

**American Planning Association
Planning and Women Division**

**Executive Committee Meeting
July 13, 2016**

MINUTES

**By Conference Call
Dial-in: (866) 499-7054 Passcode: 531-269-3090**

Members			
Position	Name	E-mail	In Attendance
Chair	Fiona Akins, AICP	fionaakins@gmail.com	✓
Vice Chair	Alice Walkup, AICP	alice_walkup@yahoo.com	
Secretary	Patrice Ruffin, AICP	patrice1698@hotmail.com	✓
Treasurer	Breanne Rothstein, AICP	BRothstein@wsbeng.com	✓
Treasurer-Elect	Kadie Bell Sata, AICP	kadie.bell@gmail.com	✓
Past Chair	Anna Kitces, AICP CEP	akitces@gmail.com	
Director of Communications	Elisa Hamblin, AICP	urbanelisa@gmail.com	✓
Director of Programs	Corrin Wendell, AICP	corrinwendell4@gmail.com	✓
Director of Membership	AJ Fawver, AICP, CNU-A	amanda.fawver@cosatx.us	✓
Director of Chapter Engagement	Deborah L. Myerson, AICP	dlmyerson@yahoo.com	
Director of Student Engagement	Margo Wheeler, FAICP	margo.wheeler@nau.edu	

AGENDA

1. CALL TO ORDER

The meeting was called to order at 5:30 p.m. EST. Patrice took roll call of the members present.

2. CHAIR'S REPORT

Fiona discussed the elections process and the fact that there are a couple of positions that had multiple nominees. APA will release ballots in August, elections will close in September, and new officers will take office in January 2017. She also introduced Kadie Bell Sata who is the Treasurer-Elect for the Division and mentioned that Breanne will be moving into the Vice Chair position. Fiona thanked Patrice for working on the Elections Committee this cycle.

Fiona has requested that the Divisions Council move forward with the name change proposal for the Division and the APA Board vote in September. Elisa asked whether the Executive Committee should move forward with a strategic plan on the name change now or implement it at a future date. Fiona agreed that we should announce it formally, likely on October 1st after the Board vote and then change all of our marketing/communications information after that. Breanne mentioned that APA will control the updates to logos and that the timing of the announcement will also be dependent upon that update.

A National Conference Committee will be established and Breanne and Corrin will manage the committee. Fiona asked that the full Executive Committee be prepared to participate in planning for the conference and noted that session proposals are due on August 23rd. We will need to be recruiting for good session proposals and confirmed speakers over the next month. Breanne discussed the by-right session and facilitated discussion that the Division is required to prepare. Elisa asked for an overview of the proposal process and whether there are any specific topics that the Division should be focusing on based on prior years discussions. Fiona asked that Breanne and Corrin send e-mails to the Executive Committee outlining tasks to be completed and to the membership to begin soliciting ideas.

3. TREASURER'S REPORT

Breanne identified two errors in the financial report received from APA, which included a \$60 webinar credit owed and rebates charged for student members who received free memberships. Both issues have been corrected.

Breanne discussed the 2016 APA salary survey that will be released soon. Results from the survey will be incorporated in a session proposal. Elisa mentioned that this was a good segue from the Sisterhood sessions held previously.

4. DIRECTOR OF COMMUNICATIONS REPORT

Elisa discussed the updated newsletter format through Mail Chimp and the recent release. The initial set up was a little tedious but going forward preparation should be easier with the two members who are assisting with this task. AJ asked whether a column could be added that would be a book review or some other academic topic. Kadie mentioned an issue with her contact information not being on the roster for the Division and having to work with APA to get it fixed. Patrice noted that other Divisions have experienced this issue, but that APA will provide updated rosters at the request of the Division. Elisa discussed the desire to send quarterly newsletters and monthly e-blasts.

Elisa mentioned that the next and/or future e-blasts would include items such as a survey on what members would like to see at the conference, a request for session proposal ideas, and an exit interview type column for retiring members. She plans to start the regular release of this at the end of the month. Fiona noted that the general membership survey could be held until 2017 because it is only required every two years.

Elisa discussed the need to develop a Division communications plan to set a reliable schedule for release of newsletters and e-blasts, who will be responsible, and other best practices. She will provide an update at the August meeting.

5. DIRECTOR OF PROGRAMS REPORT

Corrin mentioned that the goal is to hold two webinars over the next few months. The first two topics will be law (joint with the Planning and Law Division) and ---. She has contacted APA regarding the platform options for webinars, including the grant program through the Divisions Council for the APA platform.

Corrin and Elisa will be working on an events calendar. An idea is to include a widget on the Division webpage and on social media.

Corrin will be participating and looking for volunteers to join the AICP exam writers project.

Corrin also discussed the topic of nursing rooms at the National Planning Conference.

6. DIRECTOR OF MEMBERSHIP REPORT

AJ mentioned that we had 41 new members join the Division this quarter (includes free student members). She has reached out to members who chose not to renew and also sent out welcome letters to new members.

AJ discussed the book club which now has around 60 members, several of which have been contacted to gain insight on what they would like to gain from the club and from the Division overall. Members have mentioned that they are pleased with the amount of communication coming from the Division. The club will be starting on its second book this week.

In addition to other outreach efforts, AJ will be contacting Planning & Women LinkedIn group members to encourage them to join the Division, as the majority of the 110 that are part of the group are not Division members.

Fiona thanked AJ for all of the effort and creativity she's been putting into outreach.

7. ADJOURNMENT

The meeting was adjourned at 6:30 p.m. EST.