



July 19, 2013

July Meeting Minutes

APA-MD Chapter: 7/19/13 Meeting City of Annapolis Department of Planning

Meeting was called to order at 9:05am.

Roll Call:

Jackie Seneschal - President, Parag Agrawal – President Elect, Rick Brace – Vice President, Jim Noonan - Treasurer, David Whitaker – Secretary, Jackie Rouse – Professional Development Officer, Rafeey Subhani – Member-at-Large, Kyle Nembhard – Member-at-Large Metro Area, Patricia Haddon– Member-at-Large Southern Maryland, David Dahlstrom – Member-at-Large Eastern Shore, Andrew Bernish – Web Manager, Lauren Good – Young Planners Representative, and Kristen Franklin – University of Maryland.

Jackie Seneschal started the introductions and also noted that Brad Dyjak, the Chapter's recently elected Member-at-Large from Western Maryland, has indicated that he has accepted a position in New Mexico and will be leaving the board. Brad and Rick Brace have been tasked with making a recommendation for a person to fill Brad's position on the board. Brad will serve until August 15, 2013.

Jackie Seneschal also noted that Salisbury University and Frostburg State University should also be considered for representation on the MD Chapter Board since they each have planning programs. They should have the opportunity to appoint representatives to the board. Jackie also noted that Dr. Alex Chen and Uri Avin will both serve as the faculty representative from the planning program at the University of Maryland College Park.

Jim Noonan noted that a person will be stepping down from the Maryland Chapter due to AICP issues. Should this be discussed? Also, we should be aware of a colleague who is the owner of a sole person minority firm who is dealing procurement issues and regulatory requirements. This topic should be placed on the agenda for the August chapter meeting.

Rick Brace also noted that Jeff Jackman indicated that Southern Maryland has had some issues with CM credits. He asked if Pat Haddon wished to address these?

Jackie Seneschal asked Pat, Rick & Jackie Rouse if they would care to discuss these at this meeting?

Pat Haddon indicated that Jeff Jackman would be the person to discuss this more fully.

Old Business

Jackie Seneschal indicated that the May minutes should be deferred.



A Motion was made by Rick Brace to approve the June 28th MD Chapter minutes. This was seconded by Jim Noonan. It was noted that correct spelling of Gerrit Knaap at the University of Maryland and Les Knapp at the Maryland Association of Counties should be made to these minutes. Lauren Good indicated that Good is spelled without an “e”. The minutes for the June 28th meeting were approved as corrected.

Jackie Seneschal noted that the chapter has one scholarship for the AICP exam which will reduce the registration fee to \$135. This has been advertised to the membership.

Jackie Seneschal asked if she could have a Motion to approve one AICP scholarship?

Jackie Rouse noted that 14 people have applied to take the exam in September. David Dahlstrom asked if one person can take the AICP numerous times? Jackie Rouse said that one chapter member took the AICP exam four times and finally passed it the fourth time.

The Motion was approved by acclamation.

New Business

Jackie Seneschal discussed the APA Annual Report and indicated that she will complete this, hopefully with some assistance from the Executive Committee. She then asked if the MD Chapter currently has a “mentoring program”? Also, does the Maryland Chapter have a “legislative activities committee” and a “awards program committee”? She recommended that the MD Chapter consider forming these committees. She also noted that this is an opportunity to learn what services and committees the National APA recommends that chapters be actively involved in.

Jackie Seneschal asked “what are the top three services that this chapter provides to its members?”

- Local government exchange
- Professional development and AICP preparation, guidance and CM credits
- Job announcements
- Forum for discussion of planning topics
- Social networking
- Outreach to colleges & university planning programs, students and faculty
- Engaging young planners and grass roots efforts

Pat Haddon indicated that AICP planning certification is encouraged in some jurisdictions. Is the same in agencies statewide? The consensus was that this is not the case with many public and private agencies.

Jim Noonan noted that the MD Chapter could consider outreach to planning directors statewide.



Rick Brace noted that in some cases this is a philosophical issue. Elected officials in Frederick County currently do not support AICP certification.

David Dahlstrom stated that this is also an issue on the Eastern Shore where AICP certification could be considered a step towards removal.

Pat Haddon indicated that very early on the planning staff at Calvert County are encouraged to pursue professional certifications.

David Whitaker recommended that the MD Chapter consider a two-year outreach with planning directors, planning commissioners, the Maryland Association of Counties, and the Maryland Municipal League to educate officials in regard to planning and the need for professional development.

Jackie Rouse stated that to be effective the MD Chapter Executive Board should develop a list of priorities and then choose a limited number of these for consideration.

David Dahlstrom asked in the job announcements, could we consider a differentiation between AICP and non-AICP recommendation and requirements?

Chapter Budget

Jackie Seneschal discussed the chapter budget and brought up the matter of an Interim Budget for FY 2014. The MD Chapter does not currently have an adopted budget. Jackie asked Jim Noonan to draw up an Interim (six month) Budget which should be in effect until the end of December 2013 or until a new budget is adopted by the board. Our budget cycle extends from July 1st through June 30th. Also, Jackie recommended that the MD Chapter form a Budget Committee to develop an operating budget.

Jim Noonan described the Interim Budget which is intended as a six month budget.

• Balance forward from FY 2013	Checking	\$63,363.79
	Savings	3,022.76
• Revenues		
• Total		\$90,426.55

Jim Noonan noted that we have the capacity to increase expenditures.

Jackie Seneschal suggested an increase of \$3,000 to miscellaneous expenditures.

Andrew Bernish offered that National APA recommend that chapters with \$50,000 or more consider placing funds in an account that is interest bearing.



The Budget Committee is to develop a budget that will be in effect for two years. Conversations are needed on PDO activities and educational activities, among others. The budgets associated with these activities need to be refined.

Motion by Rick Brace and seconded by Pat Haddon that the Miscellaneous Expenditures be increased to \$3,000. The Motion was approved.

Motion by Rick Brace and seconded by Pat Haddon to approve the Interim Budget, as prepared and submitted by Jim Noonan, to be in effect until the end of December 2013. The Motion was approved.

Jackie Seneschal noted the need for a Budget Committee and called for volunteers. The Budget Committee will be composed of the following members: Jackie Seneschal, Pat Haddon, Jim Noonan, Jackie Rouse, Parag Agrawal, and Rafey Subhani.

Other Business

The MD Chapter has been approached to cosponsor and event with the American Institute of Architects (AIA). This is to be held on October 16th and will involve Susanna Drake, a professor at Cooper Union in New York, who will speak on the topic of “communities in the age of climate change: resilience and sustainability.” The AIA contact is Matt Fitzsimmons. The AIA is seeking a contribution of \$500 from the MD Chapter APA. The location is to be determined.

Motion by Jackie Rouse and seconded by Rick Brace to cosponsor with the AIA the October 16th speaker and event. The suggested budget should be:

\$400	to AIA
<u>100</u>	for CM Credit approval
\$500	Total

The Motion was approved unanimously.

Jackie Seneschal discussed a request from Uri Avin of the University of Maryland National Center for Smart Growth (NCSG) for the MD Chapter to participate in a joint event with the National Capital Area Chapter (NCAC) of the APA in October 2013, to be held in the Stamp Student Union on the College Park campus. The focus is on smart growth and transit oriented development. The MD Chapter has been requested to assist with registration, staff support prior to the event and programs & advertising. The proposed topic and budget were shown at the meeting. There is a possibility for two evening events.

David Dahlstrom noted that the focus on transit oriented development is not entirely applicable to Eastern Shore communities.

Jackie Rouse noted that she preferred daytime sessions while the NCAC prefers evening meetings.



Pat Haddon offered that TOD stations are only in a select number of areas in the state. How can this topic be translated to other settings?

Jackie Rouse asked if Pat Haddon and David Dahlstrom can assist Uri Avin in topic development for this event?

It was also noted that webcasts can be placed on YouTube.

Jackie Seneschal offered that what is proposed by the NCSG does not meet the needs of many of our members. Perhaps we can circle back to this issue and go back to NCSG to recommend some changes to the proposed topic.

Motion by Rick Brace and seconded by Kyle Nembhard to contact NCSG about our concerns with the topic and program and enlist the support of NCAC to address various issues. The Motion was approved.

Executive Committee Meetings

Jackie Seneschal addressed Executive Committee Meetings. She asked the following:

- Should the Executive Committee continue to meet monthly?
- Should there be a fixed location or should the Exec Committee meet around the State?
- Should meetings be held in mornings, mid-day or evenings?

Jim Noonan noted that the bylaws call for ten meetings a year. Parag Agrawal stated that “meetings should be convenient to all members.” There was related discussion concerning location and time of meetings.

Pat Haddon asked for a show of hands as to the preferred time of meeting among those in the room. Also, 10:00am was the preferred time and Fridays were the preferred day for meetings.

Comments: Jim Noonan stated that Executive Committee meetings should move around the state on occasion. Rick Brace believes that by attending meetings in different parts of the state, other members are more likely to attend meetings in Western Maryland. Kyle Nembhard called for the location of meetings to be flexible.

Jackie Seneschal requested that the regional representatives (currently four) consult among themselves and make a recommendation on location policy for the Executive Committee. (Current Members-at-Large: Rafey Subhani, Pat Haddon, David Dahlstrom and Kyle Nembhard)

David Dahlstrom stated that the meetings could be coordinated with the Local Government Exchanges that are held in the different regions of the state.



A Motion was made by Jim Noonan and seconded by Kyle Nembhard to not hold an August Executive Board meeting. This motion was approved.

The September Executive Board meeting will be held on September 20th at 10:00am at the City of Annapolis Department of Planning.

Social Media

Jackie Seneschal addressed the topic of Social Media and offered that she had formed a subcommittee to develop Social Media recommendations for the MD Chapter APA. She noted that this is an important topic to the Chapter and it is one that is evolving quite rapidly. This subcommittee consisted of Kyle Nembhard, Andrew Bernish, Andrew Giraldi, and Parag Agrawal.

Kyle Nembhard described Social Media Outlets and Utilization as they pertain to the MD Chapter APA.

- MD Chapter APA website
- MD Chapter APA Linked In 85 Members
- MD Chapter APA Facebook 11 Members
- MD Chapter APA Google Groups 113 Members
- MD Chapter APA Twitter 147 Followers
- MD Chapter APA Blog Proposed
- Total Chapter Membership 558 persons

Andrew Bernish stated that another avenue to consider is for the Maryland Chapter APA to post other planning blogs.

Jim Noonan noted that Stu Sirotta's "Envision Baltimore" is a useful and valuable blog on issues related to planning, sustainability and smart growth.

Kristen Franklin noted that a Facebook group can be a valuable resource for the chapter.

Kyle Nembhard described a strategy where the chapter should initially focus efforts to inform the entire chapter membership about the existing social media outlets and encourage additional usage and comments. Kyle then stated that the next step should be to perform an overhaul of the Chapter's current social media portfolio. This is important since social media has evolved to be a vital communication link with our current membership, other organizations and APA chapters, and prospective MD Chapter members.

Andrew Bernish used Google Analytics to examine the MD APA Chapter website viewership. During June & July 2013 there were 240 website visits. The visits to the Chapter website were for the following purposes:



- Main Page 22%
- Jobs – Main 39%
- Specific Jobs 29%

Jackie Rouse described a “communications hub” role for the website.

Lauren Good stated that it is a good idea to highlight how all these social media functions are being used by the chapter membership.

Jackie Seneschal noted that it is very important to let chapter members and board members know what is going on in terms of planning. Jobs and events are essential information to be conveyed to the membership.

Committees

Jackie Seneschal called for formation of the following committees:

- Professional Development Committee
- Communications Committee
- Outreach Committee
- Awards Committee
- Regional Conference Committee

Jim Noonan asked if David Dahlstrom can work with the Delaware Chapter APA on the planning for the upcoming regional conference in Delaware and report back?

There was discussion on forming a Local Government Exchange on the Maryland Eastern Shore. Rick Brace noted that Nancy Nunn of the UMD Center of Agro Ecology would be a good contact to help plan an Eastern Shore event. Rick Brace and David Dahlstrom agreed to discuss this further outside of this meeting.

Pat Haddon described a “converting agriculture” session to be held at a location in Southern Maryland. She mentioned the need for local sponsors and local venues for this event.

The September Executive Board meeting will be held on September 20th at 10:00am at the City of Annapolis Department of Planning.

Motion to Adjourn by Jim Noonan and Seconded by David Dahlstrom: Approved unanimously. The meeting adjourned at 11:34 am.