

American Planning Association
Women and Planning Division
Executive Committee Meeting
February 27, 2020
12:00 - 1:00 p.m. (CST)

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

Conference code: 714 920 5368

MINUTES

(Minutes recorded by Caroline Dwyer, Director of Communications)

Members Present:

Corrin Wendell, AICP Chair

Breanne Rothstein, AICP Vice-Chair

Melissa Dickens, AICP Director of Membership

Caroline Dwyer, AICP Director of Communications

Katelynn Wintz, AICP Director of Programs

CALL TO ORDER

NPC20 COMMITTEE

Reception

- Confirmed for Finn Hall Food Hall on April 25, 2020 5:30-7:30 PM
- We will be in the Sparrow's Nest, a private mezzanine area with a bar (seats 70); we will have servers available to bring food and drinks
- Venue is less than 1 mile from the conference
- Attendees will receive 4 tickets that can be redeemed for food and drinks in the food hall
- We have one title sponsor (WSP) and are attempting to get three more sponsors at the \$1000 level
- Tickets are \$45; event link should be available soon and listed on the NPC20 program; once link is live we can market the event
- We are only selling tickets ahead of time - not at the door; we will sell tickets until we are sold out
- Director of Communications will send an email to division members who are registered for the conference marketing the reception
- We should be able to earn revenue from the event, especially if we find three more sponsors
- Chanelle is contacting prospective sponsors, starting with firms that sponsored last year's reception

Business Meeting

- All Division business meetings are being held at the Marriott Marquis
- We are still waiting to make our food order, but should have menu options at the March EC meeting

- APA reimburses Marriott; Corrin believes we have approximately \$100-200 in budget for business meeting refreshments
- Breanne is concerned that the menu options will be beyond our budget

Volunteers

- Melissa is updating the volunteer list, we have at least six people interested in helping out
- Melissa is sending the volunteers a check-in email, wants to know if there is specific messaging she should be including
- Breanne recommends using the list from prior conferences and volunteers to put a copy in this year's NPC folder on Google Drive
- The list will need to be updated with events/dates/times for this year's conference
- We will prioritize student volunteers for the reception to give them an opportunity to volunteer in exchange for a reception ticket, Corrie believes this will help students who can't afford the receptions
- Mobile workshop volunteer(s) could also be a student since that is a high priced item
- We need volunteers confirmed for the business meeting, for Division sponsored sessions, and maybe for the Division booth
- Melissa asks if we are also going to try and have Division presence at Division "endorsed" sessions to market the division and share informational materials
- Consensus is to have volunteers confirmed at Division sponsored sessions and to reach out to session organizers for endorsed sessions to see if they mind if someone gives out materials/badge ribbons OR we could connect with the organizers ahead of time to see if they will do it on the Division's behalf
- Melissa will reach out to organizers of endorsed sessions to determine interest/options

VICE CHAIR'S REPORT

- The conference schedule continues to be modified and updated as events are finalized
- The Plan 4 Equity forum is being held at NPC20; Corrie and Breanne will attend on behalf of the Division
- Breanne is also coordinating a meeting with leadership of population-based Divisions
- The APA DEI survey was sent out 2/26; Breanne wants to know if we should market the survey to our membership

DIRECTOR OF COMMUNICATIONS REPORT

- Badge ribbons have been ordered and will arrive with plenty of time for NPC20
- Caroline will also design a marketing postcard similar to the one we created last year and have it printed

- Caroline would like recommendations for sponsored advertising for NPC20 events - we did this last year; hard to say how successful it was, but it's another way to raise attention
- Caroline is working on organizing the social media schedule for NPC20
- Caroline will create an email to send to Division members registered for NPC to market events
- Caroline wants to know what the cutoff is for selling tickets, since we are not selling at the door
- Breanne replies that 125 tickets is "sold out" on the APA system; we have 25 reserved for volunteers and sponsors
- We could potentially take cash at the door
- We want to create a sense of urgency to sell out the event
- Caroline asked to be kept updated if new sponsors are added so that we can ensure they are promoted
- "Day of event" signage for the reception - Corrin has the banner, Caroline will create materials/sponsor signage and have it printed for pick up in Houston

DIRECTOR OF PROGRAMS REPORT

Gender Mainstreaming Webinar

- The Gender Mainstreaming webinar went really well; waiting on data to be sent
- Petra and Sherry (panelists) want to conduct a national survey of planners to start some academic research on the topic; Katelynn would like to know if anyone has contacts with APA senior staff policy/advocacy or research
- Melissa suggests that questions could potentially be added to the WPD member survey that is being created
- Corrin said she could potentially connect them with the Division's Council/research grant
- Breanne thinks it will be difficult to survey APA general membership
- Could also send a gender survey and ask other Divisions if they will send to their members
- Everyone in Florida loved the webinar, Melissa is trying to connect with Petra for another session

Other Webinars

- Katelynn is working with Mia Scharphie for another self-branding webinar
- Katelynn is also working with APA Career Services on a webinar entitled "Leading While Female: Bossy Bias" for mid-May; we will aim for 2-3 webinars per year with Career Services, will likely do another at the end of the year

Other Updates

- Corrie is going to do another student spotlight, will put out requests in May/June for a summer series highlighting students/recent grads
- Katelynn is also working on a Girls Who Plan event in Colorado
- Corrin mentions that we need some 2020 website updates

DIRECTOR OF MEMBERSHIP REPORT

- Melissa will send updated membership numbers
- Still can't get great answers about the membership categories
- Melissa will send draft survey questions for review
- Melissa asks about the timing of the survey - most believe we should wait until after NPC20 and after APA's DEI survey so our survey doesn't get buried
- Survey - aim for May
- Mentoring initiative - will frame as a pilot effort to see how it works out; this will provide some flexibility
- May make it easier to recruit and match mentors
- Also thinking of potential ways to match mentors/mentees (location, interests, etc.)

DIRECTOR OF STUDENT ENGAGEMENT REPORT

- Sticker design for NPC20: Caroline thinks it should be brighter and we probably don't need room for names (most wear a badge to the conference); Caroline will design and order stickers along with other marketing materials - maybe bright yellow and a few different sticker options like "Student," "Job hunter," "New member," "Emerging professional" and others...
- WPD to have presence at NPC student Sunday - have info/materials at the events
- Caroline mentioned the Transportation Division's fact sheet and that it would be perfect for this kind of event/member recruitment - it explains the value of division membership; Caroline to email after meeting and can create the sheet
- Melissa suggests pairing it with the Division fact-sheet

DIRECTOR(S) OF CHAPTER ENGAGEMENT REPORT

- Corrin is sending emails about Women's groups to various chapters

CHAIR'S REPORT

- Corrin briefs the executive committee on the need to vote for a Director of Administration and a Treasurer
 - Corrin Wendell, Chair makes a motion to appoint Kate Zanon as Director of Administration to fill the vacant position until the end of the year
 - Motion is seconded by Melissa Dickens, Director of Membership
 - No discussion
 - Motion passes unanimously
 - Corrin Wendell, Chair makes a motion to appoint Margaret Wallace Brown as Treasurer to fill the vacant position until the end of the year
 - Motion is seconded by Katelynn Wintz, Director of Programs
 - No discussion
 - Motion passes unanimously

- Both will serve out the remaining term and can be considered for the positions by election of the general membership at 2020 elections
 - Both will be on the March 2020 executive committee call
 - Corrin Wendell, Chair appoints Silvia Vargas, AICP to the WPD FAICP nomination committee
 - APA Legislative and Policy Committee would like to send out a survey to the population-based divisions to help scope for the Equitable Economic Development Policy Guide that is being developed - Survey will be sent to us from Jessica Garrow (WPD member and Chair of STAR)
 - Consensus is that this survey should wait, there are too many surveys right now
 - The Division has funds to sponsor local events put on by members
 - Corrin is hosting a MN Chapter Women & Planning Event - Kayak & Coffee
 - Corrin was appointed to the Divisions Council Committee as Chair, Diversity/Equity/Inclusion Task Force
- **NEW BUSINESS**
 - None.
 - **MEETING ADJOURNED at 2:05 pm (eastern)**

Executive Committee

Corrin Wendell, AICP, Chair
corrinwendell4@gmail.com

Caroline Dwyer, AICP, Director of Communications
cdwyer@cityesthatwork.com

Corrie Parrish, Director of Student Engagement
cparrish@uoregon.edu

Melissa Dickens, AICP, Director of Membership
dickensm@plancom.org

Fiona Akins, AICP, Past Chair
fionaakins@gmail.com

Breanne Rothstein, AICP, Vice Chair
breanne.rothstein@brooklynpark.org

Katelynn Wintz, AICP, PP, Director of Programs
katewintz1@gmail.com

Nadine Marrero, AICP, Director of Chapter Engagement
nadinemarrero@gmail.com

Chanelle Frazier, Director of Chapter Engagement
chanellefrazier@gmail.com