

Minutes
EXECUTIVE COMMITTEE
OF THE
COUNTY PLANNING DIVISION of the APA
Conference Call on August 12, 2010

Call of Order: Dennis Sandquist called the meeting of the Executive Committee of the County Planning Division APA to order at 2:00 p.m. EST.

Roll Call: The roll call verified the following members in attendance:

Board Members Present: Dennis Sandquist, Robert Hill, Charlie Compton, James Davenport, Judy Francis, Tim Brown, Keith Cubic, and Joe Scorcio.

Board Members Absent: Royce Manico, Frank Miles, Mike Kays, Mike Harper

Dennis asked the Committee for approval to move the electronic communications update portion of the meeting to the first item on the agenda as Eric Sopp is on-line. Judy asked Eric to discuss the Facebook page and how to increase traffic. It was her understanding that the focus of creating the Facebook page was to direct people to the NACP website. She noted that she had updated the site with the awards information and job postings which are not enough to keep people coming back to the website. Eric agreed with Judy and said that it is important to keep the website up to date and ever-changing to keep people coming back. He explained that having a Facebook fan page is step one to increasing new members. This allows current members to share their "fanship" with friends. He noted that information that is attractive to you could be of interest to your friends. Having a stagnant or static web page or fan page can hurt and could be worse than not having a web page. He suggested updating the website by posting content used in the day to day job and it could be audio recordings, videos or slides. This would be sent out to the fan page and subscribers. A weekly update to the site is suggested.

Charlie asked if all information would be sent to Eric to be put on the webpage. Eric explained that they are using Wordpress software and this could be given to each person to post their own content. Judy voiced concern over what would be put on the web page and that she did not have time to manage the content. Eric noted that there are various levels of security that can be granted to users. Charlie noted that there are incorrect minutes on the website and he will forward other comments to Eric. Dennis asked that everyone send one item to be posted to the website during the next quarter. Judy will supply Eric's email to all members. Charlie volunteered to start the dialog on Facebook in September. Erick suggested that everyone make suggestions to their friends on Facebook. Erick logged out of the meeting at 1:42 p.m.

Minutes: Joe Scorcio moved to approve the minutes of the June 10th as presented. Dennis corrected the spelling of Mike Harper's name. Tim seconded the motion which passed unanimously.

Finance Report: Dennis Sandquist reported that Mike Harper was not available to attend the meeting and no report was available. Mr. Harper assured Mr. Sandquist that the APA Executive Committee finances were in good shape.

2011 Annual Conference:

By-Right Session:

Judy reported that she received two proposals: a proposal from Riley County, Kansas, to present their facilitated, community-driven comprehensive planning process and a proposal from James Davenport for a session on planning for pipeline safety. Dennis commented that the facility planning session proposed just one speaker for a 75 minute presentation which he feels is too long. James spoke briefly regarding his pipeline safety project. Joe feels it is a good topic. It was asked if the safety issues could be added as well as federal regulation and the siting commission. Joe made a motion to select the pipeline session with direction to the session sponsors to attempt to broaden the content. The motion was seconded by Keith and passed unanimously. Robert offered to assist James with modifying the proposal and submitting it to APA.

Division Dinner/Session:

The group briefly discussed the proposal by other Divisions to sponsor an evening dinner/session with a theme related to the Divisions Council's Food Systems Planning initiative. Committee members expressed concern that past multi-division events have not been successful. Committee members decided not to include the County Planning Division in the event.

APA Fall Leadership Conference:

Dennis informed the committee that the APA Fall Leadership conference is scheduled for September 25th to 29th in Washington DC. The Division is required to have a representative at the Business Meetings. He is planning to attend. He requested authorization for reimbursement of his expenses up to the amount remaining for Leadership Travel available in the Division's approved budget. Dennis indicated that he believes that amount to be approximately \$738, which he will confirm with Mike Harper. Joe made a motion to authorize the reimbursement of travel expenses as requested. The motion was seconded by Keith and passed unanimously.

AICP CM Credit Webinars:

Urban Design For Sustainability:

James Davenport reported that he is continuing to proceed with organizing the webinar on Urban Design For Sustainability. He is looking for a date when the speakers are all available in September.

2011 District Council Webinar Program:

Dennis reported that the Division Council hosts a webinar program. The cost to participate is \$150 per Division. For this fee, all division members can participate in all webinars. Registration is on a first come first serve basis. Each webinar can accommodate up to 1,000 persons. In 2010, the Division Council hosted 39 different programs that provided 58.5 CM credits. Each participating Division is also asked to host at least one CM credit webinar.

The Governing Board agreed to consider this offer during development of its 2011 program budget.

Newsletter Update:

Robert Hill indicated that the next newsletter publication dates will be September 15th and December 15th. Robert indicated that anyone with newsletter materials should submit them to him. Dennis mentioned that as part of the Divisions Council strategic initiative, the Divisions Council is requesting that every division include an article on Food Systems Planning in their newsletter this year. Judy agreed to contact some associates who may be able to assist with an article.

Other Business:

None.

Next Meeting Dates and Time:

The Committee agreed to set the next meeting date and time during the NACP Governing Board meeting.

Adjournment:

The meeting was adjourned at approximately 3:15 PM.