

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

DATE: SEPTEMBER 6, 2016

Members Present

Melissa Zornitta, AICP, President
Andre Anderson, AICP, President Elect
Brian Teeple, AICP, Past President
Alissa Barber Torres, AICP, Secretary
Allara Mills Gutcher, AICP, Treasurer
Marcie Stenmark, AICP, VP Communications
Kathie Ebaugh, AICP, VP Conference Services
Laura Everitt, AICP, VP Membership Services
Henry Bittaker, AICP, VP Professional Development
Rick Perez, AICP, VP Certification Maintenance (joined at 1:20 p.m.)
Tony LaColla, AICP, VP Section Affairs
Thuy Turner, AICP, Broward Section
Barry Wilcox, AICP, Capital Area Section (joined at 2:06 p.m.)
Kristin Shell, AICP, Emerald Coast Section
Wiatt Bowers, AICP, First Coast Section
Hetty Harmon, AICP, Heart of Florida Section
Jason Burton, AICP, Orlando Metro Section (joined at 1:38 p.m.)
Tony Palermo, AICP, Promised Lands Section
Adam Hall, San Felasco Section
Stephen Benson, AICP, Sun Coast Section (joined at 1:12 p.m.)
Josh Long, AICP, Treasure Coast Section
Brandon Henry, Young Planners Group
Leslie Brown, Student Representative (UF)

Members Absent

Lisa Frazier, AICP, Atlantic Coast Section
Lynda Westin, AICP, Gold Coast Section
Joseli Macedo, AICP, University Liaison (UF)

Guests

Alex Magee, APA Florida Executive Director
Lester Abberger, APA Florida Legislative Representative (left at 2:15 p.m.)
Val Hubbard, FAICP, AICP Commission President (joined at 1:40 p.m. and left at 3:25 p.m.)

Carol Rhea, FAICP, APA President (joined at 3:19 p.m.)
Devan Leavins, Capital Area Section (joined at 2:06 p.m.)
John Reddick, Capital Area Section (joined at 2:06 p.m.)
Edward Ng, AICP, Gold Coast Section (left at 2:02 p.m.)
Forrest Eddleton, San Felasco Section
Jay Collins, AICP, Local Host Committee Co-Chair, Sun Coast Section (left at 1:24 p.m.)
Brad Cornelius, AICP, Sun Coast Section
Melissa Dickens, AICP, Sun Coast Section
Merle Bishop, FAICP (joined at 3:42 p.m.)
Gene Boles, FAICP (left at 3:25 p.m.)
Kim Glas-Castro, AICP
Daniel Hubbard (joined at 1:40 p.m. and left at 3:25 p.m.)

Melissa Zornitta called the meeting to order at 1:04 p.m.

Consent Agenda

After self-introductions, Melissa Zornitta asked for comments on the Consent Agenda. Laura Everitt made a motion, seconded by Brian Teeple, to approve the consent agenda, as amended. The motion passed unanimously.

Legislative Update

Lester Abberger presented a legislative overview, including key outcomes of the recent primary elections and the first of two proposed amendments to the Florida Constitution relating to solar energy that will be on ballots this year. Lester highlighted key voting trends and the campaign cycle. Discussion ensued regarding recent passage of a school planning bill and related matters. No formal action was taken on this item.

Conference Items

Kathie Ebaugh started her report with an update on conference sponsorship and commended the Host Committee for their hard work. Melissa Zornitta also expressed appreciation for the Host Committee's efforts. Members gave the Host Committee a round of applause. Kathie reported the 2017 Host Committee also is hard at work and noted that will be a great conference. Only one response each has been received for 2018 and 2019 locations, and Kathie asked for a motion to approve Treasure Coast Section (Palm Beach County) for 2018 and Promised Lands Section (Naples or Marco Island) for 2019 conference Host Sections.

Hetty Harmon made a motion, seconded by Stephen Benson, to approve the Host Section choices for 2018 and 2019. Discussion ensued regarding conference planner location services, conference location rotation statewide, the possibility of APA National being in South Florida in 2022, specific intent of the motion, and related matters. Allara Mills Gutcher asked if the motion could be split into two decisions, as the Emerald Coast Section has expressed interest in

hosting in 2019. The motioner and the seconder agreed to the amendment. The motion to choose Treasure Coast as the 2018 Host Section passed unanimously.

Wiatt Bowers made a motion to defer a decision to the 2019 Host Section to the next Executive Committee meeting and to make a call for 2019 Host Sections, which was seconded by Andre Anderson. The motion passed unanimously. Josh Long noted the Treasure Coast Section will propose locations at the next Executive Committee meeting.

APA Planners4Health

Alex Magee noted this is intended to offer grant opportunities for every Chapter of up to \$40,000 over six months to implement activities related to this APA National project. The grant has a number of required terms and deliverables related to the state's integration of planning and health, including task forces, analyses, and meeting participation. Alex noted the application is due October 14 and highlighted the requirements and activities of the grant.

Discussion ensued regarding the funding source, prior APA National work in this area, the timeframe for grant development, potential resources and project management options, financial reporting, volunteers for the required task force, coordination of the grant application, and related matters.

Brian Teeple made a motion, seconded by Kathie Ebaugh, to approve submittal of an application for a Planners4Health grant. Discussion ensued regarding grant submittal. Brian Teeple, Allara Mills-Gutcher, and Rick Perez volunteered to assist. The motion passed unanimously. The consensus was that Alex Magee can submit the application without prior review by the Executive Committee, given the submittal timeframe.

Sponsorship Committee Update

Wiatt Bowers presented the recommendations of the Sponsorship Committee as included in the agenda packet, include revenue expectations, sponsorship levels, other associations' sponsorship frameworks, offering value for sponsorship, and related matters. Kathie Ebaugh and Andre Anderson additional comments as Sponsorship Committee members. Discussion ensued regarding the recommendations. Melissa Zornitta asked that the Sponsorship Committee consider additional revenue scenarios in the next phase of their efforts. Alex Magee referenced the importance of annual goals and identifying responsibilities for recruiting sponsors.

Discussion ensued regarding various entities' responsibilities for raising funds, the need for discussion with current sponsors, and related matters. Melissa Zornitta reminded members of Dodie Selig's prior work to develop a Chapter Outreach Marketing Strategy, which included extensive stakeholder interviews and is very useful to this initiative. Discussion ensued regarding the next steps in this initiative, potential discussion at the forthcoming retreat, prior conference sponsorship practices, fundraising and budgeting strategies, and related items.

No formal action was taken.

November Retreat

Melissa Zornitta announced the Executive Committee Retreat will be held November 5 in Mount Dora and reviewed the event's objectives, including strategic planning. Melissa reminded members Mount Dora is the Chapter's first Great Place in Florida winner. Discussion ensued regarding the escalation in hotel cost during the event and the potential for Chapter subsidy for the higher-cost reservations within the event's budget of \$3,500. Discussion ensued regarding potential funding scenarios, eligibility for subsidy, potential facilitators, and related matters. Barry Wilcox made a motion, seconded by Kristen Shell, to approve \$50 subsidy for Sections and Executive Committee members that request it. The motion passed.

AICP Update

Val Hubbard thanked Executive Committee members for the opportunity to present updates from the AICP Commission. Val introduced her son, Daniel Hubbard, a veteran who served in Afghanistan and who has just begun planning school. Val noted this year APA National will relaunch the APA Foundation to provide scholarships and other resources to move the profession forward. The AICP Commission has been working on marketing efforts to enhance the value of the AICP credential to employers, and these marketing materials will be issued in the next few months.

Val mentioned volunteers now can earn AICP CM credits for pro bono work under the self-reported allocation. Updating the AICP exam is underway to present the new exam in May 2017. Val discussed the AICP Candidate proposal on which the AICP Commission is currently seeking comments and how the proposal was developed. Discussion ensued regarding the AICP Candidate proposal, the differentiation between AICP and AICP Candidate, engaging young planners in the profession, AICP exam content, AICP specialty certifications, the timing of the program period, involvement of non-PAB-accredited schools, other student participation opportunities, the AICP application, and related matters. No formal action was taken.

Carol Rhea, APA President, thanked the Executive Committee for the opportunity to join the meeting and for the invitation to speak at the conference in Tampa.

New Overtime Requirements

Alex Magee highlighted new federal requirements for overtime pay and impacts of changes in salary levels to Chapter staffing. Alex recommended the Executive Committee obtain a legal opinion on these matters.

Kathie Ebaugh made a motion, seconded by Brian Teeple, to seek a legal opinion from a qualified attorney on these matters as recommended by the Executive Director. The motion passed unanimously.

Strategic Plan Items

Melissa Zornitta noted that the Strategic Plan should be updated for officer transition and requested that all officers listed provide Alex Magee an update on activities within the next two weeks. No formal action was taken.

President's Items

Melissa Zornitta highlighted that Laura Everitt has thank-you notes for members to express their appreciation, which were distributed to the group. Melissa discussed the election still in process and officer transition. Melissa mentioned member appreciation methods from Florida engineers, and discussion ensued regarding similar potential initiatives, including "appreciation days," local initiatives/resolutions, and recognition of retired planners.

Brandon Henry asked that members help spread the word about this year's Great Places program. Alex Magee mentioned Merle Bishop is presenting at the conference on the Great Places program and asked Brandon to attend the conference session. Melissa asked that all Executive Committee members at the conference attend the Annual Meeting. Members shared other announcements. No formal action was taken.

The meeting was adjourned at 3:45 p.m.