



# 2019 ANNUAL REPORT

## American Planning Association, Maryland Chapter

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## FROM THE PRESIDENT

On December 31, 2019, my tenure as President of the Maryland Chapter of the American Planning Association comes to an end. I was lucky to have a great Executive Committee to work with for my two years in that role. Vice President Peter Conrad, Treasurer Lauren Good, Secretary Holly Tomkins, Professional Development Officer Jacquelyn Rouse, and Past President Pat Haddon all worked to make APA Maryland and my presidency successful, and for that I am grateful. Our Regional Representatives also worked hard to make the Chapter better: Helen Spinelli in the Eastern Shore, Olivia Vidotto in Southern Maryland, Rich Hall in the Metro Area, Alan Feinberg in Western Maryland, and Angie Hernandez as our Statewide Representative.

Since 2016, the Chapter has seen an increase in membership of 34 percent, from 423 members to 566. Part of this growth comes from an increase in student members due to APA's new policy of allowing matriculated higher education students to join for free. This membership increase, along with our 2017 dues increase, has improved the Chapter's financial situation and allowed us to start expanding services to our members.

We held successful elections in 2019, electing Helen Spinelli to fill our vacant President-Elect position, and electing Lynda Eisenberg as our new Baltimore Metro Representative starting in January 2020 to replace Rich Hall. We also re-elected our other serving regional representatives. Now that my tenure has ended, Helen Spinelli will take over as APA Maryland's next president, and will serve in that capacity from January 2020 to December 2021. As of yet, we have vacancies in the President-Elect position and the Eastern Shore representative position that the Board will work to fill in the coming months.

The Chapter also held a successful Biennial Conference this past October in Rocky Gap, Maryland. We had over 200 attendees and speakers over the three days of our conference, and also reactivated our Chapter awards program, which saw multiple nominations and resulted in a very enjoyable awards banquet held at the conference.

APA Maryland would like to recognize the hard work and dedication of Erin McMichael, our former Business Manager. Erin was instrumental in improving the Chapter's outreach to members by creating and managing a monthly newsletter and assisting us in providing educational and social events. She also assisted in the planning and administration of our successful 2019 Biennial Conference. Erin has moved on to other opportunities, and we will be looking to fill her position in the coming year.

We accomplished a lot in 2019, and we hope to accomplish even more in 2020. To ensure that our Chapter continues to be successful, I am asking for our members to step up volunteer. We need members to run for office, help us create activities and events, write newsletter articles and blog posts, assist with professional development activities, and help plan a great 2021 conference.

Thank you for the opportunity to be your President for the last two years.

Sincerely,

A handwritten signature in blue ink that reads "J R Palma". The signature is fluid and cursive, with the first name "J" being particularly large and stylized.

**James Palma, AICP**  
**Past President**  
**APA Maryland**

# MISSION

The mission of the Maryland Chapter of the American Planning Association is to make great communities happen in Maryland by offering continuing professional development and other valuable services to our members that will enable them to excel in their practice. We advocate for excellence in planning, promoting education and citizen empowerment, and providing our members with the tools and support necessary to meet the challenges of growth and change. We hold a biennial conference, produce a regular newsletter, offer continuous opportunities to network, and experience new and varied educational opportunities across the state.

# BOARD OF DIRECTORS

## 2019 EXECUTIVE COMMITTEE

**President:** James Palma, AICP

**President-Elect:** Helen M. Spinelli, AICP

**Vice President:** Peter Conrad, AICP

**Secretary:** Holly A. Tompkins

**Treasurer:** Lauren Good, AICP

**Past President:** Patricia Haddon, AICP

**Professional Development:** Jacquelyn Rouse, AICP

### Regional Representatives:

**Statewide:** Angie Hernandez, AICP

**Western Maryland:** Alan Feinberg, AICP

**Eastern Shore:** Vacant

**Southern Maryland:** Olivia Vidotto

**Baltimore Metro Area:** Rich Hall, AICP

## FACULTY REPRESENTATIVES

**Morgan State:** Siddhartha Sen, Ph.D.

**University of Maryland:** Casey J. Dawkins

**Salisbury:** Amal Ali

## STUDENT REPRESENTATIVES

**Morgan State:** Justin Fair

**University of Maryland:** Kari Nye

## APPOINTED OFFICERS

**CM Coordinator:** Holiday Collins Storck, AICP

**Emerging Planners Group:** Jasmine Forbes

**Webmaster:** Andrew Bernish, AICP | GISP

**Newsletter Editors:** Olivia Ceccarelli, Ashlee Green

**MDP and MPCA Representative:** Joe Griffiths

**Business Manager:** Erin McMichael

## STANDING COMMITTEES

**Activities:** Olivia Vidotto

**Awards:** Helen M. Spinelli, AICP

**Biennial Conference:** James Palma, AICP

**Communications:** Peter Conrad, AICP

**Nominating:** James Palma, AICP

**Professional Development:** Jacquelyn Rouse, AICP

## CHAPTER BUDGET

Starting in 2018, APA Maryland's dues structure changed from a flat cost of \$25 per member to a sliding scale of 2.5% of each member's income. This change excludes student members, who are now allowed to join APA at no cost. This ensured an increase in revenue from dues from \$8,000 in 2017 to \$24,011 in 2019.

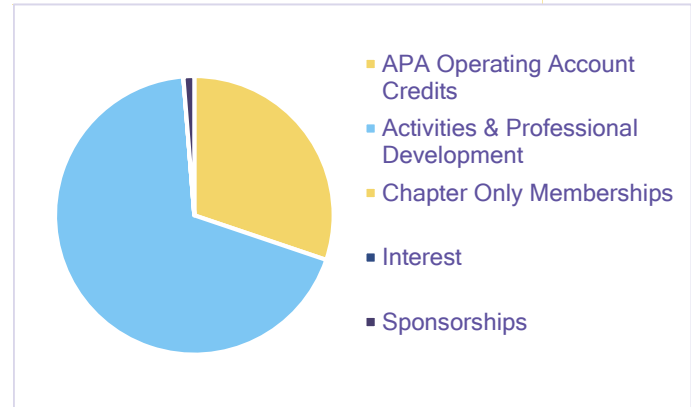
The Chapter has continued its support of Maryland's planning programs at each of the State's three planning programs (Morgan State University, the University of Maryland, and Salisbury University). The Chapter has also continued its yearly support of the Maryland Planning Commissioner's Association (MPCA).

The Chapter adopted a break-even budget in 2019, and continues to maintain positive bank balances and a reserve of funds of approximately \$60,000 to see it through any future income shortfalls or extraordinary unexpected expenditures.

Due to the fundraising efforts of Erin McMichael, our former Business Manager, the Chapter was able to attract enough sponsorship support to ensure that our 2019 Biennial Conference was both affordable to the membership and beneficial to the Chapter's finances.

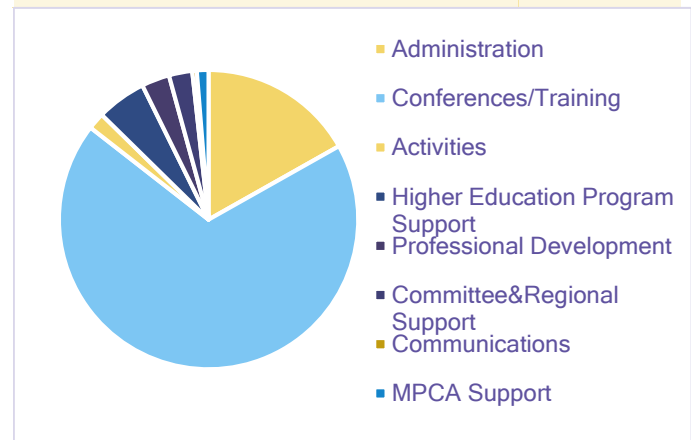
### 2019 Budgeted Revenues

<b>APA Operating Account Credits</b>	\$24,000.00
<b>Activities &amp; Professional Development</b>	\$54,500.00
<b>Chapter Only Memberships</b>	\$0.00
<b>Interest</b>	\$5.00
<b>Sponsorships</b>	\$1,000.00
<b>TOTAL REVENUES</b>	<b>\$79,505.00</b>



### 2018 Budgeted Expenditures

<b>Administration</b>	\$13,355.00
<b>Conferences/Training</b>	\$54,500.00
<b>Activities</b>	\$1,440.00
<b>Higher Education Program Support</b>	\$4,250.00
<b>Professional Development</b>	\$2,399.00
<b>Committee&amp;Regional Support</b>	\$2,000.00
<b>Communications</b>	\$386.00
<b>MPCA Support</b>	\$1,000.00
<b>TOTAL EXPENSES</b>	<b>\$79,330.00</b>



## FUNDRAISING

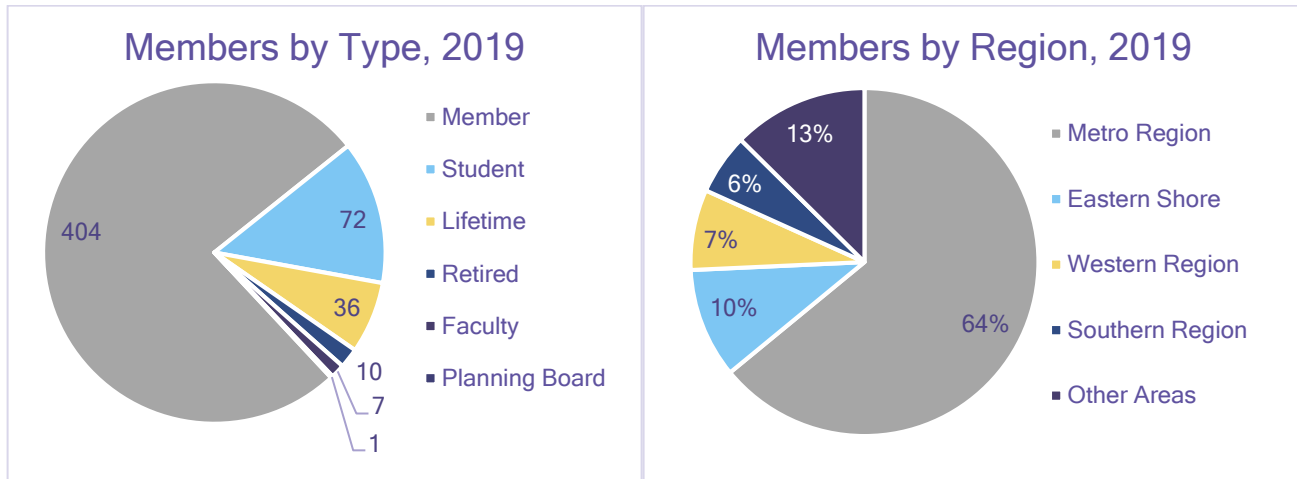
Our former Business Manager, Erin McMichael, started the Chapter's fundraising outreach in 2018 and worked through 2019 to secure the funds needed to allow us to put on a successful Biennial Conference in October. In total, the Chapter received \$8,500 in sponsorship funds, much more than was budgeted for or expected. Our hats are off to Erin and our 2019 conference sponsors:



## MEMBERSHIP OVERVIEW

As of December 2019, APA Maryland has 530 members across the State and beyond. Members break down into six types: Regular, lifetime, retired, students, planning board, and academic faculty. The Chapter currently has 285 AICP members, as well as five FAICP members. AICP members make up 55 percent of the Chapter's membership, higher than APA's overall average of 44 percent.

As of 2018, APA and Chapter membership is free for any student actively enrolled or matriculated in any university or college degree program and remains free for the duration of an individual's studies. Because of this requirement, student membership has fluctuated over the year, with a high of 112 in June and a low of 71 in October. In December 2019 student membership was 72.



The Chapter saw a slight decrease in its membership over the last year from 566 members in December 2018 to 530 in 2019. This small decline came after a steady increase in membership since December 2016's low of 423 members. Most of this decline is due to the chapter having 22 fewer student members.

The majority of the Chapter's members (62%) are located within the Baltimore Metropolitan area (23 percent within Baltimore City alone). Almost 15 percent are located outside the boundaries of the Chapter, either in areas of Maryland covered by the National Capital Area Chapter (9%) or outside the State entirely (6%).

## BIENNIAL CONFERENCE

The Chapter held its 2019 Biennial Conference on October 6 through 8, 2019 at the Rocky Gap Casino • Resort in Cumberland, Maryland. Unlike recent previous conferences, the 2019 Conference was not held in partnership with APA Delaware. This year's conference theme was **Negotiating Change: Balancing Development, Climate Change, and Preservation in Maryland**. Our call for session proposals generated a full slate of session topics, including ones on autonomous vehicles, community planning, climate change, technology in planning, and economic development. In total, we had over 90 speakers come to share their knowledge and expertise with the Chapter members. Over 173 people attended the conference over three days, and each had the chance to earn up to 15.5 CM credits.



The conference cost us just over \$50,000 to stage, and brought in a little over \$60,000 in ticket sales and sponsorships, giving the Chapter \$10,000 in income to support programming over the next two years.



Our 2019 Conference Committee consisted of: James Palma, AICP (Chair), Angie Hernandez, AICP, Alan Feinberg, AICP, Sarah Diehl, Deborah Carpenter, Ashley Holloway, Ines Nizeye, Justin Fair, Kari Nye, and Miguel Salinas. The Chapter would like to thank them, along with Business Manager Erin McMichael and Sandy Sponaugle and Ellen Buchanan from PlatinumPR for their hard work on planning and managing a successful conference. Thanks go out again to our Chapter and Conference sponsors listed above.

## AWARDS

The 2019 Chapter Awards Ceremony and Banquet was held the evening of Monday, October 8<sup>th</sup> during our 2019 Biennial Conference at the Rocky Gap Casino • Resort in Cumberland. The Chapter Awards Committee presented four awards:

**Outstanding Plan**: This award is for master plans, social initiatives, small area plans, economic development strategies, preservation initiatives and transportation plans, etc., that received formal adoption from their jurisdiction after 2017. This award was presented to the *Livable Frederick Master Plan* from Frederick County, Maryland.

**Outstanding Project or Program:** This award is for planning efforts that are not intended for formal adoption such as parking and feasibility studies, site plans, PUD's, redevelopment, or adaptive reuse projects. The Chapter presented this award to the *Transportation Action Guide for Urban Communities* from the Maryland-National Capital Park and Planning Commission.

**New Planner:** This award recognizes a new planner who has entered the planning field within the past three years. The Chapter presented this award to *Ashlee Green* of the Maryland Department of Housing and Community Development.

**Outstanding Student Project or Paper:** This award recognizes a project, plan, or paper completed by a planning student or group of students that was completed during the last three years. This award was presented to *A Framework for Preservation and Growth in Creswell*, a project from students at the Urban Studies and Planning (URSP) Program at the University of Maryland - College Park.



Special thanks go out to the Chapter's 2019 Awards Committee for all of their hard work in reviewing many qualified submissions to choose our 2019 winners: Helen M. Spinelli, AICP (Chair), Jacquelyn Rouse, AICP, Ines Nizeye, James Potter, AICP, James Palma, AICP, Jenna Cooley, Olivia Vidotto, and Rich Hall, AICP.

## CHAPTER COMMUNICATIONS

Starting in 2018, the Chapter discontinued its longstanding quarterly newsletter, the Maryland Planner, in favor of a new, monthly newsletter and a regularly-updated blog. The new monthly newsletter retained the Maryland Planner name. Olivia Ceccarelli and Ashlee Green, the newsletter's two volunteer editors, worked closely throughout 2019 with our former business manager Erin McMichael to keep our membership up-to-date with the latest planning news from around Maryland.

Our webmaster Andrew Bernish tells us that the most popular page on our website (old or new) are the job postings. We are happy to provide this service to our members and strive to locate and post all relevant planning job postings in the State for our members to review.

## PROFESSIONAL DEVELOPMENT

2019 was a successful year for the Chapter's professional development objectives. The Chapter, through the efforts of its Jacqueline Rouse, our Professional Development Officer, in conjunction with the Activities Committee led by Olivia Vidotto, along with the rest of the Executive Committee all worked together to create a group of well-attended CM-credit activities:

- Professional Development Institute: Transit-Oriented Development in Baltimore. Presented on April 25, 2019 in conjunction with Morgan State University, this event earned attendees two CM credits.

- How's That Habitat Working for You? Preserving and Conserving for Comprehensive and Environmental Plans. Held on May 3, 2019 in Cambridge, MD this event drew 45 attendees and earned each AICP attendee four and one-half CM credits.
- Agriculture - Plan It! Held on June 7, 2019 at the Serenity Farm in Benedict, MD, this event drew over 30 attendees and earned each AICP attendee two CM credits.
- "Deserted": An APA Maryland Film Screening Event. Local movie-maker Emily Stubb presented her short film and led a discussion about food deserts in Baltimore on June 27, 2019. This event was co-sponsored by JMT and earned attendees one CM credit.
- Pedestrian Safety and Bus Service Design. Presented in conjunction with the Young Transportation Planners on July 9, 2019, this Baltimore event earned attendees one and one-half CM credits.

In addition, the Chapter co-sponsored the Baltimore AIA/Baltimore Architectural Foundation's Spring Lecture Series Edge: Harbor and City. In total, this series consisted of four lectures, each worth one and one-half CM credits. The Chapter also again worked with the Maryland Planning Commissioners Association (MPCA) on planning their annual meeting.

In addition to the 15.5 CM credits offered at the 2019 Biennial Conference, the Chapter offered its members 17 in-person AICP CM credits in 2018, significantly more than our stated goal of 16 credits per year. Moreover, our continuing membership in the Planning Webcast Series that we helped to create in 2011 allowed our members to access 30 live, streaming webcasts worth 1.5 CM credits each, a total of 45 CM credits.

The Chapter also supported AICP Exam candidates through co-sponsorship of an exam preparation session with the National Capital Chapter and through an on-going individual outreach program to chapter members who are pursuing AICP status.

## ACTIVITIES

Our Activities Committee works in conjunction with the Professional Development Officer and the Emerging Planner's Group to plan all of the Chapter's activities, both for-credit as listed above and the purely social. Our most successful social activity in 2019 was our Holiday party, again held in the beautiful Zelda's Parlor at Poets Modern Restaurant in Baltimore's Hotel Indigo. We had almost 40 attendees who enjoyed an evening of smooth jazz, hors'd'ouerves, door prizes and socializing with their fellow planners.

The Chapter also held monthly Member Happy Hours in around the Baltimore Metro area as a way to help planners meet and socialize with their peers outside of a work environment. Look for more social events to be held by APA Maryland throughout 2020.



Members having fun at APA Maryland's 2019 Holiday Party

## REGIONAL REPRESENTATIVES



### SOUTHERN MARYLAND: Olivia Vidotto, Representative

Olivia Vidotto, the Chapter's Southern Maryland Representative, planned and executed our May event, [Agriculture - Plan It!](#), which was held in May at the Serenity Farm in Benedict, MD. This event focused on the many changes in farming and how farmers are discovering new ways to utilize farmland.



#### **WESTERN MARYLAND: Alan Feinberg, AICP, Representative**

Alan Feinberg, AICP, the Chapter's Western Maryland Representative, was closely involved in planning the 2019 Biennial Conference which was held at Rocky Gap Casino \* Resort. He was instrumental in performing outreach in the region to support our efforts to have a successful event.



#### **EASTERN SHORE: Helen Spinelli, AICP, Representative**

Helen Spinelli, AICP, the Chapter's Eastern Shore Representative planned and executed the Chapter's May event, [How's That Habitat Working for You?](#), which was held in partnership with the University of Maryland Center for Environmental Science at the Horn Point Laboratory in Cambridge, Maryland. Helen also successfully chaired the 2019 Chapter Awards Committee, and is taking over as President in 2020.



#### **METRO AREA: Rich Hall, AICP, Representative**

Rich Hall, AICP worked with both the Biennial Conference Planning Committee to create a successful conference in 2019, and worked on the Chapter Awards Committee to review and select our 2019 award winners.



#### **STATEWIDE: Angie Hernandez, AICP, Representative**

Angie Hernandez, AICP was heavily involved in the 2019 Biennial Conference Planning Committee and also performed outreach to surrounding APA chapters and to related organizations within Maryland to improve relationships and discover best practices for chapter operations.

## **EMERGING PLANNERS GROUP**

In 2019, the Emerging Planners Group (EPG) has continued to rebuild the group, which was created as a division of APA Maryland in 2016. EPG organized its first study group sessions

at Morgan State University to prepare members who plan on taking the AICP Exam. EPG will hold the study group sessions again in 2020. In 2020, EPG is seeking to host more networking and professional development opportunities.

## **VOLUNTEERS**

The Chapter worked to perform outreach to attract new volunteers in 2019. We held Volunteer Happy Hours and attempted to involve new volunteers in Chapter committee work. We will be continuing our recruitment efforts in 2020 in our efforts to build a healthier and more robust Chapter for our members. Anyone interested in volunteering in 2020 should contact the Chapter.

## **WHAT TO EXPECT IN 2020**

APA Maryland is planning a full slate of activities and professional development opportunities in 2020. We will continue to work to improve our ability to integrate and mentor the many students who are becoming members of the Chapter and seeking out sponsors to assist us in our efforts.

We will also be completing the Chapter strategic planning process in 2020, led by our Vice President Peter Conrad. So far, we have completed member outreach and surveys, along with a review of the best practices of other APA chapters. Once the draft of the 5-year plan is complete, it will be shared with the membership for review to ensure that it reflects the needs of all of our members across the State.

We have a very busy 2020 planned, and we hope that all of our members will be part of it.



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**Maryland Chapter**  
Making Great Communities Happen

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