

**American Planning Association
Planning and Women Division**

**Executive Committee Meeting
December 1, 2015**

MINUTES

By Conference Call

Dial-in: (866) 499-7054 Passcode: 531-269-3090

Members			
Position	Name	E-mail	In Attendance
Chair	Fiona Akins	fionaakins@gmail.com	✓
Vice Chair	Alice Walkup	alice_walkup@yahoo.com	✓
Secretary	Patrice Ruffin	patrice1698@hotmail.com	✓
Treasurer	Breanne Rothstein	BRothstein@wsbeng.com	
Past Chair	Anna Kitces	akitces@gmail.com	✓

AGENDA

1. CALL TO ORDER

The meeting was called to order at 6:00 p.m. EST.

2. BYLAWS UPDATE

Breanne will be writing up a proposal for the Division name change to submit to APA national. The Executive Committee will be considering additional positions to include in the draft Bylaws, including programs and sponsorship. The Executive Committee will research if proposed Bylaws allow the group to function even if there are some positions that are not immediately filled.

3. WEBINAR REPORT

Alice discussed the webinar that was held on November 10th with 28 attendees, 4 of which were non-members that paid to participate. Revenue from the webinar was \$60. The presentation on the results from the workplace survey was well received. APA's platform was user friendly. Anna would like to work on how we encourage more participation and maybe have a follow up webinar, since the survey is still open. Alice discussed sharing the presentation to members and non-members at no charge at a later date. Anna recommended reconsidering/increasing cost.

4. WEBINAR PLATFORMS

There are pros and cons to both platforms.

APA - \$500 fee, grant for small divisions, functionality is good, revenue generator, free to division members only, may need to partner with larger division to off-set costs

Consortium - \$150 fee, functionality is good, first-come first-served time slots, free to everyone participating in consortium, less control over platform (assigned moderator, etc.)

5. NEWSLETTER

Fiona reminded the group that all content was due to Ruchita on Monday. The newsletter will go out in the next week. Fiona reviewed the need for a stronger communications strategy. As a start the Executive Committee will need to add Director of Communications, solicit for content, strive for the release of two newsletters per year, and increased use of e-blasts to share information.

6. OUTSTANDING PSO AWARDS

Small divisions typically donate \$150 to \$250 for this. The Executive Committee will consider based on budget.

7. BOOK CLUB

Fiona shared information about this proposal to the Exec through e-mail. Please share your thoughts and suggestions on that email thread. Fiona will include the idea in the next eBlast to members.

8. 2016 NATIONAL CONFERENCE PHOENIX UPDATE

Our proposed joint session with the Private Practice Division – “Women in Private Practice: Lessons from the Frontline “ - has been accepted by APA.

Our by-right General Session - Dynamic Families: Planning for America's Changing Households – is almost finalized. Carol Rhea, APA President, will be moderating. Fiona and Alice will confirm the participation of Loni Gray as a third speaker by the end of December.

Our by-right Facilitated Discussion – Sisterhood 2.0 – needs fleshing out and finalizing. Breanne needs to share an outline with the Exec and work on drafting a detailed program, discussion topics, etc.

Fiona has been working with the coordinating the joint reception with STAR, et. al. There is some concern about the amount of the budget the Division will be expected to support. Breanne will review budget to determine available funds for this event.

9. ADJOURNMENT

The meeting was adjourned at 6:54 p.m. EST.