

## **APA Texas Chapter Midwest Section Board Meeting Minutes**

December 12, 2019

Board members present: Abra, David, Travis, Laura, Tamara, Brian, Jenny, JP

Meeting called to order: 9:15.

- 1. Roll Call**
- 2. Approval of outstanding minutes**

No outstanding minutes at this time. Still working to provide board members logins to update website.
- 3. Discussion/Action Items**
  - a. **Focus North Texas status update:** Tamara discussed this event; both Tamara and Laura will be there to represent the Midwest section.
  - b. **Sign Code Workshop update:** Travis discussed this item; explained that 18 people have registered for this workshop and each section is getting 25% of the events proceeds.
- 4. Past Events/Meetings**
  - a. **APA Texas Chapter Board Meeting, November 6, 2019:**

**APATX21 in Fort Worth:** Tamara explained that the board needs to start brainstorming ways to make this conference special in comparison to previous conferences. The Committee will be established and preparation for the conference will begin immediately after the El Paso Conference.

**Strategic Plan Update:**

**Diversity and Inclusion study:** Abra discussed this item; Texas is leading the Country in diversity and inclusion in the planning community; how can the Midwest Section tie this study into future objectives and implement into actions.

**Census 2020:** Abra and Tamara discussed this item; the Section should participate to get a complete count; discussed potentially joining with APA to do a workshop. The state appointed Joey Cremly to head this census.
- 5. Future Events / Activities**
  - a. **Co-sponsoring Sign Code Training with North Central Section - December 13 @ NCTCOG:**
  - b. **Focus North Texas – February 7, 2020:** Travis and Abra discussed this event; registration is lagging behind; website has been having minor malfunctions, however, looks great otherwise. Creating an app could be very useful; need to implement a social media push with advertisements to encourage downloads.
- 6. Office Reports**
  - a. **Director:** happy to finally meet as a new board.
  - b. **EPL:** has a couple ideas for programs to put on in coming years.
  - c. **UTA SPA:** N/A

- d. **Treasurer:** \$6,151.09 approximate balance. Looking to provide more quarterly reports with event revenues. Projecting more proceeds with north Texas this year. A big payment for FNT potentially around the corner. Looking into whether grant money has been deposited.
- e. **Secretary:** Website needs to be updated. Awaiting log-ins to be created.
- f. **Communications:** Requests members to come up with ideas for newsletter. Having difficulty with mail-chimp program; seeking assistance from members with experience using the program. Tamara mentions that an updated member list has yet to be received; 373 members in Midwest; 28 new members; 2,086 Texas members.
- g. **Professional Development:** Approved as a CM provider until December 2024. All events need to have educational objectives and need to demonstrate how these educational objectives are met; In order to garner these responses it was suggested that the attendees be asked “what was one major takeaway from this session?”
- h. **Director-Elect:** N/A
- i. **Immediate Past Director:** N/A

## 7. Midwest strategic plan

### a. Key Outcomes

### b. APATX Strategic Plan-

- Discussion on how the Midwest Section can participate more thoroughly with the planning movement in Texas. The following ideas were considered:
  - The Board agrees on developing a shadowing program.
  - Put together swag package, proclamation, and video for City Council meetings during national planning month.
  - Provide a planner experience Groupon opportunity. Subsequently, utilize this experience to prepare mobile workshops for APATX21 Fort Worth.
- Discussion on how to engage and communicate with APA members in order to foster quality leadership and participation. The following ideas were considered:
  - Monthly newsletter in lieu of bi-monthly.
  - Focus on ensuring website and social medias are up to date with current events.
  - Draft a press release template and press package for award winners.
  - Explore what elected and appointed officials want from the Section.
    - Send out postcards to Community Development Directors / Planning Managers encouraging them to suggest that their Planning and Zoning Commissioners register and engage in APA.

- Discussion on how section members can partner with professional organizations. The following ideas were considered:
  - Speak at UTA and UNT classes to offer students real life experiences in the profession and discuss basic functions.
    - A list needs to be put together containing different topics that can be discussed with students and which members will speak on each topic.
  - Formalize partnership with Future City January 25, 2019.
    - Show case opportunities such as these on the website to garner volunteers.
    - Need judges to volunteer for Future City. The water award still needs to be named.
- Utilize ASLA, AIA Charette for service projects.
- Formalize board participation at “Planners Day at the Capitol” in 2021.
- Discussion on creating a Great Places Midwest program in the awards to get more Midwest designations.
- It was proposed that one committee chair be appointed to every county in order to coordinate with committee members.
- Event chair must be established for upcoming major events.

**c. Midwest Action Plan**

- i. Focus North Texas
- ii. Awards Banquet
- iii. Scholarship Fundraiser
- iv. AICP Workshop
- v. Lattes & Leadership (Multiple)
- vi. Service Projects
- vii. State Conference 2021

**8. Next Board Meeting: TBD**

**Adjourned by Tamara and Laura 11:22 PM.**