

**American Planning Association
Planning and Women Division**

Annual Business Meeting

**April 19, 2015
6:45 p.m. – 7:45 p.m. PST
Seattle, Washington**

MINUTES

AGENDA

1. CALL TO ORDER

The meeting was called to order at 6:45 p.m. PST.

2. INTRODUCTIONS

Fiona Akins, Chair, welcomed the membership.

The Executive Committee introduced themselves.

3. VISION FOR THE DIVISION

Fiona indicated that one of the primary goals is to grow the membership. The Division has 150 members. APA has 38,000 members.

Another goal is mentorship. Alice Walkup, Vice Chair, will head up the program.

Final goal is organizational structure, including growing Executive Committee, reworking bylaws, and increasing volunteer base.

4. PROGRAMS

Alice invited the members to introduce themselves.

The mentoring program would set up as a remote program due to broad geographic composition. Alice indicated that another goal is to ensure that Chapters are supporting women in planning and are communicating with the women in their states. She also asked that members let the Division know about programs for women in their states. The Division would like to have liaisons with each Chapter. Alice would like feedback from the membership on setting up the program. An outline of the plan will be provided in June for comment and the final plan will be implemented in August.

Alice discussed webinars as a good way to provide professional development to members and to also promote the Division to non-members. The Division will hold 2 webinars per year.

Alice discussed preparing for the 2016 conference in Phoenix. She requested full participation in conference session submittals.

Alice reminded members to join as many Divisions as they are interested in.

5. COMMUNICATIONS STRATEGY

Communications is one of the most important tasks of the Division. However, Fiona mentioned that there is a need for additional volunteer support. Fiona referenced the Strategic Plan document handed out and requested input.

Fiona discussed the Communications Strategy, reducing the focus on newsletters and instead provide more frequent e-blasts. For social media, there has been a strong team in the past, but there isn't as much cross-sharing across platforms. Looking to establish social media team who will set up standards of social media and report to the Executive Committee on performance. The website person will make the website has all our information online. Proposing to create a new Executive Committee position, Communications Director, who would lead these tasks. Proposing a bylaws change, and will reaching out to Division membership for input.

Other ideas for outreach are not as fully formed. Resources wiki, having a page on the website - portal with resources, people could add their own info. - data, toolkits, information on ideas that have been discussed.

Creating a new Exec. Committee position to address Communication. - have been struggling with capacity and believe creating a contained position will be helpful. There is a need to prioritize outreach to sustain and grow the Division.

Lani Eggertsen-Goff said they are going through a similar process - Executive Committee members who will be Communications - one person who reports up to the Executive Committee on the Committee's activity. Kim Prillhart said that sometimes they rely on CA resources, but they want it to be a national newsletter. She described the CA way of sharing content frequently. It is hard to put four newsletters together a year. It was a great mechanism for meeting people. Kimber Gabryszak suggested making it really easy and obvious for women to join, and there was some discussion of the need and desire to make joining the Division simpler, but the current APA membership process (new and renewal), does not lend itself to making Division sign-ups easy.

6. GOVERNANCE

Fiona reiterated she will be emailing out the Comm. Director proposal. She said that the volunteer committees will do more of the work. She described another idea would be a Membership Director, growing the membership is a key task and not doing a great job with that right now or gets absorbed into secretary role. Executive Committee positions need to not have to heavy a workload. She described having a liaison to the SRC, may consider proposing membership director to membership.

Chapter liaisons

More can be done to work with Chapters to have structure. Some liaisons can be mentorship leaders

on the ground. Intend to make that a sustainable, consistent presence. Emerging professionals may also be a way to connect with that group.

Past Chair's Council

People who have been involved with Chapter and APA - resource, not directly easy to tap into resources, hold on to women who move on in their career - opportunities for partnerships could reach out in a more formal way.

7. FINANCIAL & MEMBERSHIP REPORTS

Breanne gave the financial report highlighting the revenue for the last year and explained that much of the money goes. Leveraged the research, which was presented at the session. Can apply for Divisions grants. Put on two a webinars in the year. Money could cover the cost of the webinar. Fiona mentioned the APA platform can generate revenue; Divisions Council will reimburse us if we don't make \$500. Several Divisions have used platform to generate funds. Looking at the idea for charging for webinars as a way to generate funds. Divisions Council offers \$500 reimbursement for chair travel. Historically, the Division has had more people, but has grown dramatically in two years.

8. CLOSING REMARKS

Fiona summarized the meeting and the ideas shared them. Small and committed group, if you have ideas - share ideas with us. Reach out to them for specific asks. Fiona thanked the Executive Committee for their work and the other attendees for participating in today's meeting.

9. ADJOURNMENT

The meeting was adjourned at 7:45 p.m. PST.

