



2024 Strategic Planning Retreat Orlando Metro Section - APA Florida

January 13, 2024

Orange County Library System - Southeast Branch – Meeting Room 1
5575 S. Semoran Blvd., Orlando, FL 32822

MEETING CALLED BY	Roxann Reed (Chair)	
TYPE OF MEETING	OMS Executive Committee Strategic Planning Retreat	
BOARD MEMBERS	Vice-Chair, Tina Demostene Treasurer, Stephen Noto Secretary, Emily Porter Communications Officer, Heather Croney Professional Development Officer, Tammy Reque Orange, Colandra Jones	Programs Officer, Anne Marie Sillaway Programs Officer, Janie Barron Immediate Past President, Luis Nieves-Ruiz EPG Rep, Charles Abbatantuono (ex-officio) University Liaison, Oghogho Oghosa Oriakhi (ex-officio)

Introductions/Icebreaker

10:15 – 10:25 a.m.

(Started at 10:17)

Open Discussion of 2024 Priorities and Needs

10:25 – 10:40 a.m.

- Overall consensus around importance of continuing 101 and 102 planning training events.
 - Tina – CM events still need to be prioritized, appropriate for both senior and upcoming planners – need a way to bring young planners up – don't need to go backwards
 - Stephen – learning about everyday tasks, understanding processes very important for young planners – can be overwhelming, contributes to stress and mental health.
 - Heather – specialization areas – for example school concurrency, even experienced planners may not be knowledgeable about specific areas of planning.
- Annie – could create a toolbox, place to go, website, checklists – to help with some of these day to day processes for planners.
 - Tina – keep in mind every jurisdiction is different, so maybe tool would need to be general to account for these differences.
- Tammy – use social media, etc. to share with planners what they do – outreach to the community – educate people.
 - Luis – problem is visibility, don't have what other groups/architects have, don't get respect we need at national level. Initiatives like “it takes a planner”, targeting public officials fall short. Need to think of how to put face of planners in different perspectives. Need visibility in 40 under 40, Orlando Business Journal, etc.
 - Roxann – focus on October community planning month – May/June start planning
 - Emily – Agree with Tammy, Community focus could include attending already programmed pop up events (targeting education and awareness at community level, versus professional

development/visibility). Other opportunities: career day (Stephen), pop up park – parking space (Tina), teach in (Alissa).

- Planning commissioner training – April – need to do once per year

Admin Items

10:40 – 10:55 a.m.

- Appointment of Emerging Planners Group Representative for 2024
 - Charles is the current rep serving 1 year term but can renew.. Can we (re)appoint him or need to wait till March/Apr? Look to others within EPG? Urban knights? Have to be member of EPG group.
 - Tammy is a part of the EPG group and will look into any potential interest among the group.
 - Confirm with Charles if he even wants to do it again. Originally supposed to be a liaison and report on EPG happenings. Then would eventually help to plan a joint event.
 - Raquel Lozano with Belle Isle? She might be interested in becoming a member of EPG (if not one already) to be the rep? She expressed interest in becoming more involved with OMS.
- Legislative Policy Committee (APA Florida) Representative/Alternate
 - Patricia Tice currently – she's fine with moving off. We should have them attend our monthly meetings, have about 30 members currently. Input and get someone to fill role.
- General consensus on need for orientation for new Executive Committee members. (Roxann to look into/organize)
- Budget – 2024 budget
 - A couple items slightly off, in process of reconciling. Current total about 19k, doing well. Considerations for use of funds:
 - Need to think through a way of how to spend it, not just sitting there.
 - Free events
 - National speaker at annual meeting
 - Annie's contact is sending proposal for mental health event – then can allow it to be free,
 - Mid-year session?
 - Local person could be good
 - Do we need to start assigning dollars to events and looking at that now? Roxann- appointing program officers that will make these decisions, needs to start with getting people in place then we can allow them to make those decisions. We can then revisit as a board at the February meeting. PDO working very closely with them.

Transition to Positions in New Bylaws

10:55 – 11:15 a.m.

- Professional Development Officer
 - Tammy / Tina (Vice), Annie to help
- Communications Officer
 - Heather (Colandra to help)
- Programs Officer (2024 election)
 - Annie (Tina to help)
- Programs Officer (2025 election)
 - Janie

Discussion:

- One programs officer has 1 year term, one has 2 year term so always someone
- Annie will help tammy with PDO if she ever needs help

2024 Subcommittee Members/Items for Discussion

11:15 – 12:15 p.m.

Notes: Chairs determined by OMS Bylaws. See Bylaws for applicable duties.

Nominating Subcommittee

Chair: Vice-Chair

Members:

Discussion items: 3 members appointed by 2/1

- Typically is outside of board, Kathrin Tellez from Fehr & Peers did a great job. Need at least 3 people for that – Tina to find and will appoint by Feb 1st by email (no monthly board meeting before then)

Communications Subcommittee

Chair: Communications Officer

Members:

Discussion items: Monthly newsletter, minutes posted on webpage, meet the board social media postings, social media posts, website update

- Find people you know who want to be involved to be on your sub.
- Want monthly newsletters, minutes posted on webpage (after approval following month), get what we're working on out there
- "Meet the board" social media postings
- Keeping consistent with social media
- Website update coming from the state (April?) no firm date yet
 - Won't have to take everything by state (Patti)
 - Heather – that's a major issue, how to update website, control over newsletter. Bottleneck
 - Stephen – happy to help with website stuff, he has some experience with that
 - Heather – biggest issue is access
- Tina – leadership documentation resources available, section grants
- Roxann- have someone take on each item.
- Alissa – branding guidelines are very specific and helpful.
- Tina – one of the examples is inconsistent with bylaws, she will share
- Heather – state training, there is a February training
 - Luis – a lot of info, subscriptions Patti gets alert emails

Programs Subcommittee

Annie/Janie

- Revise and update Tina's sheet / work program
- Per bylaws need to adopt with budget and make sure both line up

- Tina – could turn this spreadsheet into the budget / works for Steve
- Wait to have subcommittee to look at it then approve Feb/Mar?
- Luis will try to help with committee
- Tina will be on subcommittee, need some organization for docs
- Committees will work on it then present out so we don't all parse through everything at the board level
- Live document – make any changes in red
- Roxann – February lunch in learn virtual, will pass off (speakers fell through)
- Luis – 47 students currently – about half want to be planners, online event “are you planning curious”, people explaining what it's like to work in planning (young planners to speak), kids on the edge / interested, talked to McKenna already to help (free for chapter), could be good start. UCF should consider undergrad major for planning.
- Planning academy 101 and 102, already scheduled. Going to make annual event. Someone from panel handle asked about recording. Find someone to record so it doesn't look like fbk live – AIA, Harry Lim (?) Luis knows. Tina contact also. Will send Roxann contacts.
- April event with CNU at Rollins – Roxann will continue to work on and planning academies
- AICP exam prep training – Doug Kelly willing to help again. Heather – need modifications from last time based on feedback. Different location? Better writing space? Different room at UCF? Might charge. More in depth/interactive for certain topics, powerpoints ahead, more resources. Some wanted general overview, but maybe could send ahead so we don't waste time with promoting getting the AICP. CPC guide was really helpful.
- Could have them tab through guide. Could provide to people who come to the class.

Ethics training – Tina

- Boardgames, in order to progress through games have to answer exam prep questions (candy land, etc.)
- Grace period is until May now
- Venue needs tables, to be able to be loud
- BYOB
- City of Altamonte has a great venue
- Eustis?
- TGI Fridays by Universal (2nd floor)
- Lake Eola Houses

Co-Chairs: Programs Officers

Members:

Discussion items: Planning Academies 101 & 102

- 2024 Work Program development (calendar)
 - Section's annual activities, operations, and events that corresponds to the Section budget
 - Must be approved by vote of the Executive Committee

Section Grant Subcommittee

Chair: Professional Development Officer

Members:

Discussion items: 2024 Section Grant Project

Previous suggestions: Workshop with mental health professional, AICP training, ethics?

- Any new ideas from team:
 - Could be used for: Video production, facility rental
 - Roxann – video is great idea
 - Roxann and Tina, Luis can help with writing grant
 - 2 grants available – \$1,500?
 - Due March when it comes out

Bylaws Subcommittee

Only happens when bylaws being changed (at least 2 years)

Chair: Emily Porter

Members:

New Subcommittee for Discussion:

OMS Awards Subcommittee

Suncoast example – Roxann and Heather met

- Brings enthusiasm to section, then have an event around it, mid year event?
- Luis – it's a lot of work, application, rubric, review committee, awards, venue, a lot of details for event
- Tina – this year could just help someone get someone to apply to state award, start to generate interest
- Alissa – was involved at state level, it is a lot of work, could even serve on award committee for state to get familiarity
- Luis - Could even give stamp on award – “we’re going to help you get apa award”
- Tina – first year just nominate.
- Roxann – just 3 simple awards
- Luis – first time limited, 2nd time flood of applicants
- Heather – has an FPZA surfcoast contact for their event
- Luis – keep it simple – simple process
- Tammy – could just announce at event we already have planned to keep planning logistics simple.
- Alissa – at minimum – if anyone wins, could recognize here locally.
- Could just highlight projects as part of board spotlight etc.
- Tara will probably share rubric

Other Discussion:

Programs Discussion

- Heather – Have list of venues so we don't have to research every time. Want to get back to having more events
- WTS event – wayfinding – should we invest in that for ours? Sandwich board signs? Using section grant?
 - Only issue is having to transport
 - Treasurer is “custodian of property”. Have to at least know who has what.
- Section grant is harder to spend so good to strategize that
- Tina – fine with calendar, can coordinate with Stephen
- Heather – get people on subcommittee?
 - Raquel? Mindy heath? Jennifer Stults, Gregory Hines? Wendy Then – Wildwood, Jenny Bryla (Sumter)
- Speed dating, planners from different professions, quick high speed mentor mix,
- Need mix of events, do we have too many events? Programs to decide that, locations mix will help

Toolkit

- Janie – toolkit for the burnout, overwhelmed by projects (might need 2-3 events for that)
- Roxann - Counselor – webinar first to reach wider audience, then in-person
- Heather Start broad to give basic tools
- GetReal – still want to be involved – umbrella land use organizations, diversity programming, could co-sponsor events – bring first to programming then event. Will need section grant for that.
- Tammy – anything in mind for toolbox/toolkits – send to me will take lead

Adjournment

(Adjourned at 11:54)