

APA MN Board Minutes Meeting 5-14-2021

Attendees

Elise Durbin

Luke Sims

Jed Hanson

Rita Albrecht

Chloe McGuire-Brigl

Mike Palermo

Caroline Miller

Erin Perdu

Tim Gladhill

Haila Maze

Angie Bersaw

Jason Zimmerman

Emily Goellner

Collette Baumgardner

Harry Davis

Jane Kansier

Andrew Andrusko

Vice President Report

Executive Director Andrea Jauli is on board and has been meeting with Chapter President Raya Esmaeili.

The APA Chapters Presidents Council has been meeting and there have been recent discussions around equity and revamping the AICP Exam.

Raya has been participating in those meetings and working with Andrea on reaching out to other peer administrators from other APA chapters to learn about their operations and lessons learned.

Treasurer's Report – Budget

Erin Perdu presented a brief overview of the process for crafting the new annual budget. She invited Emily Goellner to present a bit of information about the Diversity and Equity Committee coordination for this year's budget.

One request was an honorarium for a speaker as part of future events. In addition, there was a proposal to host a personal assessment such as an Intercultural Inventory and education seminar. This would be a cohort program that would discuss social equity, as well issues that individual planners are seeing in the industry. The Committee is also seeking potential sponsors and are looking to really build the program over the next several months and potentially through the end of the year. There was an idea of getting a high-profile speaker from perhaps a related industry with respect to current issues. Emily stated support for a Chapter Member Survey. There was also an idea of a book club, to try to offer ways to help beyond things that employers offer regarding professional development.

Erin and Emily asked for feedback from the Board generally about the idea of a Chapter survey. Andrew had mentioned interest in supporting the survey idea as well as including information about issues or concerns that student or young professional members may have such as salaries, support and job placement. Jed Hanson said that graduating peers have had salary ranges from \$40k-\$70k and that was perhaps something to look into.

There was general support for showing broader requests as part of separate line items for the chapter as a whole, as these were special requests that aligned with the chapter strategic plan and better reflected the work plan of the committee. This approach was also taken with the Legislative and Law Committee (legislative consultant) and the Professional Development Committee (Zoom costs) as well.

Erin said as whole there were a few other changes to the draft budget. One was a new line item for interesting savings and investment revenue. The overall picture shows a 2021 deficit of \$35,000, primarily due to the COVID-19 Pandemic as well as the costs to recruit a new Executive Director for the Chapter. Erin stated a preference to plan ahead and discuss the chapter financial picture including revenue after the fall chapter conference sometime in September/October in advance of the next year.

Action Item: **Adopt the draft Budget**

Collette inquired about the budget, did the draft chapter allow for Zoom license as well ADA accessibility? Yes, we had budgeted for the Zoom license. The ADA accessibility for closed captioning may be something we need to research further. YouTube itself has a closed captioning option. Emily suggested reaching out to the Humphrey School to explore that question. We may need to look into purchasing Zoom Webinar to do ADA captioning.

Elise asked if the Treasurer would meet with all of the committees moving forward in preparation for the next year? Yes, Erin would work to coordinate with each group and the Executive Committee in the future.

Emily noted that membership revenues seemed stable even though there was changes regarding the COVID-19 pandemic. Erin had said even though the National was expecting a drop of 20% that the drop was only 5% across the country.

Andrew motioned to adopt the draft budget and to allow the Treasurer to make any changes as needed. Mike Palermo seconded. The motion carried and the ***budget was adopted.***

Professional Development Officers Update

Elise provided an update that there have been quite a few of events in the last couple of months. Attendance was very good and included planners from Greater Minnesota and even other states.

The AICP exam preparation was going to be held next week. Members will need to understand changes to the Continuing Maintenance criteria to include new revolving categories and the PDOs are working to make sure that there are options to meet these new requirements.

Jane said that for AICP certified planners that those who need to submit CM credits, they will have one additional year to obtain all credits needed for this next year.

Erin said she paid the annual fee for the APA Ohio webcast series. APA Ohio is looking for potential speakers and options to incorporate in their programming in the future. They have a semi-national exposure. Jane said the APA National had created a consortium that Ohio maintains as the sort of the speaker list for many events that are exposed to national groups. These events are open and free to Minnesota members because the Minnesota Chapter pays a \$100 fee to participate with the consortium.

Conference Planning Committee Update

Mike Palermo shared that the Committee is working with Whova as the platform software for the conference. Chloe and Mike included the service agreement contract in the Meeting packet materials. The group upgraded to the Zoom Webinar for just a month. There was a fee of \$100 to participate in the conference due to the COVID-19 Pandemic. National takes 3% of the cost for each registration and that cost is baked into the proposed fee. Mike stated that there are maybe a maximum of 30 total sessions to make the program manageable.

Chloe McGuire-Brigl said the group had moved data onto Google Drive to make it easier for the Conference Committee to organize. Once they have a list of volunteers to help review session proposals they will get going. A student from the Humphrey School, PeggySue and Zack Laphrum had volunteered so far to help plan the event. The overall progress is on track. Steph Falkers has agreed to help with the Awards subcommittee for the Conference, she said she will need help on that effort. Chloe said the conference sessions should be approved by the next Board meeting in July. A session preference would be for Women in Planning and Diversity and Equity Committees as well as social networking time. This year's theme will be just Conference online as a general theme.

There was discussion on the overall cost and fee for this year. Emily said \$100 seems reasonable and that \$120 would be appropriate as well. Jason asked about how to address student needs. Chloe had helped individual students to reimburse them with the costs as last year was free for students as part of the response to the COVID-19 pandemic. Mike said the nominal fee for students in the past was to ensure food planning. Jed Hanson stated that the students were appreciative of the effort to reduce costs to participate last year. However, the one issue was organizing for students CM credits. Jed asked if there was a way to request a free registration tier for students.

Chapter Sponsorship and Fees for 2021

Jason presented a discussion on the chapter sponsorship program for 2021. Rita Trapp had been working with a subcommittee on what chapter sponsorship would be appropriate and the Executive Committee had been discussing potential rates for this year.

A flat fee of \$500 was proposed for this year. The sponsorship cost would provide a logo on the home page of the chapter and during the chapter conference.

Erin Perdu motioned to approve the fee and Chloe seconded the motion.

Voting was held and **the motioned carried. The rates were set for the year.**

Get to Know Your Neighbor Social series

Mike and Chloe proposed hosting a fairly simple social series to meet people both within planning and others to talk about things that are happening to share and create bonds in lieu of online.

Erin and Jason expressed support for the idea. The proposal was still a work in progress and something that they would come back with at a future meeting.

District Director Reports

Jason stated that the District Director positions were coming up for elections this year. The deadline is tomorrow for the Directors. APA National positions were also available.

Luke Sims said hello from Winona.

Rita said hello from Minneapolis from her daughters. NW Minnesota is in a draught. Rita will be running again for the NW Region and thanked Emily and PeggySue for the coordination with Erin on the draft budget.

Angie Bersaw shared that she is not planning to run again, but she is recruiting someone to represent the role in the next chapter elections.

Just Deeds Coalition Discussion

Jason presented to the Board that the Just Deeds Coalition has asked that the APA MN consider joining as a supporter organization to their efforts. A future potential meeting might be held to hear from the Coalition about their work.

Other

Jason asked Tim Gladhill as ex-officio for any updates from the Chapter Presidents Council and APA National. Tim said that the national is working on streamlining the application process for the AICP exam. The formal questionnaire is going to be easier by getting rid of the essays. FAICP applications process were changing, the deadline is two months earlier and the Chair of the Minnesota nominating committee has left. We need to think through who could take on that mantle.

Erin mentioned that scenario based questions are being added to the potential exam committee. In a year or two there will be changes to the exam process.

The Meeting concluded at 2:05 PM CST.