job Postings	\$ 2,500.00
Chapter Events	\$ 1,000.00
Investment Interest	\$ 3,300.00
<b>Total Revenue</b>	<b>\$ 157,950.00</b>

<b>Expenditures</b>	
State Conference	\$ (70,000.00)
District Events	\$ (5,000.00)
Legislative and Law Committee	\$ (10,250.00)
Awards Committee	\$ (900.00)
Equity and Diversity Committee	\$ (500.00)
Women in Planning Committee	\$ (500.00)
Young Planners Group	\$ (500.00)
Newsletter	\$ (8,000.00)
PDO	\$ (4,000.00)
Spring Seminar	\$ (1,000.00)
Student Outreach	\$ (1,500.00)
Gunnar Isberg Scholarship	\$ (4,000.00)
Chapter Events	\$ (2,000.00)
Chapter Board	\$ (500.00)
President Leadership	\$ (5,000.00)
Policy and Advocacy Conference	\$ (2,500.00)
Bank Fees and Checks	\$ (300.00)

Chapter Insurance	\$ (2,000.00)
Office Supplies / Software	\$ (1,200.00)
Phone	\$ (1,200.00)
Web Support	\$ (200.00)
Federal and State Taxes	\$ (1,000.00)
Executive Director	\$ (36,000.00)
Community Planner Outreach	\$ (2,000.00)
FAICP Nominations	\$ (300.00)
<b>Total Expenditures</b>	<b>\$ (154,250.00)</b>

<b>NET INCOME</b>	<b>\$ -</b>
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Chapter Insurance	\$ (2,000.00)
Office Supplies / Software	\$ (800.00)
Phone	\$ (1,200.00)
Web Support	\$ (200.00)
Federal and State Taxes	\$ (1,000.00)
Executive Director	\$ (36,000.00)
Community Planner Outreach	\$ -
FAICP Nominations	\$ -
<b>Total Expenditures</b>	<b>\$ (157,650.00)</b>

<b>NET INCOME</b>	<b>\$ -</b>
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**One Time Expenditures**

5 Year Audit	XXX
Board Technology Upgrade	XXX

Chapter Insurance	\$ (2,000.00)
Office Supplies / Software	\$ (800.00)
Phone	\$ (1,200.00)
Web Support	\$ (200.00)
Federal and State Taxes	\$ (1,000.00)
Executive Director	\$ (36,000.00)
Community Planner Outreach	\$ -
FAICP Nominations	\$ (300.00)
<b>Total Expenditures</b>	<b>\$ (157,950.00)</b>

<b>NET INCOME</b>	<b>\$ -</b>
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APA MN - Year to Year comparisons

<b>2016</b>	Budgeted	Actual
Revenue	\$ 121,950	\$ 144,141
Expenditures	\$ 121,950	\$ 125,475
Difference		\$ 18,666
<b>Reserves 12/31/16</b>		<b>\$ 133,273</b>

<b>2017</b>	Budgeted	Actual
Revenue	\$ 193,150	\$ 209,636
Expenditures	\$ 193,150	\$ 195,718
Difference		\$ 13,918
<b>Reserves 12/31/17</b>		<b>\$ 147,191</b>

<b>2018</b>	Budgeted	Actual
Revenue	\$ 142,600	\$ 161,580
Expenditures	\$ 142,600	\$ 128,069
Difference		\$ 33,511
<b>Reserves 12/31/18</b>		<b>\$ 181,799</b>

<b>2019</b>	Budgeted	Actual
Revenue	\$ 155,250	\$ 156,723
Expenditures	\$ 155,250	\$ 139,690
Difference		\$ 17,033
<b>Reserves 12/31/19</b>		<b>\$ 203,289</b>

<b>2020</b>	Budgeted
Revenue	\$ 157,650
Expenditures	\$ 157,650
<b>Total Reserves</b>	<b>\$ 203,300</b>
Required Reserves	\$ 80,000
Available Reserves	\$ 123,300
Investments	\$ 80,000
<b>One Time Expenditures</b>	<b>\$ 43,300</b>

**APA MN Officer Report Form**

**Please send to [kathy.aro@planningmn.org](mailto:kathy.aro@planningmn.org) 10 days prior to each Board meeting.**

Date Submitted: January 7, 2020

Name of Officer reporting: Jason Zimmerman, Treasurer

***Information Only Items***

**1. Briefly describe activities since your last report.**

The Chapter Treasurer and former Metro District Chair, Patrick Boylan, have been following the direction of the Board to develop a Chapter Investment Policy for consideration. Based on conversations with the Treasurer from APA Virginia, a draft policy is now offered for review and approval. As part of the new investment strategy, an Investment Committee – chaired by the Treasurer – would be created to provide oversight and recommendations to the Board regarding the Chapter’s investments. The current Reserve Fund Policy should be rescinded, as key policy items related to the Chapter’s reserves will be incorporated into the new Investment Policy.

***Items for which you are requesting action by the Chapter Board***

Please describe the type of action you are requesting (letter of support, approval of a budget line item, approval of workplan, etc.) Please provide background information for each item on which you are requesting Board action.

**1. Action you are requesting of the Chapter Board (should be one sentence):**

**Rescind current Reserve Fund Policy and replace with new Investment Policy**

**a. Background information for your request:**

- Reserve Fund Policy (attached)
- Draft Investment Policy (attached)

**2. Action you are requesting of the Chapter Board (should be one sentence):**

**Approve creation of an Investment Committee, chaired by the Chapter Treasurer**

**a. Background information for your request:**



## Reserve Fund Policy

### Objective:

The objective of the MnAPA investment policy is to achieve an inflation-targeted return on medium and long-term reserve fund balances.

### Responsibilities:

Under the organization's bylaws, the Chapter Treasurer is responsible for maintaining financial records, and receiving and disbursing funds for the Chapter, as well as other duties customary to the office. Prudent financial management is an implied duty of the Treasurer.

Prudent management of MnAPA funds shall include:

1. Maintaining adequate fund liquidity to respond to all financial obligations of the organization. To accomplish this, the Treasurer shall maintain a fund level equal to a minimum of 50% of the current year's budget in the organization's checking account.
2. Investment of reserve funds in accordance with the following risk management principles:
  - a. Investments shall be low volatility and low risk.
  - b. Investments shall be made only with a major national banking institution.
  - c. Investments shall be limited to bank Certificates of Deposit or a high-interest savings deposit account.
  - d. Every attempt shall be made to limit bank and other fees levied on the organization as part of an investment.

### Reserve fund use:

The creation of a reserve fund allows the organization to continue to advance the art and science of planning and to foster the activity of planning at the state, county, regional, and local levels. The fund shall be reviewed regularly by the Chapter Board, and governed by the following principles:

1. Investment returns on the MnAPA's reserve fund should be added to the reserve fund, and not used to fund budget items.
2. The Board shall utilize the reserve fund as determined necessary from time to time, including:
  - a. Funding budget shortfalls, not to exceed a maximum of 25% of the available reserve funds.
  - b. The completion of special projects or other educational ventures supporting or related to the organization's mission, not to exceed a maximum of 10% of the current year's budget.



## APA MINNESOTA CHAPTER INVESTMENT POLICY

### PURPOSE OF INVESTMENT POLICY

The purpose of the Investment Policy is to provide a clear statement of the Chapter's investment objective, to define the responsibilities of the Chapter Board of Directors and any other parties involved in managing the Chapter's investments, and to identify or provide target asset allocations, permissible investments, and diversification requirements.

### INVESTMENT OBJECTIVE

The overall investment objective of the Chapter is to maximize through responsible investing practices the return on invested assets while minimizing risk and expenses. This is done through prudent investing and planning, as well as through the maintenance of a diversified portfolio. The Chapter will strive to balance investment in financial instruments that represent the ethical and social aspirations of the planning profession with overall return objectives.

### GENERAL PROVISIONS

- All transactions shall be for the sole benefit of the Chapter.
- The Chapter Board shall consider updating the Chapter's investment policy on an annual basis.
- The Chapter Board shall conduct an annual review of the Chapter's investment assets to verify the existence and marketability of the underlying assets or satisfy themselves that such a review has been conducted in connection with an independent audit or review of the Chapter's financial statements.
- Any investment that is not expressly permitted under this Policy must be formally reviewed and approved by the Chapter Executive Committee.
- The Chapter Board will operate the Chapter's investment program in compliance with all applicable federal and Minnesota laws and regulations concerning management of investment assets of a 501(c)3 organization.
- Investments shall be diversified with a view to minimizing risk.

## RESPONSIBILITIES OF THE CHAPTER BOARD

- The Chapter Board of Directors has ultimate responsibility for the investment and management of the Chapter's investment assets.
- The Chapter Board may delegate authority over the Chapter's investments to a properly formed and constituted Investment Committee. Should an Investment Committee be created, it shall exist as a Committee of the Chapter Board and be chaired by the Chapter Treasurer.
- The Chapter Board or Investment Committee may hire outside experts as investment consultants or investment managers.
- The specific responsibilities of the Chapter Board or the Investment Committee, as applicable, include:
  1. Determining the Chapter's risk tolerance and investment horizon and communicating these to the appropriate parties.
  2. Establishing reasonable and consistent investment objectives, policy guidelines, and allocations that will direct the investment of the assets, to be reviewed by the Chapter Board on an annual basis.
  3. If deemed necessary, prudently and diligently selecting one or more qualified investment professionals to advise and assist as appropriate the Committee and the Board.
  4. Regularly evaluating the Chapter's investment strategy to assure adherence to policy guidelines and to monitor investment objective progress.
  5. Developing and enacting proper control procedures in order to ensure investment activity is consistent with the long-term interest of the Chapter.

## RESPONSIBILITIES OF THE INVESTMENT PROFESSIONALS

Should an investment professional be retained, the following responsibilities shall be observed:

- Each investment professional will invest assets placed in their care in accordance with this investment policy.
- Each investment professional must acknowledge in writing acceptance of responsibility as a fiduciary; copies of such acknowledgements shall be maintained by the Chapter Administrator.
- Each investment professional will have full discretion in making all investment decisions for the assets placed under their care and management, while operating within all policies, guidelines, constraints, and philosophies outlined in this Investment Policy. Specific responsibilities of investment professionals include:

1. Discretionary investment management, including decisions to buy, sell, or hold individual securities, and to alter allocation within the guidelines established in this statement.
2. Reporting, on a timely basis, monthly investment performance results.
3. Communicating any major changes in the economic outlook, investment strategy, or any other factors that affect implementation of investment process.
4. Informing the Chapter Board or the Investment Committee regarding any changes in portfolio management personnel, ownership structure, investment philosophy, etc.
5. Voting proxies, if requested by the Chapter Board or the Investment Committee, on behalf of the Chapter.
6. Administering the Chapter's investments at reasonable cost, balanced with avoiding a compromise of quality. These costs include, but are not limited to, management and custodial fees, consulting fees, transaction costs, and other administrative costs chargeable to the Chapter.

#### GENERAL INVESTMENT GUIDELINES

- A copy of this Investment Policy shall be provided to any investment professionals retained by the Chapter.
- The Chapter is a tax-exempt organization as described in section 501(c)(3) of the Internal Revenue Code. This tax-exempt status must be taken into consideration when making Chapter investments.
- The Chapter is expected to operate in perpetuity; therefore, a 10-year investment horizon shall be employed. Interim fluctuations should be viewed with appropriate perspective.
- A cash account shall be maintained with a zero to very low risk tolerance to keep cash available for budgeted expenses, grant distributions, and other reasonably anticipated financial needs.
- Transactions shall be executed at reasonable cost, taking into consideration prevailing market conditions and services and research provided by the executing broker.
- Permitted investments include: cash and cash equivalents and marketable securities including equities and fixed income securities. Any proposed investment other than these will require approval of the Chapter Executive Committee.
- No fixed income security shall have an equivalent credit quality below investment grade at the time of purchase, defined as:
  1. BBB by Standard & Poors for straight bonds and convertibles

2. Baa3 by Moody's Investor Service for straight bonds and convertibles
  3. A1 by Standard & Poors for short term securities
  4. P1 by Moody's Investor Service for short-term securities
  5. AAA for money market accounts
- The following transactions are prohibited: Purchase of non-negotiable securities, derivatives, high risk or junk bonds, private placements, precious metals, commodities, short sales, any margin transactions, straddles, warrants, options, life insurance contracts, leverage or letter stock.

## DIVERSIFICATION

- The Chapter will maintain a reasonable diversification of investment assets between asset classes and investment categories at all times.
- Investments in the equity securities of any one company shall not exceed 5% of the portfolio nor shall the total securities position (debt and equity) in any one company exceed 10% of the portfolio.
- Reasonable sector allocations and diversification shall be maintained. No more than 25% of the entire portfolio may be invested in the securities of any one sector.
- Investments within the investment portfolio should be readily marketable.
- The investment portfolio should not be a blind pool; each investment must be available for review.

## ASSET ALLOCATION

- The asset allocation policy shall be predicated on the following factors:
  1. Historical performance of capital markets adjusted for the perception of the future short and long-term capital market performance.
  2. The correlation of returns among the relevant asset classes.
  3. The perception of future economic conditions, including inflation and interest rate assumptions.
  4. Liquidity requirements for the projected grants and other charitable expenditures.
  5. The relationship between the current and projected assets of the Chapter and projected liabilities.

ASSET VEHICLE	TARGET ALLOCATION	APPROVED RANGE
Cash & Equivalents	50% of current year budget	50 – 60%
Stock Index Funds	25% of remaining reserves	20 – 30%
Bond Index Funds	25% of remaining reserves	20 – 30%

- A minimum of 50% of the current year’s budget shall be maintained as a liquid asset in the Chapter’s checking account.
- Rebalancing shall be done on an annual basis.

#### PERFORMANCE

- Performance objectives are to be met on a net of fees basis. Investment performance shall be measured no less than quarterly on a net of fees basis. Performance shall be evaluated on a three to five-year basis to allow for market fluctuations and volatility.

#### UTILIZATION OF RESERVES

- The Chapter Board shall utilize its reserves as determined necessary from time to time, including:
  1. Funding budget shortfalls, not to exceed a maximum of 25% of the available reserves.
  2. The completion of special projects or other ventures supporting or related to the organization’s mission, not to exceed a maximum of 10% of the current year’s budget.

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

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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
<b>BENEFITS</b>						
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	
<b>CONFERENCE RELATED</b>						
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 MINNESOTA CHAPTER SPONSORSHIP

## YOUR INFORMATION

Name \_\_\_\_\_

Telephone \_\_\_\_\_

Email \_\_\_\_\_

## ORGANIZATION INFORMATION

Name of Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Website \_\_\_\_\_

## SPONSORSHIP LEVEL

- Corporation \$850       Municipality \$250  
 Non-profit or Agency \$250       Advertiser Only \$500

### Questions, Form, Logo, Artwork, Payment, News, and Articles to:

APA MN  
P.O. Box 433  
Maple Grove, MN 55369

Kathy Aro  
[kathy.aro@planningmn.org](mailto:kathy.aro@planningmn.org)  
763-270-0270 | 888-882-5369

### Sponsorship Term

Sponsorships are annual and based on the date payment is received.

### News Blasts

Sponsors are welcome to submit news items for inclusion in chapter news blasts. These are typically issued twice per month. Sponsor logos are included in news blasts.

### Planning Minnesota Newsletter

Planning Minnesota is a longer PDF newsletter that is issued 4 times each year. Sponsors are welcome to submit news items and articles for inclusion in the publication.

Submit articles by the 1st of January, April, and July for inclusion in the issue which will be sent in each of those months. Submit articles by August 30 for the final issue of the year which will be issued in September.

Sponsor ads appear in Planning Minnesota. Provide artwork in JPEG format sized to 2”h x 3.5”w (business card size). You are welcome to change your ad at any time.

### APA MN 2019 Conference

September 25-27, 2019, Breezy Point Resort

APA MN will contact sponsors approximately 3 months prior to the conference with exhibiting information.

2019 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 ( <a href="http://www.planningmn.org">www.planningmn.org</a> )	✓	✓	✓	✓
Opportunity to submit articles and news for <i>Planning Minnesota</i>	✓	✓	✓	✓
Recognition at the next APA MN Planning Conference	✓	✓	✓	
Booth space at the next APA MN Planning Conference	✓	✓		
Member rate charged for non-APA employees at APA-MN Planning Conference and Spring Seminar	✓	✓		
Job/RFP Postings	up to 10	up to 5	up to 5	
Full chapter-only membership for Planning Commission			✓	



MINNESOTA CHAPTER OF THE AMERICAN PLANNING ASSOCIATION  
9288 BEVERLY DRIVE, BREEZY POINT, MN. 56472 1-888-882-5369 [mnapa@buffleheadweb.net](mailto:mnapa@buffleheadweb.net)

**APPLICATION FOR APA MINNESOTA CHAPTER ONLY MEMBERSHIP  
CORPORATE, MUNICIPAL, AGENCY, OR ADVERTISER**

**Date sent:** December 1, 2017

**Date due:** January 15, 2018

**Services:** Ad in Newsletter and on website, along with other benefits listed on previous page

**Fee:** (Please state which category you are choosing)

Corporate Membership (\$850.00) \_\_\_\_\_

Non-Profit/Agency Membership (\$250.00) \_\_\_\_\_

Municipal Membership (\$250.00) \_\_\_\_\_

Advertising only in Newsletter and Website (500.00) \_\_\_\_\_

**Company or agency name and address:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Please send check to:**

## **FEE STRUCTURE FOR MINNESOTA CHAPTER ONLY MEMBERSHIPS**

### **Yearly Individual Membership Categories:**

- Full APA Members (\$50 to chapter, paid via National APA)
- State Chapter-Only Members (\$50)
- Student State Chapter-Only Members (\$25)
  - All the typical benefits of state-only membership

### **Group Memberships in Minnesota Chapter Only**

#### **• Corporate Membership (\$850)**

Benefits:

- Recognition in the chapter newsletter
- Booth space and recognition at the chapter conference
- Member rate charged for non-APA employees at APA-MN events (state conference, spring seminar)
- Up to ten free job postings
- \* Opportunity to submit articles for the chapter newsletter

#### **• Non-profit / Agency Membership (\$250)**

Benefits:

- Recognition in chapter newsletter
- Booth space and recognition at conference events
- Up to five free job / RFP postings

#### **• Municipal Membership (\$250)**

Benefits:

- Recognition in chapter newsletter
- Recognition at chapter conference
- Full chapter-only membership for Planning Commission
- Up to five free job postings

#### **Advertiser only in newsletter and on website (\$500)**

Regular size business ad will appear in the bi-monthly newsletter, the alternate news brief, and in the Home Page rotation on the website. Advertiser may also submit articles for publication in the newsletter.



## AGENDA ITEM

APA Minnesota Board of Directors Meeting

DATE: 1/17/2020

**Name:**

Jed Hanson

**Committee:**

Choose an item.

**Action Requested?**

Yes, Action Requested

**Background (attach additional sheets for tables, images, etc.):**

The student director and representative responsibilities listed in the APA MN handbook do not accurately reflect the work done by the student director and representative. The attached document proposes revisions to the responsibilities. Jed drafted these changes and worked with Raya and Shannon to revise. Changes include:

- Reordering and updating language.
- Revising the campus outreach responsibility. Shannon and Jed met with Patrick in December to discuss student engagement. The revised responsibilities reflect a suggested change to better maintain relationships with planning-related programs around the state. Under the proposal, the student director and representatives would work through district directors to communicate with planning-related programs.
- Updating duties to reflect actual role in promoting student attendance at the annual conference, such as maintaining the state conference guide for students.
- Clarified duties related to professional development and certification.

**Requested Action:**

Motion to: approve the proposed changes to the student director and representative responsibilities in the APA Minnesota Succession Handbook

**Attachments/Enclosures?**

Yes, Attachments Included

## **Proposed Change to Student Director and Representative Responsibilities**

As Student Director (Voting Member) or as Student Representative (Non-Voting Member) of the Minnesota Chapter of the American Planning Association (APA MN), you are expected to carry out the following duties during your 2-year term:

1. Hold membership in the American Planning Association.
2. Serve as representative of student interests to the board. Report to the board about concerns from students in planning-related disciplines across the state.
3. Attend board meetings in-person or remotely (if possible), occurring every-other month (or as needed, in case of additional meetings). The Student Director is expected to attend every meeting and participate as a voting member. The Student Representative does not have voting privileges.
4. Help district directors maintain contacts with planning-related education programs in the state of Minnesota by:
  - creating student-relevant resources for directors to share about events and activities,
  - collating program faculty contact information from district directors,
  - maintaining a current list of planning-interested students,
  - ensuring your contact information is distributed to student members,
  - updating the students page on the chapter website, and
  - coordinating a fall and spring event in the district of your attendance.
5. Attend and aid organization of the annual state conference. Student involvement helps develop long-term interest in APA MN. To promote student attendance, duties include:
  - support conference committee work to create student-relevant advertising,
  - helping the conference committee develop inclusive activities for student members,
  - maintain the student conference guide,
  - assisting students organizing ride- and room-shares,
  - preferably, serve on the conference committee, and
  - optionally, assisting committees and/or sessions.
6. Provide students with information about the AICP Certification, specifically the candidate pilot program, in partnership with the chapter professional development officers.
7. Help the young planners group implement the APA MN Mentor Program.
8. Support APA MN through participation in various board activities. Duties may include:
  - writing an article for the monthly newsletter at least once a year,
  - promoting brown bag lunches and other events sponsored by APA MN to the student community, and
  - optionally, joining a committee.



## AGENDA ITEM

APA Minnesota Board of Directors Meeting

DATE: 1/17/2020

**Name:**

Jane Kansier, Melissa Poehlman, Elise Durbin

**Committee:**

Professional Development

**Action Requested?**

Yes, Action Requested

**Background (attach additional sheets for tables, images, etc.):**

**Past/Upcoming events:**

Event	Location	Notes/Number Attended
<i>11/12 Brown Bag-Building the New 50<sup>th</sup> and France (1 CM)</i>	<i>Edina</i>	<i>17</i>
<i>12/4 Recruiting and Retaining a Representative Planning Workforce (1.25 CM)</i>	<i>Minneapolis</i>	
<i>1/21 Brown Bag DEED Assistance programs (1 CM)</i>	<i>Maplewood</i>	
<i>1/30 APA Mentor Program Understanding the Value of Sidewalks in St. Louis Park (1 CM)</i>	<i>Minneapolis</i>	
<i>2/11 Brown Bag-Inclusionary Housing Policies and Ordinances</i>	<i>Bloomington</i>	

**Professional Development Committee Update**

There have now been six brown bag seminar events, with people taking advantage of both the in person and online options. The series will resume in 2020.

**AICP exam**

Seven Minnesota planners were awarded their AICP credential after successfully completing the AICP exam in November, 2019. Nine chapter members passed the AICP exam as part of the AICP Candidate program.

The next AICP exam prep will be held Wednesday, March 4 from 4-5:30 p.m. at the Ridgedale Library in Minnetonka.

**PDO Opening**

Melissa Poehlman will be stepping down from her duties as PDO in early 2020. She has been instrumental in the review and submission of events for CM credits making sure that these continuing education activities meet APA's requirements.

The Chapter solicited letters of interest for the PDO position. We understand it is the Board's responsibility to appoint the PDO's. However, because we must work so closely together, we believe it is imperative the current PDOs have an opportunity to review and make a recommendation on any candidates for the open position.

We have reviewed the letter of interest submitted by Michael Thompson and have discussed this position with him. We believe he will be a good addition to the team.

**Requested Action:**

Motion to: appoint Michael Thompson to fill the vacant PDO position.

**Attachments/Enclosures?**

Choose an item.

APA Minnesota Chapter  
PO Box 433  
Maple Grove, MN 55369

January 6, 2020

Ms. Aro, and the Board of APA MN

Having recently been informed as to the vacancies on the board of APA MN, I'm thrilled to submit my name for consideration for the open Professional Development Officer position. A native of the Twin Cities, I have worked across the country in varying roles around community planning and development. Most recently, I was living and working in Nashville, Tennessee where I worked with planning and community design efforts across the State of Tennessee.

During my time 'down south', I had the privilege of working closely with the Tennessee Chapter of the American Planning Association (TAPA), and assisting with several aspects of TAPA members' continuing education. This involvement originated while project manager of APA's Planners4Health Initiative in Tennessee, requiring regular communication and project coordination with TAPA leadership and members across the state. Further, my role involved acting as a conduit between TAPA and APA national, including communicating Chapter successes to APA leadership, and representing TAPA at both the NPC and Annual Policy Conferences.

Similarly, I worked often with both TAPA statewide leadership, and the leadership of neighboring state chapters, to organize and facilitate various trainings to chapter members on emerging topics and best practices, while integrating both real-world examples and cross disciplinary approaches from related fields of practice. This also carried with it the opportunity to develop and lead a digital training series across the Southeast US, while worked with course accreditation staff at TAPA to ensure the series was certified for CM credits. The experiences of these trainings exposed me to the values of accessible CM offerings for APA members, bringing non-traditional and under-represented voices to the table, and the importance of having chapter-level staff who respond timely and efficiently in support of such offerings.

Ultimately, these and many other experiences demonstrated to me the critical, ground-level role that state chapters play in promoting and facilitating professional development that furthers our practice, our members, and ultimately the communities in which we serve.

Having now moved back to Minnesota, I'm grateful and excited about opportunities such as this to invest myself within APA MN and the profession I care deeply about, all towards the benefit of the State I again call home. As a PDO, I would be honored at the opportunity to take lessons learned and build upon them with the incredible support and expertise already in existence with APA MN. I'm encouraged at the strong programmatic and relational history across MN, and would be lucky to support you and the Board in the continued growth and strengthening of these offerings.

Thank you for your consideration,

Sincerely,



Mike Thompson, AICP



## AGENDA ITEM

APA Minnesota Board of Directors Meeting

DATE: 1/17/2020

**Name:**

Russell Habermann and Alec Henderson

**Committee:**

Fall Conference

**Action Requested?**

Yes, Action Requested

**Background (attach additional sheets for tables, images, etc.):**

The 2020 Planning Conference Kick Off took place last Friday at 1/10/20. We discussed themes, keynote speaker ideas, possible tracks for CM, fundraiser ideas, and Mobile Tours.

**2020 Conference Tag Line:**

Discussion regarding important topics in Minnesota (social equity, climate change, SHIP) as well as characteristics within Duluth (Lake Superior, maritime commerce, transportation, industrial history and working-class neighborhoods, malls/closure of retail) was had. The group also talked about how global trends (online retail, social media) are changing our local communities (package delivery, local communication). The phrase “navigating change” was offered as part of a potential conference tag line. The co-chairs will take this into consideration when putting a proposal forward to the APA board.

The preferred tag line:

“Minnesota Planning Conference 2020: Navigating Local Change in a Connected World”

**Keynotes:**

Multiple keynotes were suggested as well as profession/general topics or venues where other great speakers were heard. The direction for Keynotes is to have one keynote which deals with planning trends as a whole and one keynote which deals with a more local topic.

Ideas for keynotes include:

- Anthony Foxx (Lyft, former DOT)
- NY Metro Conference – Hindsight
- APA Texas (2019)
- Transportation for America
- Industrial Revitalization
- Small Manufacturing
- Diversity, equity, inclusion (Max Musicant or similar)
- Placekeeping/Sense of Place
- Forecast for Public Art
- Indoor Regional Mall – Rosedale/Southdale
- Climate Migration
- Panel Format
- Federal Reserve Bank
- Foundations giving to C.D.
- SHIP
- Artificial intelligence
- Chris Tyson (Build Baton Rouge)

The co-chairs will consider these ideas as the committee moves forward with this discussion.

**Mobile Tours:**

Mobile tour ideas were discussed. The intent is to try to get 6 mobile tour organized. Topics or sites could include:

- Historic Black Community in Duluth – Day-long track?
- Boat Tour
- Scenic Rail Line
- Skywalk
- Canal Park
- Engaging children in planning?
- Gooseberry Falls
- Neighborhood – based
- APA – WI/Superior
- Roundtable – Who are we serving
- Technical Duluth cm presentation followed by tour
- Brewery tour (zoning related)
- Minnesota National Guard base (148<sup>th</sup>)

### **CM Track Ideas**

- Diversity, Equity, Inclusion
- Tribal Planning
- Economic Development
- Committee/Topical Roundtable
- Bias Training
- Book Club
- What topics are we leaving of table which could offer CM

### **Fundraiser**

The group discussed that the Fundraiser for Gunner Isberg Scholarship was important to continue to fundraise for. The group wondered if there would be room for two, one for the scholarship and one for a local food shelf or other need. The general opinion was that though bingo worked for a more secluded venue, Duluth may not be conducive to fundraising for bingo.

The fundraiser could be done for the scholarship through the conference registration, onsite raffles, possibly trivia. A silent auction for a charity cause might also work.

### **Socials**

Game night

Non-alcoholic event

Unstructured mobile tour

Curling Instruction?

**Schedule Notes**

Schedule	W	TH	F
Early Early		5-k	
AM	Board Meeting AICP GTS? Community Planner?	Sessions Mobile Tours	Sessions Mobile Tour Bias Training Law, Ethics, Social Eq
Lunch	Keynote (Inspire)	Keynote (Panel)	Bag Lunch Fancier goodbye
Afternoon	Sessions Mobile Tours	Sessions Mobile Tour Tech/Profession Devel	NA
Dinner	Women in Planning Social (Before dinner) AWARDS	Game Night	NA
Late Night	Young Plann Social	Misc. Socials	NA

**Misc. Schedule Notes:**

Portfolio review  
Resume  
Headshots  
Offer Tech/Adobe/GIS tutorials (hour sessions)

**Next Steps**

Sub-Committee Meetings/Conference Calls (Programs/PDOs)  
Mobile Tours  
Spring/Fall Check in

**Requested Action:**

Motion to: 1) approve the appointment of Russell Habermann as the 2020 Conference Co-Chair; 2) approve conference registration fees; 3) name the event the Minnesota Planning Conference (similar to national's "National Planning Conference"; and 4) approve conference theme/tag line  
The Board may wish to discuss student registration fees.

**Attachments/Enclosures?**

Yes, Attachments Included

## Conference Registration Fees

National allows 10 registration categories with both early and regular registration rates. It doesn't have discount code functionality at this time.

We would like to remove one of the Public Official options to make room for a registration option for speakers who aren't attending the conference and don't have to pay.

All the other fees shown below are based on 2019 fees.

Getting all speakers into national's database will streamline the areas where conference data is used such as the mobile app and MailChimp. It will also drive membership since speakers will have to visit national's website to register.

### 2020 FEES

FULL CONFERENCE		BY 8/28/20	BY 8/28/20*
1	APA Member/MN Chapter Member	<input type="checkbox"/> \$300	<input type="checkbox"/> \$330
2	Non-Member	<input type="checkbox"/> \$340	<input type="checkbox"/> \$370
3	APA Student Member	<input type="checkbox"/> \$160	<input type="checkbox"/> \$160
4	Public Official	<input type="checkbox"/> \$245	<input type="checkbox"/> \$265
5	Presenter - Attending the Conference	<input type="checkbox"/> \$270	<input type="checkbox"/> \$270
6	Presenter - Not attending the Conference	<input type="checkbox"/> N/C	<input type="checkbox"/> N/C
7	Sponsor	<input type="checkbox"/> \$300	<input type="checkbox"/> \$330
SINGLE DAY ONLY		THRU 8/28/20	AFTER 8/28/20*
8	Wednesday	<input type="checkbox"/> \$90	<input type="checkbox"/> \$100
9	Thursday	<input type="checkbox"/> \$150	<input type="checkbox"/> \$160
10	Friday	<input type="checkbox"/> \$90	<input type="checkbox"/> \$100

\* Register onsite after 9/11/20

### 2019 FEES

FULL CONFERENCE		BY 9/6/19	BY 9/20/19*
1	APA Member/ MN Chapter Member	<input type="checkbox"/> \$300	<input type="checkbox"/> \$330
2	Non-Member	<input type="checkbox"/> \$340	<input type="checkbox"/> \$370
3	APA Student Member	<input type="checkbox"/> \$160	<input type="checkbox"/> \$160
4	APA Public Official Member	<input type="checkbox"/> \$245	<input type="checkbox"/> \$265
5	APA Public Official Non-Member	<input type="checkbox"/> \$275	<input type="checkbox"/> \$295
6	Presenter - Attending the Conference	<input type="checkbox"/> \$270	<input type="checkbox"/> \$270
7	Sponsor	<input type="checkbox"/> \$300	<input type="checkbox"/> \$330
SINGLE DAY ONLY		BY 9/6/19	BY 9/20/19*
8	Wednesday	<input type="checkbox"/> \$90	<input type="checkbox"/> \$100
9	Thursday	<input type="checkbox"/> \$150	<input type="checkbox"/> \$160
10	Friday	<input type="checkbox"/> \$90	<input type="checkbox"/> \$100

## Sample Fee Structures from Other Chapters

### Florida

#### Step 2: Basic Registration

(Check the pre-registration fee that applies, check only **one** box)

	<u>Early</u>	<u>Regular</u>	<u>Onsite</u>
<b>Payment must be received by:</b>	<b>July 26</b>	<b>Aug. 23</b>	
<input type="checkbox"/> APA or APA Florida <sup>(1)</sup>	\$380	\$460	\$495
<input type="checkbox"/> APA Retired Member <sup>(9)</sup>	\$180	\$230	\$280
<input type="checkbox"/> Planning Commissioner <sup>(1)(10)</sup>	\$380	\$460	\$495
<input type="checkbox"/> Non-Member <sup>(1)(8)</sup>	\$460	\$535	\$575
<input type="checkbox"/> Full Time Student <sup>(1)(5)</sup>	\$135	\$135	\$170
<input type="checkbox"/> New Member <sup>(1)(6)</sup>	\$275	\$350	\$395
<input type="checkbox"/> Weds Only <sup>(2)</sup>	\$210	\$250	\$280
<input type="checkbox"/> Thurs Only <sup>(3)</sup>	\$210	\$250	\$280
<input type="checkbox"/> Friday Only <sup>(4)</sup>	\$120	\$145	\$170
<input type="checkbox"/> Planning Symposium – Tues. ONLY <sup>(7)</sup>	\$50	\$50	\$50

### Idaho

#### Step 2: CHOOSE YOUR REGISTRATION

<input type="checkbox"/> APA Member	\$195.00
<input type="checkbox"/> Non-Member	\$220.00
<input type="checkbox"/> Public Official	\$130.00
<input type="checkbox"/> Student	\$50.00
<input type="checkbox"/> Volunteer*	\$50.00

\* The Volunteer rate must be approved in advance by ID APA and requires a minimum 3-hour volunteer commitment. Please e-mail Brock Cherry at [bcherry@tfid.org](mailto:bcherry@tfid.org) or call (208) 735-7294.

### Alabama

Registration Type	Regular**	Late/On-site***
<input type="checkbox"/> General Registration	\$250	\$300
<input type="checkbox"/> Speaker <sup>1</sup>	\$200	\$250
<input type="checkbox"/> Students <sup>2</sup>	\$25	\$75
<input type="checkbox"/> Retired <sup>3</sup>	\$100	\$150
<input type="checkbox"/> Award Luncheon Guest	\$25	\$25

### Texas

Step 2: Basic Registration	Early	Regular	On-Site
Payment must be received by:	<b>8/19/19</b>	<b>10/7/19</b>	<b>11/8/19</b>
Circle desired registration type and cost:			
<b>Full Conference</b> (Includes all sessions, luncheons and social events)			
APA Member	\$445	\$495	\$545
Non-APA Member	\$495	\$545	\$595
APA Life/Ret. Member	\$150	\$175	\$200
<b>Short Course for Elected &amp; Appointed Officials</b> (Includes all sessions, Th social events, and Thurs. luncheon only)			
APA Member	\$385	\$435	\$485
Non-APA Member	\$435	\$485	\$535
<b>Students</b> (Includes all sessions and opening reception)			
Student	\$50	\$75	\$100
Student ID required.	<input checked="" type="checkbox"/>	Student Volunteer	
<b>Wednesday Only</b>	\$55	\$105	\$155
(Includes Wednesday Special Workshops – No Social Events)			
<b>Thursday Only</b>	\$230	\$280	\$330
(Includes Thursday sessions and luncheon – No Social Events)			
<b>Friday Only</b>	\$115	\$165	\$215
(Includes Friday sessions and luncheon)			
<b>Speaker Only</b>	Speaker Non-registered		
(Includes only your session – no luncheon or Social Events.)			

## Kathy Aro

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**From:** Russell Habermann <RHabermann@ardc.org>  
**Sent:** Wednesday, December 18, 2019 12:36 PM  
**To:** Kathy Aro  
**Subject:** 2020 Conference Co-Chair Letter of Interest

Dear Kathy,

I would like to express interest in the position of co-chair for the 2020 Minnesota APA Conference in Duluth.

I have been a planner at the Arrowhead Regional Development Commission (ARDC) in Duluth for more than four years, specializing in the fields of transportation and community health. Prior to that, I served in the communications department of the University of Minnesota Sea Grant Program, where I also served as a special events coordinator. I have a strong interest in graphic design and most recently applied this interest to a rebranding of ARDC.

Thank you for considering me for this position. If you or others have questions, please feel free to reach out.

Best,

**Russell Habermann**  
Planner  
ARDC Planning, ARDC  
(218) 529-7552  
[rhabermann@ardc.org](mailto:rhabermann@ardc.org)



The information contained in this email and any accompanying documents may contain information that is confidential or otherwise protected from disclosure. Additionally, any information contained in this email and any accompanying documents that is not deemed confidential is subject to the Minnesota Data Practices Act and may be disclosed to third parties when requested. If you have received this e-mail in error please notify me immediately by reply e-mail and delete this message and any attachments from your system. EEO/AA/M/F/Vet/Disability Employer.



## AGENDA ITEM

APA Minnesota Board of Directors Meeting

DATE: 1/17/2020

**Name:**

PeggySue Imihy

**Committee:**

Diversity and Equity

**Action Requested?**

Yes, Action Requested

**Background (attach additional sheets for tables, images, etc.):**

The Diversity and Equity Committee has been without a second co-chair for most of the fall and but has drafted a work plan for 2020. This work plan is subject to a final review by the new co-chair and the committee, following the selection of a co-chair.

Eric Weiss, AICP has indicated interest in filling this role, and the committee asks the board to appoint Mr. Weiss to this position.

**Requested Action:**

Motion to: Approve draft 2020 work plan. Approve the appointment for Eric Weiss, AICP as a co-chair for the remainder of 2020.

**Attachments/Enclosures?**

Yes, Attachments Included

## APA MN Diversity and Equity Committee

### Background

The Diversity and Equity Committee is a direct result of the 2018 APA Minnesota Board's strategic plan. The group serves to connect existing planners, build relationships among diverse communities and help cultivate culturally competent planners who advocate for inclusive and diverse planning and engagement.

### Mission Statement

To recognize and address past and present barriers that exist in communities and to plan for equitable and inclusive outcomes.

To advocate for inclusive and equitable engagement in the decision making process, where all people are included.

To actively pursue avenues for increasing diversity in the field for creative, effective, just, and adaptable planning.

To cultivate culturally competent planners who work effectively across communities.

To educate people about the purpose of planning and empower them to shape the future of their communities.

To celebrate the diversity of the planners in our organization.

### Committee Structure and Reporting

- Committee shall meet on a bi-monthly basis
- Committee reports to the APA Minnesota Board of Directors
- Committee provides written reports about its meetings, recommendations and actions to the Board of Directors on a regular basis
- Committee members are accepted on a rolling basis and shall consist of chapter members
- Co-chair selection by the APA Minnesota Board of Directors

### Committee Goals, Objectives and Timeline 2020

#### Goals:

- 1. Continue to Build Awareness of the Group**
  - a. Use online and offline tools to market the Committee to APA members and help recruit new folks into APA who have interest in Equity and Diversity.
- 2. Deliver Tools to Practitioners & Provide Educational Opportunities**
  - a. Continue the Recruiting and Retaining a Representative Workforce event series

- b. Offer additional educational events such as a book club gathering, and sessions at APA MN Fall Conference
- 3. Create Networking Opportunities**
  - a. Create opportunities to engage with professionals who are not planners
  - b. Create networking opportunities for underrepresented groups
- 4. Identify the Contributions of Diverse Communities**
  - a. Recognize and advocate for diverse representation at the MN APA conference specifically as it pertains to awards and accomplishments
  - b. Explore the idea of an award for Equity and Diversity to be given out annually at the APA MN conference.
  - c. Find ways to recognize those who do planning work and are not formal planners
- 5. Advocate for more Diversity within the Organization**
  - a. More diversity on APA Board and Committees

**Draft Schedule of Events 2019**

<b>Event Type</b>	<b>Detail</b>	<b>Timeline</b>	<b>Budget</b>
<b>Committee Kick Off Event</b>	Event to kick off those interested being involved in the committee and interested in meeting the new Co-Chair	February 2020	\$75
<b>Networking Event</b>	Annual Networking Happy Hour focused on connecting Planners with other diversity Committees in related fields (e.g. AIA, ASLA)	April 2020	\$300
<b>Educational Event</b>	Recruiting and Retaining a Representative Workforce Part 2: a workshop for hiring managers	September 2020	\$1500
<b>Education Event</b>	A hosted discussion of the book, The Divided City: Poverty and Prosperity in	June 2020	\$100

	Urban America		
<b>Educational Event</b>	National Planning Month YEP! Event	October 2020	\$175
<b>Conference Event</b>	Sessions to be determined by Committee	September 2020	TBD
<b>Training Event</b>	Attendance of one co-chair at the APA NY Hindsight Conference  Could be paid for by a CPC grant	December 2020	\$1200
<b>Total Budget Request</b>			<b>\$3350</b>

## Kathy Aro

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**From:** Eric Weiss <eric.weiss@tpl.org>  
**Sent:** Tuesday, January 21, 2020 4:44 PM  
**To:** Kathy Aro; Tim Gladhill  
**Cc:** laila002@umn.edu  
**Subject:** Diversity & Equity Co-Chair

Tim and Kathy,

I am writing to express my interest as serving as co-chair of APA-MN's Diversity & Equity co-chair. As you know, I have a strong personal and professional commitment to the planning profession and have been a champion of diversity and equity while serving previously on the APA-MN board and in other capacities. I'm thrilled to be considered for the role, to work with PeggySue, and to serve the state chapter again.

Let me know if you need additional information. Hope all is well.

Thanks,  
Eric Weiss

PS. Kathy, it'd be great if you could update my contact information to reflect my TPL email.



## AGENDA ITEM

APA Minnesota Board of Directors Meeting

DATE: 1/10/2020

**Name:**

Lance Bernard and Sara Allen

**Committee:**

Legislative and Law

**Action Requested?**

No, Informational Only

**Background (attach additional sheets for tables, images, etc.):**

**APA National Policy Conference:** Sara Allen attended a 2019 State Legislative Law conference in Richmond, Virginia. This provided Sara an opportunity to network with other State Chapters and learn how they are organizing their policy advocacy efforts. This knowledge helps the Legislative and Law Committee better position itself when influencing planning legislation.

There were attendees from over twenty states across the country – and all chapters varied in the level and depth of engagement dedicated to legislative law committees, and the strategies they employed to do so.

The conference kicked-off with a round robin discussion about issues front and center for each of the APA chapters, and what each sought to learn from the session. *All* chapters were looking for better ways to utilize their legislative law committees, but almost none had a “silver bullet” approach. Instead, there were many good ideas and best practices shared within the group during the session, and are condensed here.

- Lobbying is a tool, not a solution. Many chapters don’t need to hire lobbyists, rather, they more so need help monitoring and interpreting legislation. One idea to consider would be to use a stipend for a Legislative Fellow, or Intern to monitor and report to the Chapter.
- Best practices in communication during legislative session were discussed. Much emphasis lay upon the power of stories to persuade, rather than relying upon the facts that our data-oriented profession is accustomed to.
- There were repeated calls to utilize the Planners Advocacy Network through the APA website, as a resource, and as a notice-board to help share similar trends or experience in legislation. There was a repeated theme of wanting to be on “offense” rather than “defense” of legislative initiatives.

It was repeatedly stated that planners are being increasingly portrayed as the regulator “problem”, rather than part of the solution – an image that we as a Chapter will increasingly need to meet head on. The MN APA Legislative Law Committee will continually look to solicit member concerns and initiatives, especially as we move into the 2020 Legislative session.

A 2020 Planner’s Day at the Capitol is scheduled for April, and details are forthcoming.

**Requested Action:**

Motion to: Information.

**Attachments/Enclosures?**

No, No Attachments Included



**LETTER OF INTEREST  
FOR THE LEGISLATIVE  
AND LAW LIAISON  
POSITION**

Prepared for **THE AMERICAN  
PLANNING ASSOCIATION OF  
MINNESOTA (APA MN)**

January 15, 2020



January 15, 2020

American Planning Association of Minnesota (APA MN)  
c/o APA MN Legislative and Law Co-Chair Lance Bernard  
P.O. 433  
Maple Grove, MN 55369

RE: Letter of interest for the Legislative and Law Liaison position

Dear APA MN/Lance:

Thank you for the opportunity for Rosedahl Public Affairs (RPA) to respond with a letter of interest for the Legislative and Law Liaison position with the American Planning Association of Minnesota (APA MN).

I've enclosed a description of my experience and information on Rosedahl Public Affairs, an understanding of the scope of services/ role and responsibilities, as well as additional proposed services and opportunities for consideration to motivate membership during the legislative session.

Rosedahl Public Affairs plans, organizes, and executes advocacy and strategic communications to keep advocates informed, engaged, and to influence decision-makers using a variety of media, grassroots advocacy, and event tactics.

Clients tell us they chose Rosedahl Public Affairs because:

- They know precisely who they'll be working with to successfully achieve their goal,
- They value big firm, high-profile issue experience – without the considerable overhead cost,
- They value a public affairs professional with positive and long-lasting relationships on both sides of the aisle in the political industry and at the Capitol,
- They want a consultant to provide value and DO the work – and get things done – not just “consult” and only talk with clients. RPA provides value and solves problems, and
- They need a trustworthy, detail-oriented leader with years of proven experience that can operate independent and proactively.

Rosedahl Public Affairs is:

- Experienced and proven. I've spent 15 years running advocacy and issue campaigns with the state legislature – and I know what works, and what doesn't. My clients and I have lasting and trusting relationships.
- Ready. My staff and I are prepared to immediately begin. RPA does not have any existing client conflicts of interest with APA MN's policy platform, and brings valuable relationships to our team.

Please contact me at (651) 353-1818 if you have any questions or to provide additional information. Thank you for your consideration of this proposal.

Sincerely,

A handwritten signature in blue ink that reads "Leslie Rosedahl".

Leslie Rosedahl  
Founder, Rosedahl Public Affairs



## **APA MN'S SCOPE OF SERVICES**

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Rosedahl Public Affairs proposes to provide the following scope of services for APA MN:

### **MONTHLY NEWSLETTER ARTICLE SUBMISSION**

Rosedahl Public Affairs will:

- Draft a monthly newsletter article that highlights potential state legislation, introduced legislation of interest, and court cases of interest to planners, and
- Draft articles that also highlight general political updates such as important election information, session timelines and overviews, etc. (which is based on our review of previously published articles).

### **STATE LEGISLATION MONITORING**

Rosedahl Public Affairs will:

- Monitor House and Senate bill introductions for items of interest (to include APA MN's priorities of sustainable transportation, livable communities and housing, comprehensive and statewide planning, integrated resource planning, and community health),
- Monitor House and Senate committee agendas for hearings of interest,
- Monitor House and Senate floor sessions for bills of interest, and
- Report to APA MN important items of interest on a weekly basis (or in a daily report if significant).

### **EVENT PRESENTING**

Rosedahl Public Affairs will:

- Present at least two scheduled events of the MAPA MN: Planners Day at the Capitol in April, and State Planners Conference in September in Duluth, and
- Be available to attend or participate in APA MN Board meetings if requested, as well as Legislative and Law committee meetings if requested.

### **ADDITIONAL ADVOCACY OPPORTUNITIES**

Rosedahl Public Affairs will:

- Seek out potential trainings, speakers, and education materials that help activate and motivate APA MN members in political advocacy.



## **ADDITIONAL PROPOSED SCOPE OF SERVICES**

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Rosedahl Public Affairs proposes to provide the following additional scope of services for APA MN:

### **PLANNERS DAY AT THE CAPITOL**

Rosedahl Public Affairs will:

- Assist and consult with the APA MN on speakers, room logistics, and other various items to help increase attendance and the efficiency and effectiveness of Planners Day at the Capitol, and
- Schedule meetings/speakers with key legislators (Committee Chairs, caucus leaders, etc.).

### **LETTER DRAFTING**

Rosedahl Public Affairs will:

- Draft and/or proofread APA MN letters to legislators and deliver to the recommended legislative leaders, formally expressing the opinion of APA MN to decisionmakers, and
- Assist with talking points for advocacy letters and meetings during Planners Day at the Capitol.

### **MEDIA**

Rosedahl Public Affairs will:

- Monitor traditional and social media for news articles on specific policy/political topics of interest to APA MN,
- Communicate those articles to APA MN, and
- Lift up potential opportunities to weigh in on significant APA MN priorities in the media.

### **COALITION /PARTNERSHIP OPPORTUNITIES**

Rosedahl Public Affairs will:

- Seek out and communicate opportunities for APA MN to partner with like-minded organizations and associations on shared legislative/political priorities - such as co-signing legislative letters, adding APA MN's name in support of a coalition, and other miscellaneous partnerships. This increases the profile of APA MN in an easy way not only with legislators, but with like-minded organizations.



## **SUGGESTIONS FOR APA MN MEMBERSHIP ADVOCACY MOTIVATION**

After a review of APA MN's website materials and a conversation with Lance Bernard, Rosedahl Public Affairs suggests the following preliminary ideas to help increase motivation and advocacy participation by APA MN members:

- Develop a consistent, distinct, and short monthly email blast to members on political issues/updates during the legislative session with various opportunities to get more involved. Providing even brief information helps people feel engaged, gives people valuable information, and better prepares them to take action when asked.
- Provide diverse opportunities for members to quickly take advocacy action. This empowers supporters to get involved faster. More than just asking members to participate by attending the Planner Day at the Capitol, they could send an (pre-written) email, add their name to a group letter, etc. Once people do one easier task, it's most likely they'll engage further into larger tasks, such as a day off work to travel to St. Paul.
- Provide excellent access to legislators, the governor, and "behind-the-scenes" opportunities - to create a memorable experience.
- Survey members on priorities issues – which lets people have some "skin in the game" on priorities, so their voices are heard. This also educates people to planner political issues, so they're better prepared for advocacy items.

In general, it is our experience that potential advocates will engage in an advocacy action when the ask is:

- Easy to understand,
- An efficient use of their time,
- Advocates believe their actions make a difference, and
- The person making the "ask" is trusted and can be followed on the issue.

Advocates attend events, like Days at the Capitol, when confident their time is well-spent – meaning, they feel confident in being a spokesperson on issues (which can be addressed by quick training), they have direct access to decisionmakers, an organized schedule, and they believe their efforts are impactful to issues that matter.

The most important factor in why people decide to do things, (which a general social trait), is if they know their allies – people they trust – are doing it as well and have vetted the advocacy effort, or event, and can vouch it is worth their energy. Recruiting key APA MN leaders that people know and trust to make several easy "asks" will make APA MN's advocacy efforts more successful.



## ABOUT ROSEDAHL PUBLIC AFFAIRS

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Rosedahl Public Affairs is a full-service consulting firm specializing in strategic communications, grassroots advocacy, government relations, and association management led by Leslie Rosedahl, a long-time leader in Minnesota-based public affairs. Most clients of Rosedahl Public Affairs are industry associations who rely on her to provide sound advice, information, and valuable benefits to their membership.

Leslie has tackled some of the state's highest profile and controversial issues and earned a reputation as one of Minnesota's leading public affairs professionals. She has extensive experience and proven success leading complex and high-profile issue campaigns (as well as nuanced, smaller behind-the-scenes efforts) for 15 years for a wide variety of clients, including Fortune 500 companies, high-profile trade associations, and prominent non-profit organizations. Her efforts and accomplishments have won multiple national awards and – most importantly – helped clients raise their political profile in the media and at the Capitol, earning decision-maker support, and legislative success.



Details – and outcomes – matter. Effective public affairs require an understanding of how policy is made and implemented, along with who influences decision-makers. It takes the right tactics, the right message, the right messenger, and the right style to make a difference.

Leslie's clients appreciate her straightforward, hardworking, and can-do approach, accompanied by strategic insight and political acumen. These attributes stem from her substantial experience in public affairs as well as her knowledge and involvement at the Minnesota

State Legislature. During that tenure, Leslie served as a senior leader and chief counselor to the Senate Republican Leader where she led all caucus and legislator media and communications, talking points, research policy and legislative assistant staff efforts for the caucus as Director of Public Affairs.

Previously, Leslie was Director of Communications and Grassroots Advocacy at Minnesota's largest government relations consulting firm, Lockridge Grindal Nauen PLLP, for five years. She also worked for six years at one of the Midwest's largest public affairs firms.

Advocates weighing in on issues – in a variety of grassroots tactics – is the core of what we do at Rosedahl Public Affairs. These communications can make or break issue campaigns and legislative success. Leslie has generated the largest number of emails to legislators at the State Capitol in a single session, organized many "Day at the Capitol" events, and has generated and executed support rallies with hundreds of people. Constituent and organization letters, as well as meetings, are an important part of raising the profile and issues of any group and Rosedahl Public Affairs will be on your side.

Leslie serves on four non-profit board of directors and lives in St. Paul with her husband and son.

## ADDITIONAL STAFF

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Kristen Anderson is a positive, capable, self-starter. Her attention to detail - and to the needs of the client - ensures that projects are successful. Kristen has an eye for efficiency and quality and has coordinated the scheduling of over 500 meetings between constituents and legislators. She has planned and carried out several lobby days at the Minnesota State Capitol, and also spends her time monitoring legislation and drafting materials.

Beyond her Political Science degree, Kristen maintains a real-world understanding of the legislative process and the Capitol complex. She knows the importance of grassroots civic participation.



Kristen is a volunteer and past staff member of Minnesota YMCA Youth in Government. While at the University of Minnesota, she served on the student government legislative advocacy team and completed her junior year abroad in Germany. Kristen is active in the local food system and has experience with community-supported agriculture, natural food co-ops, and environmental advocacy.

Kristen lives in Northeast Minneapolis and frequently visits family in her hometown of Red Wing, Minnesota. This is the third year Kristen has worked directly with Leslie Rosedahl.

## CLIENT EXPERIENCE

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Leslie has created and directed many advocacy and political issue campaigns, as well as many grassroots advocacy engagement activations. The following are a few current Rosedahl Public Affairs client examples.

### **Minnesota Licensed Beverage Association and Minnesota Municipal Beverage Association**

*Reference: Minnesota Licensed Beverage Association Executive Director Tony Chesak, 651.470.7236*



Alcohol policy is among the most prominent issues in the media – and at the Capitol. Rosedahl Public Affairs provides communications and grassroots advocacy services to the Minnesota Licensed Beverage Association (independent liquor retailers, both stores and bars), and the Minnesota Municipal Liquor Association (city-managed liquor retailers, both stores and bars). Our team organizes all advocacy efforts for over a thousand people through the SMART Campaign: Supporting Minnesota's Alcohol Regulations and Traditions. We utilize our website, [www.MNSMART.org](http://www.MNSMART.org), and use action alerts we prepare to engage advocates and email legislators, develop and execute

all materials, floor handouts, campaign emails to supporters, direct mail, and targeted engagement. Additionally, our team leads all media relations and communications efforts on liquor-related issues, including letters to the editor, opinion pieces, media statements, and testimony. Our team has successfully defeated many negative alcohol-related provisions at the Capitol every year.

### **Association of Minnesota Counties**

*Reference: Association of Minnesota Counties Executive Director Julie Ring, 651.224.3344*



Leslie previously created AMC's advocacy program for county commissioners and stakeholders – a dynamic mix of advocacy emails, group letters, media interviews by grassroots leaders, and

renewed their annual County Day at the Capitol. She worked closely with the state lobbying team on raising their policy profile.

This past summer Rosedahl Public Affairs completed a comprehensive political advocacy and communications review/audit to assist the Association of Minnesota Counties with internal and external strategies. We reviewed their current program and assessed messaging, branding, tactics, timing, etc. We provided specific recommended strategies and tactics to better engage with key audiences/stakeholders with all current communications methods including printed materials, email, website, and social media. Lastly, we developed comprehensive communications templates for AMC staff to use, and a yearly communications and grassroots advocacy timeline /schedule.



### **Minnesota Association of Townships**

*Reference: Minnesota Association of Township's Executive Director David Hann, 612.554.9579*

The Minnesota Association of Townships seeks to increase its political profile, influence, and support for its political agenda, which include transportation and broadband funding – by engaging its supporters, primarily township officers and residents. Rosedahl Public Affairs provides messaging, issue materials, Day at the Capitol assistance, and set up their online advocacy portal for the 9,000+ township officials to email state legislators. We've also drafted their engagement emails and direct letters to legislators. We're working on setting up a Political Action Committee and speakers bureau.



### **Minnesota Chauffeured Transportation Association**

*Reference: 2019 and 2020 MCTA President and Executive Transportation's owner/operator Gus Ortis, 612.618.1884, and former MCTA President and Corporate Car & Coach's owner/operator Gina Brennan 507.250.3393.*



**Minnesota Chauffeured  
Transportation Association**

Rosedahl Public Affairs assists the Minnesota Chauffeured Transportation Association (MCTA) with strategic communications, advocacy, and association management. Leslie created a new association website, marketing/ membership materials, revised their bylaws, administers and organizes quarterly membership meetings, produces quarterly newsletters and regular membership email updates, and handles all public relations and media inquiries on their behalf. MCTA engages in political issues through letters of support or opposition. RPA monitors issues for the MCTA at the state capitol and at the Metropolitan Airports Commission.



## **PROPOSED FEES**

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### **FEES:**

Based on the provided Call for Letters of interest noting 8-20 hours per week and a review of the APA MN Policy Platform's many issues and priorities, Rosedahl Public Affairs proposes to provide the APA MN with all scope of services listed above (the original AND additional scope of services) for a yearly fee of \$10,000 effective upon contract execution through December 31, 2020.

### **EXPENSES:**

Rosedahl Public Affairs would not charge APA MN for personal expenses (such as mileage, parking, regular printing).

### **REGISTRATION:**

Due to the nature of the scope of services, Rosedahl Public Affairs would NOT be required to formally register as a lobbyist for the APA MN with the Minnesota Campaign Finance Board.

### **CONFLICTS:**

After careful review of APA MN's Policy Platform, we believe no conflict of interests exists with RPA's current clients.

## **CONCLUSION**

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Thank you again for the opportunity for Rosedahl Public Affairs (RPA) to respond with a letter of interest for the Legislative and Law Liaison position with the American Planning Association of Minnesota (APA MN). We're eager to continue a conversation with APA MN on how partnering would benefit both our organizations.

*Tom Jensen, AICP*  
5015 35<sup>th</sup> Avenue South  
#222  
Minneapolis, MN 55417  
763 780-4839  
[thomashjensenaicp@gmail.com](mailto:thomashjensenaicp@gmail.com)

January 20, 2020

**To:** Lance Bernard, APA MN Legislative and Law Co-Chair at [lance@hkgi.com](mailto:lance@hkgi.com)

**From:** Tom Jensen, AICP

**RE: Letter of Interest: Legislative and Law Liaison**

### **Experience**

I am a member of the American Planning Association (APA) and a certified planner, experienced in planning and program and project management for a wide range of political and administrative divisions within multiple states, including Minnesota. This experience for public, private, and non-profit sector includes:

- committee administrator, Minnesota Senate
- land use planning, including comprehensive planning, zoning, annexations and detachments, rights-of-way, and easement rights, including identification of subordinate rights
- environmental analyses, planning, and compliance, including projects that require NEPA analyses and environmental determinations for NEPA-like and other state environmental policy requirements
- energy planning, including conservation planning and resource planning
- communication planning, including legacy communications facilities and services
- transportation (including federally funded bicycle and pedestrian projects, transit enhancements, streetscape projects, scenic byways, and airport and airspace planning)
- housing policy planning and development services, including projects and programs that plan for use HUD funding
- community and economic development
- parks, trails, and recreational development, preservation, and enhancements
- market analyses and planning
- linking services and supports for low-income households and persons with disabilities, including Olmstead implementation
- developing outreach to and communications with persons and communities that have limited English proficiency
- intergovernmental coordination, including tribal consultation and project management services for tribal projects
- providing primary and secondary research services
- state and federal legislative and administrative law, and litigation tracking

In later 2009, as a member of the Minnesota Chapter, I applied for and then provided contract state and federal legislative and administrative law, and litigation tracking services to the Committee as its Legislative Education Coordinator. These services were provided on a yearly basis between 2010 and 2019 for the Legislative Committee, and its successor committee, the Legislative and Law Committee. Modifications to services were based on structural changes to the committee's functions and committee priorities.

It is assumed the proposal includes providing tracking services similar to previous years, planning and presenting at the Planners Day at the Capitol, and at the annual state planning conference.

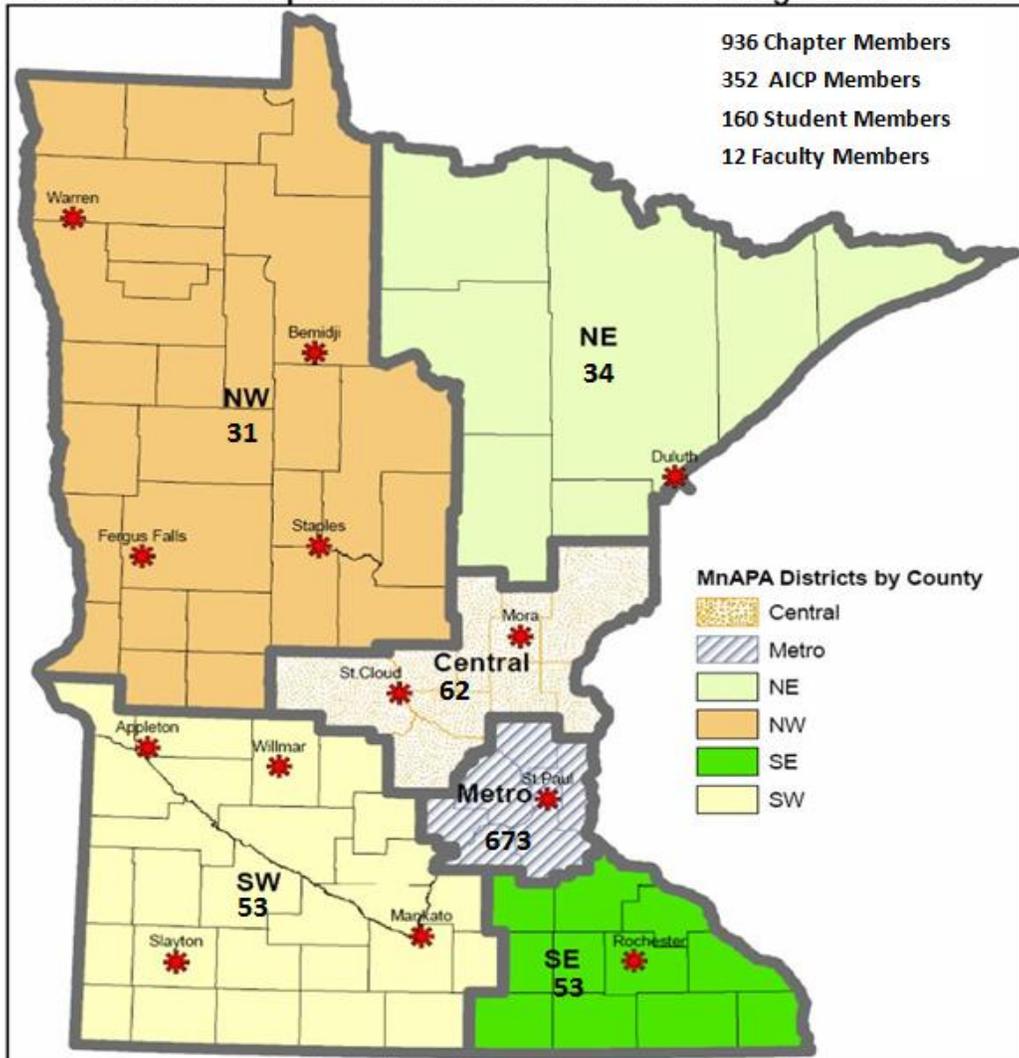
**The Proposed Strategy:** *A creative idea/approach in helping activate and motivate membership during the Minnesota legislative session*

A campaign to motivate and activate members in legislative policymaking should be guided by the Chapter’s strategic objectives, committee priorities, and the Board’s efforts to enhance student experiences in the chapter, membership outreach, and reflect the Chapter’s commitment to promote and support diversity, equity and Inclusion. The campaign should also reflect the geographic distribution of its members. A successful campaign should be developed for multiple years and revised as member composition and needs change. Presentations at the Planners Day at the Capitol and at the annual state planning conference should be revised to directly include members in the presentations.

About 35 percent of the chapter’s members are from outside of the seven county Twin Cities area. The distribution of members is relatively similar in total numbers across the northern and southern tiers of the state. About 38 percent are AICP members. Seventeen percent are student members.

**Geographic Distribution of Chapter Members**

**Minnesota Chapter of the American Planning Association**



## Planners Day at the Capitol, 2020: One Idea

Establish Theme or Message Incorporated Annually in Multi-year Campaign

- For example, borrowing from APA’s Mission Statement: *Creating great communities for all*
- Another example from the Minnesota Planning Conference 2020: *“Navigating Local Change in a Connected World”*
- Themes to support the message can be based on the Policy Platform:
  - **Sustainable Transportation**  
*Sustainable multimodal transportation enhancing access and mobility.*
  - **Livable Communities and Housing**  
*Livable communities made up of affordable and inclusive neighborhoods.*
  - **Comprehensive and Statewide Planning**  
*Fundamental planning principles which incorporate intergovernmental cooperation, effective planning tools, and excellence in citizen involvement.*
  - **Integrated Resource Planning**  
*Integrated renewable energy, local foods, and resilient planning practices which support Minnesota’s interdependent resources.*
  - **Community Health**  
*Integrating public health into planning for equitable, sustainable and resilient communities.*

The Planner’s Day could also be organized using the following three tracks and can also used to promote the Chapter, its members, and the state conference.

Possible Alternative Presentation Sessions	APA MN Capitol North Corridor Displays/Exhibits By Policy Platform Topic and/or Regional Locations <a href="https://fmd-inquiry.state.mn.us/booking/spaces/capitol-north-corridor">https://fmd-inquiry.state.mn.us/booking/spaces/capitol-north-corridor</a>	Capitol Area and Proximity Extras
Sustainable Transportation Platform	Sustainable Transportation	Guided Capitol Tour
Livable Communities and Housing Platform (Possible Joint Track with NAHRO MN?)	Livable Communities and Housing	Individual Meet and Greet with Legislators/Staff
Comprehensive and Statewide Planning Platform	Comprehensive and Statewide Planning	Theme tours: <i>\$10 per person; payment due two weeks before the tour</i> <ul style="list-style-type: none"> <li>• Capitol Art and Artists</li> <li>• Capitol Builders Tour</li> </ul> <a href="https://www.mnhs.org/capitol/activities/groups">https://www.mnhs.org/capitol/activities/groups</a>
Integrated Resource Planning Platform	Integrated Resource Planning	Hmong Cultural Center
Community Health Platform	Community Health	Festival of Nations: April 30-May 2
Economic Development* (Possible Joint Track with EDAM?)	Economic Development*	Legislative Research
Regional Issues Forum by District Diversity, Equity, and Inclusion Forum Women in Planning Forum Young Planners Forum	Regional Displays of Planning and Projects by District and by Student Planners. Student planners could display projects that they are doing or have done but can also include displays about their school’s planning program.	Minnesota Historical Society Capitol Theme tours: <i>\$10 per person; payment due two weeks before the tour</i> <ul style="list-style-type: none"> <li>• Capitol Art and Artists</li> <li>• Capitol Builders Tour</li> </ul> <a href="https://www.mnhs.org/capitol/activities/groups">https://www.mnhs.org/capitol/activities/groups</a>

A few possible forum topics can also include but not be limited to presentations and discussions about a wide range of general topics or specific issues like:

- MN Economic Development Regions (DEED) in Policymaking, Program Development and Delivery
- Fueling Startups in Industry Clusters: City of Rochester
- Census 2020: State Demographer
- University of Minnesota, Morris' Sustainability Program
- Airport Zoning Changes: The New Law
- Connected and Automated Vehicles
- Drones
- Housing Finance Update
- Passing Legislation in a National Campaign Year
- 2020 Issues and Priorities: A Discussion with LMC and AMC
- Immigration and Refugees in Minnesota: International Institute of Minnesota
- Legislative Research Training Session
- Planners and Politics

A multi-year campaign can also be used to implement strategies and tactics for building partnerships and alliances. These strategies and tactics should be developed to support legislative priorities, messaging, and positive reinforcements for the role of planning and the Chapter in public policy and maintaining and growing its membership. Capitol sessions and annual planning conference sessions should be planned with these strategic objectives in mind.



Letter of Interest  
Minnesota APA Legislative and Law Liaison  
POC: Lance Bernard  
P.O. Box 433  
Maple Grove, MN 55369

Onward & Upward Strategies POC:  
Lindsay Shipps Haake

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I am pleased to submit information about Onward & Upward Strategies, and our Principal Lindsay Shipps Haake, who stands ready to assist the American Planning Association of Minnesota (APA-MN) in its legislative outreach for the 2020 session of the Minnesota Legislature.

### **Company Overview**

Onward and Upward Strategies specializes in government affairs services for nonprofit organizations. Lindsay's area of subject matter expertise include land use, environmental and utility regulation. Current legislative client load includes a statewide consumer organization, a statewide food policy initiative, and a coalition fighting payday lending expansion (marketing and messaging). Lindsay provides strategic guidance for Indiana Chapter of APA, serving on their legislative committee. In her personal time Lindsay has served on a BZA (six years as presiding officer) and committed more than a decade of service to the United States Air Force Auxiliary as National Legislative Officer, providing strategic guidance to the nonprofit organization regarding their \$50M yearly appropriation in addition to their state funding initiatives.

### **Project Understanding**

APA-MN is seeking assistance to (1) build membership capacity/motivation and (2) ensure leadership/membership is up-to-date, prepared and able to speak to planning-related issues at the State Capitol.

The Chapter's 2018-2022 Strategic Plan identifies the goal of "leveraging the knowledge of the association's membership to enact change in Minnesota." To support that goal, the Legislative and Law Committee developed an overall work plan that details several tactics designed to achieve that goal. Among them:

- Developing a policy platform and annual legislative priorities
- Building a relationship with the national APA organization and coordinating with their efforts
- Advocacy at the State Capitol
- Holding a Planners Day at the Capitol
- Bill Tracking/Education

The Legislative and Law Liaison plays a key role in supporting and enabling APA-MN's members and leaders as they strive to affect change at the State Capitol.

## **Project Approach**

Lindsay's government affairs philosophy is rooted in a *trust local* approach. *Trust local* is a concept that familiarizes state legislators with local planning policies as the foremost policy consideration. This concept balances stakeholder interests within the confines of accepted planning concepts—all framed within a policy that's appealing to decisionmakers.

To accomplish this, Onward & Upward proposes to undertake the following activities – including items not specifically listed in the RFP. We think it is important that your selected consultant not only provides the support listed in your RFP, but more importantly provides new ideas (for consideration) and tailors your deliverables (when appropriate) to help APA-MN affect change.

### *Item 1: Monthly Newsletter Article*

Onward & Upward will provide monthly newsletter article (half-page to one-page) that highlights potential legislation, introduced legislation, or court cases of interest to planners. While, this newsletter will be designed to fit into existing products – like Planning Minnesota (quarterly newsletter) and e-update (bi-weekly) – we envision the articles being placed on the APA-MN website. By doing so, APA-MN can achieve the following:

- 1) Provide members a means of understanding how a given issue has progressed and documentation on how APA-MN helped “enact change”
- 2) Educate membership
- 3) Showcase how planners have successfully engaged in the process, or could engage in the process. Each article should showcase how members engaged in the process (when applicable) and what the outcome was.
- 4) Keep members engaged by organizing our efforts in this task and others to align with APA-MN's policy platform.

### *Item 2: Monitor, Disseminate and Enable APA-MN to respond to Legislation*

Onward & Upward will actively monitor legislation that is significant to planners at the Minnesota Capitol. Formally, we will update the committee co-chairs on the latest happenings via a weekly email/conference call. Based on our experience, these calls/emails will happen more frequently as certain initiatives work through the State Capitol which are important to planners. These calls/emails will focus on providing the co-chairs with enough information to enable them to inform larger Board of Directors' discussion on how to respond to these often time sensitive issues. When needed, we will help the committee frame and construct a call-to-action or any other necessary logistics necessary to enable membership to become active in the conversation.

Item 3: APA MN Events and Building Capacity

Onward & Upward will not only attend but help the co-chairs strategize how to best activate and mobilize attendees of the Planners Day at the Capitol (April) and State Planners Conference (September). We envision this effort to include advising the co-chairs on strategy, supporting a pre-event webinar designed to prep attendees for their time at the statehouse (for example), to participating/supporting presentations at the event.

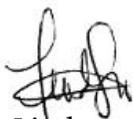
With an organization like APA-MN, capacity building must take place beyond those formal events. Volunteers must be identified who are interested in playing a more active role at the statehouse (offering testimony, for example) and those leaders must be trained to (1) step out of their comfort zone and (2) represent the larger organization. To do so, we can advise the chapter on different vehicles for this training - webinars, videos, articles, etc.

Our firm is uniquely qualified to build capacity within APA-MN. Lindsay's experience with APA-IN and her experience building capacity within the U.S. Air Force Auxiliary can be leveraged to help you affect change in Minnesota. This work has included leading efforts to not only build volunteer capacity but more importantly prepare volunteers to coordinate efforts to achieve large goals like a 50-state chapter visit in DC with their congressional delegation to maneuver the appropriations process. Similarly, she has enabled state chapters to engage at their respective statehouses. She has done so by supporting and presenting webinars, and providing one-on-one advice, coaching and mentorship when necessary.

**Budget**

Onward and Upward understands that Funding for this position will range between \$6,000 and \$10,000 a year, which will be negotiated with the selected party. We understand that this is the total amount of funding available and will include travel expenses to attend the two events.

Thank you for your time and consideration,



Lindsay Shipps Haake  
Principal  
Onward & Upward Strategies

[lindsay@onwardupwardstrategies.com](mailto:lindsay@onwardupwardstrategies.com)  
(812) 340-4242



# LINDSAY HAAKE

STRATEGIC COMMUNICATIONS/COMMUNITY ENGAGEMENT



## WORK EXPERIENCE

2015-  
Present

### ONWARD & UPWARD STRATEGIES, LLC Principal

**PUBLIC AFFAIRS** – Owner of full-scope public affairs firm specializing in public outreach, marketing and advertising; environmental, land-use, utility, taxation and disaster/emergency services policy analysis; extensive on-the-record experience in all mediums; strategic campaign design, creative design,.

**PR, SOCIAL, CRISIS COMMS** – Personalized public relations services designed to maximize earned media; 24/7 crisis comms shop; 24/7 social media strategy/support; in-the-field PIO services specializing in disaster response and emergency services.

**STRATEGIC PLANNING** – Experience convening 30+ partner organizations to achieve policy outcomes; develop and implement state and federal legislative agenda including annual defense appropriations requests (NDAA).

2011- 2015

### CITIZENS ACTION COALITION (501C4) Lobbyist, Communications

**STATEHOUSE TESTIMONY** – Wrote, presented and defended testimony in committee; assisted legislators develop testimony, floor speeches and pushback

**STATEHOUSE LEGISLATION** – Researched, drafted and whipped bills in the Indiana, Ohio, Michigan Statehouses

**QUICK RESPONSE ANALYSIS** – analysis specializing in consumer-oriented legislation including payday lending, the environment, utilities, workforce and economic development

**DEFEATING BAD BILLS** – Played a critical role in defeating state legislation designed to curb consumer-friendly policy in the areas of residential solar (net metering) and energy efficiency

**MULTI-ORGANIZATIONAL PARTNERSHIP** – Developed organizational bi-partisan legislative strategy in coordination with > 30 allied organizations

**QUICK RESPONSE GRASSROOTS ORGANIZING** – Led, organized and executed a quick response 40,000 member grassroots advocacy network. Results: 4,000 signatures in 10 days for veto campaign, 500 people in 72 hours to attend community meetings, 90 attendees for a legislative hearing with 24 hours' notice

**MEDIA DEVELOPMENT** - Tasked with developing owned and earned media; legislative briefings, handouts, infographics and other visual messaging

**REGULATORY REFORM** – SME specializing in renewable energy and energy efficiency reform in several states

**LOCAL GOVERNMENT ORDINANCES** – Oversaw the development of local policies (planning, zoning) to enable renewable energy utility development

**REGULATORY AGENCIES** – Significant experience working with state agencies responsible for regulating utility ratemaking

**TRACKING** – Routine tracking of legislation and agency conversations affecting renewable energy, net metering, energy efficiency, rates, interconnection standards and rate design

**POLICY TRANSLATION** – Reduced complex policy research to prose for public dissemination—sometimes within a minutes of receipt.



## WHY CHOOSE ME?

Lindsay has been working in the nonprofit community for more than a decade. She provides concise and dependable immediate-response legislative outreach for a host of 501c3s and c4s in three states and DC. Her skill in land use, environmental, disaster response and utility policy provides a unique and uncommon blend of subject matter expertise. Lindsay specializes in creating marketing campaigns designed to maximize public understanding of complex policy backed by solid foundational relationship building.



## EDUCATION

B.M., University of Michigan  
M.M., Indiana University (all but degree)



## TEACHING EXPERIENCE

Lecturer, USAF Auxiliary Government Affairs Courses

Guest lecturer, Ivy Tech Community College

## CONTACTS



lindsayshipp@gmail.com



+1 812 340 4242



## WORK EXPERIENCE (CONTINUED)

2007 - 2010

### INDIANA HOUSE OF REPRESENTATIVES

Legislative Assistant/Floor Reading Clerk/Campaign Manager

**CONSTITUENT SERVICES** – Worked with state agency liaisons to identify and address constituent concerns

**POISE UNDER PRESSURE** – Vocally introduced legislation and managed voting software during session on chaotic House floor

**CIVIC EDUCATION PROGRAMS** – Arranged district competitions for programs such as *We the People* and *Youth in Government*

**VETERAN CAMPAIGN MANAGER** – Led successful municipal, statehouse and congressional campaigns (Red to Blue)



## VOLUNTEER WORK

2009 - Present

### CIVIL AIR PATROL

National Legislative Officer/Special Projects Officer (Lt. Colonel)

**50 STATE LEGISLATIVE STRATEGY** – Co-manage 50 state government affairs teams to accomplish national goals with tailored strategies at the state level

**CONGRESSIONAL GOLD MEDAL** – Helped organize successful national grassroots advocacy effort to authorize a Congressional Gold Medal, organized bill-signing ceremony effort; helped organize rotunda signing ceremony.

**FEDERAL AGENDA** – Develop and implement federal legislative agenda including annual defense appropriations request, including an increase in FY 2016, 2017

**ANNUAL DC FLY-IN** – Oversee annual fly-in of 50 state government affairs teams resulting in more than 450 meetings with Congressional offices

**TRAINING PROGRAM** – Developed continuing education curricula to improve Congressional and Statehouse legislative outreach for all 50 states and territories

**PUBLIC INFORMATION OFFICER** – On-call management for public information duties of plane crashes, Presidentially Declared Disasters, including one leading overall media response for 30 agencies in a tri-state metro area; gave 15 TV interviews in one operational period all while maintaining social media and managing internal briefing duties in Command Post

**CRISIS MANAGEMENT** – Responded immediately and according to plan during internal and external crises including negative media reports and criminal allegations regarding personnel

**CRISIS COMMUNICATIONS** – Developed written crisis communications plan for 1,500 member aviation nonprofit

**SOCIAL MEDIA** – Rebranded statewide nonprofit by instituting congruent visual identity and presence amongst all social media channel

2008- 2016

### BOARD OF ZONING APPEALS - MONROE COUNTY, INDIANA Chairman

**ZONING AND LAND USE DECISIONS** – Appointed member, elected chair of a county-level quasi-judicial land use board



## COURSES

ONGOING

FEMA Public Information Basic Information Officer Course

National Incident Management System:

ICS 100, 200, 300, 400, 700, 800

Social Media in Emergency Management Special Events Contingency Planning for Public Safety Agencies



## AGENDA ITEM

APA Minnesota Board of Directors Meeting

DATE: 1/17/2020

**Name:**

Patrick Boylan

**Committee:**

Spring Seminar

**Action Requested?**

No, Informational Only

**Background (attach additional sheets for tables, images, etc.):**

Continuing to work with planners in the field to create another fun, informative, educational but not scandalous SPRING WORKSHOP. Patrick Boylan and Leila Bunge are planning and currently reaching out to site planners for a 3.5 or up to a 4 hour event.

Anyway, a draft (and award winning) AICP CM Submittal form has been filled out and will be completed with the assurances, supervision and assistance by the Professional Development Officers; who should be treated with the utmost respect and reverence.

More details will be provided to the Board as they unfold. Patrick will work with the Treasurer on a final budget not to exceed \$4,000 and will work with the Executive Director and Executive Committee on communication, logistics, and details to be determined.

**Requested Action:**

Motion to: [Click or tap here to enter text.](#)

**Attachments/Enclosures?**

No, No Attachments Included



## AGENDA ITEM

APA Minnesota Board of Directors Meeting

DATE: 1/17/2020

**Name:**

Leila Bunge

**Committee:**

Young Planners Group

**Action Requested?**

Yes, Action Requested

**Background (attach additional sheets for tables, images, etc.):**

The only letter of interest received after the public posting of the YPG Co-Chair vacancy was from Interim YPG Co-Chair Kathleen Russell.

Kathleen and Leila launched the third annual Mentor Program on October 10<sup>th</sup>, 2019 with a kickoff event that included approximately 30 attendees. It was a great mix of students, young professionals, and mentors in academia, public and private sectors. We are now preparing for the next Mentor Program event on January 30<sup>th</sup>, 2020 that will offer participants 1 CM. We will wrap up the program in April and will share any feedback received on this year's Mentor Program to the Board after the final event.

**Requested Action:**

Motion to: Appoint Kathleen Russell as the YPG Co-Chair

**Attachments/Enclosures?**

Yes, Attachments Included

January 7, 2020

Dear APA Minnesota Board of Directors,

As a planner in the Twin Cities, the Young Planners Group (YPG) has been instrumental in connecting me with mentors and growing my professional skills. As the YPG co-chair, I hope to make the same impact for both mentors and mentees through the main program the committee conducts. As a transplant to the Twin Cities, I moved without knowing many planners. Through the mentor program, I was able to meet one on one with a mentor who also recently moved to the Twin Cities and had experience working in other regions. The scheduled events were beneficial because they gave me the opportunity to meet other mentors and mentees with similar interests as well as hear about the planning trends that are important in the region.

Currently, I am the interim co-chair of the committee, collaborating with Leila Bungee on the mentorship program. This year, we have 32 planners participating in the program. The program has been run in the past, but there were still some changes made that we discussed before implementation. We decided to add a section of the participation form for interest in sponsoring and hosting events so that we could have that information initially to determine where the three events could be located. This improvement gave us the ability to plan ahead and try to locate events in multiple locations so that each event would be in a different area of the metro. We also matched each pair through their experiences and what they hoped to get out of the program.

Leila and I both reviewed the participant list and matches to make sure we were making the best matches possible. Through the next years of the program, I would like to continue to make changes to improve the efficiency and experience of the program such as catering events to the individual year's participants' interests, changing the focus or topics of events and researching what other young planners groups have done in the past in different disciplines and APA chapters.

I am interested in becoming the co-chair for YPG to become more involved in the local APA Minnesota Chapter and promote discussions between emerging experienced professionals. As the co-chair I hope to make the same positive impact on other planners I experienced as a participant in the program. I am excited about the opportunity to become the co-chair of the committee and look forward to hearing your decision. Thank you for your consideration.

Sincerely,

A handwritten signature in cursive script that reads "Kathleen Russell".

Kathleen Russell

## APA MN Planning Minnesota Newsletter Schedule: January-December 2020

January-March 2020	April-June 2020
<p><b>Deadline: 1/15/20</b></p> <ul style="list-style-type: none"> <li>• Northeast and Northwest District</li> <li>• Legislative Update for 2020 Session</li> <li>• Vice President</li> <li>• PDOs</li> <li>• Spring Seminar Preview</li> <li>• Secretary</li> <li>• MPOs and RDCs</li> </ul>	<p><b>Deadline: 4/1/20</b></p> <ul style="list-style-type: none"> <li>• Central District and Statewide Planning</li> <li>• MN Design Team</li> <li>• Awards Committee</li> <li>• Faculty Liaison</li> <li>• College Programs (MSU, SCSU, HHH)</li> <li>• Student Director</li> <li>• Young Planners Group</li> </ul>
July-September 2020	October-December 2020
<p><b>Deadline: 7/1/20</b></p> <ul style="list-style-type: none"> <li>• Southeast and Southwest Districts</li> <li>• 2020 Conference Announcement</li> <li>• Legislative &amp; Law Committee</li> <li>• Diversity &amp; Equity Committee</li> <li>• Election Information</li> <li>• Treasurer</li> <li>• Program Committee</li> </ul>	<p><b>Deadline: 10/1/20</b></p> <ul style="list-style-type: none"> <li>• Metro District</li> <li>• 2020 Conference Wrap Up</li> <li>• Planning Award Recipients</li> <li>• National Planning Month</li> <li>• Election Results</li> <li>• Presidents Annual Wrap Up</li> <li>• Women in Planning Committee</li> </ul>
Biweekly E-Updates	Newsletter Content
<p><b>Deadline: 1<sup>st</sup> and 3<sup>rd</sup> Friday of the month</b></p> <p><b>Chapter News Briefs</b></p> <ul style="list-style-type: none"> <li>• Messages from leadership</li> <li>• Upcoming activities and initiatives</li> </ul> <p><b>Upcoming Events</b></p> <ul style="list-style-type: none"> <li>• Conferences, seminars, workshops</li> <li>• Training opportunities</li> </ul> <p><b>Resources and Opportunities</b></p> <ul style="list-style-type: none"> <li>• Grants, awards, technical assistance</li> <li>• Reports, tools, and other resources</li> </ul> <p><b>Jobs and Advertisements</b></p>	<p><b>Chapter News</b></p> <ul style="list-style-type: none"> <li>• Board officers</li> <li>• Standing committees</li> <li>• Announcements and events</li> </ul> <p><b>District Updates</b></p> <ul style="list-style-type: none"> <li>• District director updates</li> <li>• Other areas of note (including colleges)</li> </ul> <p><b>Reports and Resources</b></p> <ul style="list-style-type: none"> <li>• Focus on priority topics for chapter</li> <li>• Guest writers/subject matter experts</li> </ul> <p><b>Jobs and Advertisements</b></p>

