

**AMERICAN PLANNING ASSOCIATION FLORIDA CHAPTER
EXECUTIVE COMMITTEE MEETING MINUTES**

DATE: JUNE 23, 2017

Members Present

Laura Everitt, AICP President Elect
Tony LaColla, AICP, Treasurer
Allara Mills Gutcher, AICP, VP Certification Maintenance
Michelle Heinrich, AICP, VP Communications
Marcie Stenmark, AICP, VP Membership Services
Doug Kelly, AICP, VP Section Affairs *by phone*
Melissa Zornitta, AICP, Past President
Thuy Turner, AICP, Broward Section
Stephen Benson, AICP, Sun Coast Section
Josh Long, AICP, Treasure Coast Section
Hetty Harmon, AICP, Heart of Florida Section
Ennis Davis, AICP, First Coast Section
Tony Palermo, AICP, Promised Lands Section
Barry Wilcox, Capital Area Section
Leslie Brown, Student Representative (UF)
Wiatt Bowers, AICP, VP Conference Services
Henry Bittaker, AICP, VP Professional Development
Brandon Henry, Young Planners Group
Lynda Westin, AICP, Gold Coast Section
Jason Burton, AICP, Orlando Metro Section
Jeff Brown, AICP, University Liaison (FSU)

Members Absent

Andre Anderson, AICP, President
Adam Hall, AICP San Felasco Section
Catherine McCloy, AICP, Emerald Coast Section
Brad Parrish, AICP, Atlantic Coast Section
Kim Glas-Castro, AICP, Secretary

Guests

Alex Magee, APA Florida Executive Director
Lester Abberger, APA Florida Legislative Representative
Mike Disher *by phone*
Lindsay Haga *by phone*
Mike Welch, APA, *by phone*

Laura Everitt called the meeting to order at 9:32 a.m. and requested a Roll Call. She stated that Andre Anderson was delayed in getting to the meeting due to car issues and that she would lead the meeting until he arrived.

III. Consent Agenda

A motion was made by Henry Bittaker and seconded by Melissa Zornitta to approve the items on the Consent Agenda. The motion passed unanimously.

IV. Project Awards

Lindsay Haga presented recommendations from the awards committee. A total of 22 nominations were received, including two applications in the newly created category AARP (Innovations in Planning for All Ages). The committee recommends APA Florida approve nine awards and one student award. The committee recommends three awards of excellence and six awards of merit.

The Awards of Excellence include:

Comprehensive Plan - Large Jurisdiction
Sarasota County Neighborhood Plan
Recipient: Sarasota County Government

Neighborhood Planning
Downtown Ocoee Master Plan
Recipient: City of Ocoee, GAI Consultants

Best Practices
Polk County Neighborhood Mobility Audit
Recipient: Polk County Transportation Planning Organization

The Awards of Merit include:

Planning Project
Capital Cascades Trail Segment 3/FAMU Way
Recipient: BluePrint

Neighborhood Planning
Hialeah Transit Oriented Development
Recipient: PlusUrbia Design

Innovations in Planning for All Ages
Voluntary Resolution for Universal Design & Visitability
Recipient: Sarasota County Planning and Development Services

Best Practices

Village of Tequesta US 1 Master Plan
Recipient: Treasure Coast Regional Planning Council

Vision Winter Park
Recipient: City of Winter Park

Lindsay Haga stated the awards committee requested Executive Committee feedback regarding whether the Orange County Food Production Strategic Plan (East Central Regional Planning Council) should be mentioned at the conference or receive an award. This project scored two points below the other merit award nominees. Alex Magee stated APA Florida does not mention non-award winners during the awards presentation and recommended not choosing this option. She stated this project that was close but did not make the cut. We could invite them to present at a session or prepare an article for Florida Planning. Tony Palermo asked if it would be an issue to give out another award. Henry Bittaker noted that we would need to fully understand the merits of the project if we chose to give an award. Lindsay Haga presented two additional projects including:

Grassroots Initiative
Eatonville Capacity Building Project
Recipient: Healthy Central Florida/UCF Institute of Government/GAI Consultants

FSU Department of Urban and Regional Planning, St. Johns County Passive Park and Recreation Master Plan Enhancement (Recipient: FSU DURP)

A motion was made by Henry Bittaker recommended approving the recommended projects to receive awards, except the Orange County Food Production Strategic Plan and seconded by Ennis Davis. The motion was approved unanimously.

V. Legislative Items

V(A) Overview - Lester Abberger summarized the legislative session, which included a regular session and a special session. The budget was adopted during the special session and totaled \$82.4 billion, which is less than prior years due to projected revenue shortfalls. The legislature approved a reduction in the commercial lease tax, adopted legislation to implement the solar amendment allowing property tax exemption for commercial properties, adopted Lake Okeechobee legislation that addressed water storage and treatment, approved a statewide framework for regulation of ridesharing entities, approved raises for state employees, and adopted a pollution notification bill. The gambling compact with the Seminole Tribe was not renewed, a number of health care deregulation bills were not heard, and the fracking ban bills were not approved. In total, 2,934 bills were filed and 249 passed.

A homestead exemption constitutional amendment was approved for 2018. The FDEP budget was cut, no funding was allocated to Florida Forever, the Florida Communities Trust or the Florida Recreation Development Assistance Program (FRDAP). The Rural Lands Stewardship

program was funded. In the special session, the Governor requested funding for the Herbert Hoover Dike improvements to match a portion of ongoing federal funding and approved legislation related to medical marijuana dispensaries. Local governments can decide to ban dispensaries. If they do not ban, there's no limit on the number that will be allowed and the zoning regulations cannot exceed those applied to pharmacies.

(Stephen Benson arrived.)

Two bills (SB 996 and HB 997) that would have discouraged citizen engagement did not pass.

Lester Abberger thanked Melissa Zornitta for providing examples of great work done by Community Redevelopment Agencies. This information was sent to Senator Lee. The legislation regarding CRAs was approved but was changed significantly. SB 1158, which would have preempted local government regulations did not pass. The communications in the right of way legislation was approved and capped the local government fee at \$150. The short term vacation rental bill did not pass.

A pollution notification bill passed requiring notification by polluters to FDEP and the public. SB 2512 was vetoed by the governor addressing planning in the capital complex. At the federal level, the potential repeal of the Affordable Care Act will have budget implications to Florida, particularly for Medicaid. APA Florida will continue to support a fracking ban, work with Audubon and the Trust for Public Land regarding environmental lands protection and work with the Florida League of Cities. Committees will start meeting on September 12th. Lester thanked Alex Magee for preparing very helpful legislative updates to members.

Lester Abberger responded to EC member questions. Discussion occurred regarding a recent op-ed article in Tallahassee regarding the proposed homestead exemption and efforts by the legislature to preempt local government authority.

V(B) Legislative platform – Laura Everitt presented proposed revisions to the Legislative Platform being drafted in anticipation of the 2018 legislative session. Since the last meeting, LPC comments have resulted in two additional changes. A new Public Transportation policy has been added. Additionally, given the reduced scope of the DRI process and the needed emphasis on intergovernmental coordination, the existing DRI policy and the existing Intergovernmental and Regional Coordination policy were combined into a single Intergovernmental and Regional Coordination policy.

A motion was made by Henry Bittaker to approve the changes to the legislative platform and was seconded by Allara Mills Gutcher. The motion was unanimously approved.

VI. Draft 2018 Budget

Tony LaColla presented the draft budget for 2018. Two changes were made since the last discussion including adding \$ 15,000 for the circuit rider program and \$7,900 for videos. Tony

LaColla and Alex Magee reviewed the proposed budget to hire part time staff to update the web site and found it was sufficient. The budget is a balanced budget totaling \$641,588

A motion was made by Tony LaColla to approve the budget and Henry Bittaker seconded the motion. The motion was approved unanimously.

(Lynda Westin arrived.)

VII. 2018 FAICP Recommendation

Henry Bittaker provided an update regarding the 2018 FAICP nominations by APA Florida. A committee was formed including Henry Bittaker, Allara Mills Gutcher, Merle Bishop, Saralee Morrissey, Charles Pattinson, and Link Walter. A total of 845 APA Florida members met the eligibility requirements. The committee prepared a draft list and issued a call for chapter member nominations. The committee's recommended list of members for APA Florida to nominate to FAICP is below:

- Susan Coughenour
- Mary Gibbs
- Kim Glas-Castro
- Dean Grandin
- Dan Kirby
- Rochelle Lawandales
- Nancy Stroud
- Brian Teeple
- Steve Tindale

Henry Bittaker noted he recused himself from the discussion to nominate his wife, Susan Coughenour. Tony Palermo sent a recommendations for Sharon Jenkins Owen after the deadline that was not deliberated by the committee and as a result, the committee did not recommend adding her to the list. Each person that APA Florida nominates will be paired with a FAICP mentor who will assist with the application process.

A motion was made by Tony LaColla to approve the list of members that APA Florida will nominate for FAICP and was seconded by Allara Mills Gutcher. The motion was unanimously approved.

Lynda Westin stated that Oliver Kerr passed away. Alex Magee stated an article was being added to the memoriam web page.

Alex Magee and Laura Everitt discussed changing the agenda to await arrival by Andre Anderson.

XII. Bylaws Committee Report

Melissa Zornitsee stated that a YPG Bylaws Ad Hoc Committee was formed including Brandon Henry, Kim Glas Castro, Alex Magee, and Marcie Stenmark. Brandon Henry drafted the bylaws and the committee held a conference call to discuss the draft. The draft was finalized by Kim Glas Castro and is included in the packet. Alex Magee stated that the bylaws have to be published one month before ballots. e will use survey monkey electronically to administer the ballots. We may not have results for the annual meeting. Melissa noted that APA will send out their election ballot in July or August and suggested either combining or separating the ballots.

Laura Everitt recommended that on page 142, paragraph 8d Item 1 should be revised from “members must be under thirty-five (35) years of age” to “1) be under 35.”

Henry Bittaker moved approval of the bylaws with the changed related to minimum age and Tony LaColla seconded. The motion was unanimously approved.

XIV. Planners4Health Grant Update

Allara Mills Gutcher asked to move this item up on the agenda. She stated that a facilitated Task Force meeting was held in Gainesville on May 1st. The web site will be prepared and posted by Summer Taylor, APA Florida’s web consultant. Florida and Virginia are two pilot web sites that will have the costs covered by APA. The Floridaplanners4health will be linked through APA Florida with a different URL. Web page names are being considered including:

- Florida plans 4 health
- Plan 4 healthy florida
- Healthy florida network

Allara Mills Gutcher asked for input regarding the URL and indicated she’s like to distribute web site information at two upcoming conferences. She participated in a conference call with APA. They are considering a web based story board and Allara Mills Gutcher showed the committee members an example called “A Tale of Two Zip Codes.”

Alex Magee stated that APA Florida is experiencing a data maximum on our web site and are looking into having our own host server.

Michelle Heinrich stated she preferred the first name (Florida plans 4 health) and Melissa Zornitsee stated she preferred plan 4 healthy Florida. Members discussed the options and recommended Plan 4 healthy FL.org.

Hetty Harmon stated she tried to register for the APA Florida Conference and had difficulty. Alex Magee stated registration is not working on internet explorer and recommend Firefox or Chrome.

Allara Mills Gutcher was invited to speak at the American Public Health Association conference in Atlanta.

XV. Mini-Video Update

Michelle Heinrich stated that we have over \$ 7,000 in the budget for minivideos. A conference call was held to discuss content and included Leslie Brown, Brandon Henry, Michelle Heinrich, Marcie Stenmark, Alex Magee, and Patti Shea. Committee members discussed options and crossovers to Instagram and Facebook. Michelle Heinrich noted several examples including ULI and Better block. The video could be a story telling, or visual story telling, or members talking. Michelle Heinrich asked for feedback.

Henry Bittaker stated we need to figure out the audience. Discussion occurred regarding video audience options. Melissa Zornitta noted that at the retreat, a topic of planning for members and non-members and the benefit of being a member were discussed. She noted that at ULI meetings, they show a 30 second video about member benefits. A video that is a marketing tool for high school and college students to why they'd want to get into planning was discussed.

Marcie Stenmark suggested a video directed to students explaining why to join APA. Melissa Zornitta noted that APA is working on a video like this and we should ensure we do not duplicate. It was also noted that APA is making changes to student membership and we want to ensure our information is accurate. Alex Magee asked Jeff Brown if the universities would have an opportunity to show a minivideo to students and he indicated yes. Jeff Brown stated the universities are wanting to explain planning to students and the community. Leslie Brown recommended a stand-alone elevator pitch with the conference in the background. We could incentivize people to give statements. Also, he recommends a video showing the process and product of planning. Jason Burton recommended a technology focused video showing automated vehicles or the smart cities challenge outcomes. Lynda Westin recommended a video regarding why to choose planning. Wiatt Bowers stated we should be selling what APA Florida can do. Several sections are offering big events. Discussion occurred regarding a video with a broad elevator pitch that can be used for perspective members, showcase Florida examples, and why to be a member.

Michelle noted the committee will reconvene and make a second presentation at the September meeting.

XIII Conference Items

Wiatt Bowers announced that the 2017 conference registration went live yesterday and mail outs went out. There will be 62 breakout sessions, including two during lunch. The National APA sustainable comprehensive plans will be presented. The closing charette will be Friday afternoon. Wiatt reported that we have \$50,000 in sponsorships and thanked Alex Magee for her work on this. The goal was \$70,000. Wiatt asked Executive Committee members to work towards getting additional sponsors. Anyone who has an idea for a potential sponsor should contact Alex Magee. There were issues with logging in on Internet Explorer.

Wiatt reported that the logo for 2018 is under development.

XVI. APA Hosting Chapter Websites

Mike Welch joined the call. APA is offering to host division and chapter websites and would be responsible for the maintenance of the website. APA is working towards a common web site template that allows for individual color/appearance with a common structure. APA formed a committee to study web site navigation and functionality. The committee has determined the main site organization, listed business requirements and developed individual micro sites. Pilot sites include APA Virginia and the Urban Design/Historic Preservation Division. There is no cost for chapters. APA Florida could be launched as early as April or June 2018.

Henry Bittaker asked if there would be a size limitation. Mike Welch replied that there is no limitation. Extra big files may take a request to move. Melissa Zornitta asked whether member only access would be available, similar to the current APA web site and Mike indicated yes. Henry Bittaker asked if we can define different log in groups and Mike indicated yes.

On line conference registration will likely continue to be offered as an add on service. APA would collect fees for job advertising and sending the collected fees to the chapter. Josh asked whether the site could be used for state elections. Mike noted the system we have now is through a third party and APA is planning to continue using this system. Allara Mills Gutcher asked whether APA has the goal of including all chapters and sections and divisions. Mike Welch indicated they want to offer an attractive solution that chapters and divisions would want to participate in and are adding incrementally. Allara Mills Gutcher asked if the Planners4health URL could be used. Mike indicated yes.

Mike stated that the next steps included the training of administrators and launching the pilots. There are many interested chapters and divisions. The system is called wagtail.

Leslie Brown asked if they considered offering a conference mobile app for chapters. Mike indicated this is being considered. Alex Magee noted there will be a follow up discussion at the September meeting and that if we moved forward, there would be a savings to the Chapter. Allara asked if the Executive Committee would want to consider authorizing Alex Magee to move forward at today's meeting.

Allara Mills Gutcher made a motion to ask APA to establish and maintain the APA Florida web site to allow us to get in the queue and to authorize Alex Magee to remove APA Florida from the queue if she has concerns in the future, which was seconded by Wiatt Bowers. The motion approved unanimously.

Attendees had a lunch break.

Laura Everitt called the meeting back to order at 12:40 pm.

Laura Everitt recognized several outgoing section chairs including Thuy Turner, Tony Palermo, Lynda Westin, Adam Hall, Hetty Harmon, Josh Long, Jason Burton, and Barry Wilcox. Lynda Westin asked other section chairs when they had meetings and several section chairs responded. Alex Magee suggested the outgoing chairs invite the new chairs to attend the net EC meeting.

VI. Draft 2018 SOP

Alex presented the draft changes to the 2018 SOP including adding a new task to reflect the BP settlement expenditures and a couple of items from the retreat.

Henry Bittaker made a motion to approve the draft SOP and Melissa Zornitta seconded. The motion was unanimously approved.

X. 2017 SOP Implementation

Alex Magee stated she could change the video task from Michelle Heinrich to Marcie Stenmark.

Wiatt Bowers noted that with regard to offering a diversity of professional topics at conference, planning practice sessions are the majority.

Melissa Zornitta asked if the committee was interested in following up with a second round of thank you letters to employers with numerous planners. Alex Magee indicated Amanda Pickle could help if we set parameters regarding recipients. Alex Magee stated that Amanda Pickle will sort the major employers with planning members and send Melissa Zornitta and Laura Everitt a list to develop the new list.

Wiatt Bowers will bring back information regarding the sponsorship committee in September.

XVII Planners Advocacy Network State Chair

APA requested a contact from each chapter to participate on the Planner's Advocacy Network advocacy chair. Alex Magee stated that she, Andre Anderson, and Laura Everitt discussed this request and agreed that the President Elect will serve as our chair for this group, in coordination with the LPC.

XI. Leadership Awards

Committee members discussed leadership award nominations.

President's Lifetime Achievement Award - James Studiale

Hetty Harmon presented Jim Studiale's nomination for the President's Lifetime Achievement award. He has over forty years of planning experience in Florida including many years with the City of Lakeland where he had many projects that contributed to Lakeland's neighborhoods and downtown.

Wiatt Bowers made a motion to approve this nomination that was seconded by Henry Bittaker. The motion was approved unanimously.

Outstanding Public Official

Mike Disher presented the nomination for Jim Tulley, former Mayor of Titusville. He was instrumental in numerous projects including the space coast trail and Titusville renaissance project.

Melissa Zornitta made a motion to approve this nomination that was seconded by Adam Hall. The motion was approved unanimously.

Student of the Year

Alex Magee presented the nominations for student of the year including Les Brown (UF), Michael Schilling (FSU), and Trina Gilliam (UCF). Les Brown meets all of the requirements. At this time, the awards summary requires students to be part of a PAB-approved program.

Several meeting attendees noted that Trina has gone above and beyond on planning for the conference including contributing to the conference program.

Melissa Zornitta made a motion for Trina Gilliam be nominated for distinguished contribution to the chapter and Les Brown for student of the year that was seconded by Henry Bittaker. The motion was approved unanimously.

Alex indicated that nominators are responsible for notifying approved award winners.

XVII. Planners Advocacy Network State Chair

Alex Magee noted that APA Florida was asked to designate a chair to serve on the Planners Advocacy Network. She discussed this request with Andre Anderson and they agreed that Laura Everitt will represent APA Florida on the Planners Advocacy Network.

XVIII. President's Items

XVIII(A). APA Leadership Update - Alex reported that Andre attended numerous leadership meetings at the national planning conference.

Alex Magee reported the Delegates Assembly at the national conference was handled differently this year. No votes occurred at the national conference. Adoption will occur at a delegates assembly in Washington D.C. in September. Alex noted that Les Brown will be living in Washington D.C. and if we paid for his registration, he can attend. We will have three people (Allara Mills Gutcher, Andre Anderson, and Les Brown) confirmed. Melissa suggested we should ask if anyone else would be there from Florida.

XIX. Other

Alex Magee stated that Anna Richman with the Florida Department of Transportation contacted her regarding the Transplex conference. It is being expanded to include planning topics and is free to attend. APA Florida was asked to be an exhibitor on August 8th. Alex asked for a volunteer to attend with her. Wyatt Bowers noted he can attend for part of the day and maybe Ennis would also be available.

Alex Magee noted that today was her ten year anniversary with APA Florida and said she was grateful with the help support and friendship she's received from EC members.

Laura Everitt adjourned the meeting at 1:36 pm.