

APA WPD Executive Committee Monthly Meeting Minutes

DATE: March 21, 2019 (3rd Thursday of the month) Special 90 minute meeting

TIME: 2pm EST

Conference dial-in number: (866) 499 – 7054

Conference code: 714 920 5368

	TOPIC	PREPARATION	PROPOSED PROCESS
1	<p>Director of Membership TIME: 5 minutes PURPOSE: Discussion LEADER: Corrin</p>	<p>Introduce Melissa Dickens, Director of Membership</p>	<p>Corrin will lead the discussion.</p>
	<p>Corrin introduced new Director of Membership, Melissa Dickens. Melissa is very active in her Florida APA Chapter as the Chair of her section. She will be an incredible asset to the Division and we are very excited to have her join the Executive Team.</p>		
2	<p>National Planning Conference NPC19 - San Francisco TIME: 55 minutes PURPOSE: Information LEADER: All</p>	<p>Items each Exec Member has asked to address/cover:</p> <p>Breanne</p> <ul style="list-style-type: none"> • NPC Volunteers: Sign-Up List • Board Exec Retreat Discussion– Saturday April 13th at 7:00 p.m. (SAVE THE DATE) • FAICP Nominations Committee and Communications with members <p>Caroline NPC Communications Plan:</p> <ul style="list-style-type: none"> • Kadie – can you confirm that our sponsors have paid? I want to make sure we’re promoting firms that have followed through! • Hard copy materials – I have designed a postcard that we can use for handouts at the conference – how do we handle printing? • Flier/letter: I have a template, but wanted to further coordinate because I believe Corrin volunteered to handle the physical mailing to members (flyer + ribbons)? • Both of these can absolutely be finalized by 4/1 (and likely before) <p>Kadie</p> <ul style="list-style-type: none"> • Reception Items • WPD Banner • Door Prize for Reception - book club book • Jane Jacobs and WPD Stickers 	

		<ul style="list-style-type: none"> • WPD Exec Lanyards • Second Speaker • Our color? • FAQ resource for Exec Members who attend <p>Corrin</p> <ul style="list-style-type: none"> • APA Leadership Meetings (Thurs/Fri) • WPD Conference Sessions (Fiona/Corrin) • NPC19 Attendance at WPD Events • Group Text while at conference - please send me your #'s • EXPO Volunteer Slots (Sun, 11-12 and 145-245) • Division Award - Excellence in Education • Planning Magazine Article - April edition • WPD New Color - No more Purple! Website, branding <ul style="list-style-type: none"> ○ https://www.planning.org/chapters/ ○ https://www.planning.org/divisions/ 	
	<p>In one of the busiest month's pre-National conference, many items are pressing for the Division. Breanne spoke about coordination for our first ever Exec retreat that we will be putting together with all of our Exec members being present at the conference. This will be a great opportunity to talk about updating our Strategic Plan.</p> <p>Caroline updated everyone on the Communications plan for the conference, from brochures to social media and taking photos - all are on deck to help with this at the conference.</p> <p>Kadie spoke about our reception. The Division will be having a reception with two keynote speakers at a venue not too far from the conference center and we have also gained sponsorship for the event.</p> <p>Corrin spoke about attending the leadership meeting ahead of the conference to represent the Division, will be moderating the Planners and Politics session, will be coordinating an Exec group text, accepting the Division Award for Excellence in Education, and the Division will be featured in Planning magazine in April. Also the WPD new color will be a burgundy color.</p>		
3	<p>Webinar</p> <p>TIME: 2 minutes</p> <p>PURPOSE: Discussion</p> <p>LEADER: Katelynn</p>	Update on how it went!	Katelynn will lead the discussion and spoke on how successful the webinar was with a huge 300 audience.
4	<p>Book Lottery</p> <p>TIME: 2 minutes</p> <p>PURPOSE: Discussion</p> <p>LEADER: Katelynn</p>	Update on coordination with Ronni Nimps and Melanie Emas. Fiona donation of \$100.	Katelynn will lead the discussion.
5	<p>Website/APA Learn/APA Engage</p> <p>TIME: 8 minutes</p> <p>PURPOSE: Discussion</p> <p>LEADER: Caroline</p>	Update on website changes/additions	Caroline will lead the discussion and talked about information given on APA Engage,

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Fiona Akins, Past Chair

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National Planning Conference: Schedule Outline of Events

Thursday 3/11

12-5pm Division Council Leadership Meetings (Corrin)

Friday 3/12

8-2pm Division Council Leadership Meetings (Corrin)

Saturday 3/13

10:45am-12pm - WPD Session

Politics & Power: Planners Influencing Change (Corrin Moderating, all asked to attend and help facilitate questions and engagement, membership cultivation)

6-8pm Welcome Reception

7-9pm WPD Retreat, TBD Corrin or Breanne's hotel

Sunday 3/14

11am-12pm APA EXPO Volunteer Slot (Corrin and one other Exec Member) Huge membership cultivation opportunity

145-245pm APA EXPO Volunteer Slot (Corrin and one other Exec Member) Huge membership cultivation opportunity

245-4pm - WPD Session

Women in Private Practice: Career R/Evolutions (Fiona Moderating, all asked to attend and help facilitate questions and engagement, membership cultivation)

430-530pm WPD Business Meeting (Covo)

530-730pm WPD Reception (Covo)

Exec Members to help cover registration desk, welcoming members, other coordination, clean-up

Branding APA Color Choices

