



KC APA Board Meeting

Monday
June 16, 2014
4:30 PM

KCAIA Office
1801 McGee, Suite 100
Kansas City, MO 64108

Attendees:

Jim Potter
Ryan McKay
Kathy Kem
Shawn Strate
Amanda Anderson
Vanessa Spartan
Doug Hermes
Diane Binckley
Shannon Jaax
Stephen Lachky

Meeting Minutes

- **Approval of Minutes** – May: Approved, with additions.
- **Treasurer's Report** – K. Kem: Kathy distributed the Treasurer's Report, which includes one check to UMKC students. We are still waiting for payment from one sponsor. There are currently 18 people signed up for the symposium through PayPal.
- **Committee Activities**
 - Programs/Professional Development Committee – S. Lachky
 - Symposium: We are starting to get the word out and also working with the museum's approved caterer's list. KCMO staff will send to Planning Commission and Board of Zoning Adjustment. The invite was also sent to Planning Directors of some cities. It was sent to AIA and ASLA as well. There is space for a maximum of 100 people. All Board members are encouraged to promote the event.
 - May Event Recap: The event and happy hour afterward went well. The Board approved reimbursing Diane for costs at Harry's, for around \$100.
 - June Event – Ethics Jeopardy: Sara Copeland is organizing the event and Lisa Koch is co-hosting. Stephen said that online registration is not set up; will need to charge at the door and have a cash box. Amanda suggested creating an established schedule of when announcements should go out in advance of events. For the June event, plan to send out info tomorrow and

then next Monday. The next event after the symposium will be the Port Authority program.

- Communications Committee – A. Anderson/S. Strate
 - Newsletter status – Next deadline June 20th, in order to send at beginning of July. This is to be a consistent deadline each month. Newsletter should include a sponsor highlight; Jim is waiting on info from several sponsors. The newsletter will also highlight the upcoming symposium. Doug suggested having the last reminder be unique, such as including a quote from Carol, link to video, etc. Ryan and Doug will have legislative updates. May also include MindMixer info, and may need to promote at symposium. To improve MindMixer, try to make questions more direct. Amanda has received only one scholarship application by email.
 - Event notifications: For future events, include in newsletter plus three email notifications: two weeks away, one week away, and the week of the event.
 - Facebook & Twitter: We want to get social media back up and running. Sara Copeland has volunteered to take over the KCAPA Twitter feed and Cory Fisher has volunteered to take over Facebook. The Board agreed to this. The current @kansascityapa Twitter account only has 22 followers.
- Public Outreach/Education Committee
 - Public Official Training – D. Hermes / D. Binckley: Doug distributed a new budget for the training, which shows fewer expenses than prior versions. MARC has agreed to help with the training sessions. The MARC marketing cost of \$2,400 will be incremental, not a large lump sum. The new budget shows only \$500 from the KCAPA section (down from \$1,000). The idea is to schedule the first three sessions and see how it works, then report to Board. It is anticipated that local experts would volunteer to teach sessions. The next step is to invite directors that responded to meet with the steering committee (Doug and Diane) to work out details. The Board discussed making a video of the sessions which could be offered to state chapters so that they can benefit and help with the costs. This initiative has the support of the Board and the steering committee should move forward with planning the events.
 - Legislative Committee- D. Hermes/R. McKay: Ryan and Doug will have updates for the newsletter. Doug stated that the MO chapter board has expressed concern regarding the future of the American Community Survey, and the current proposal to reduce funding and make a voluntary program. The Missouri APA chapter has sent a letter to senators in support of maintaining full funding for the ACS. The newsletter will include this as well as information on the Missouri transportation sales tax.
- **Other Business**
 - State Chapter Update – MO & KS: The Kansas chapter is planning the upcoming conference in Wichita, and the deadline for submittals has passed. Sponsors are currently being sought. In Missouri, the deadline is the end of the month for session proposals for the Missouri chapter conference. The chapter is also trying to get a “great places” submittal from the Kansas City

- area. This would be included as a Missouri “great place” and as a candidate for the national level.
- APA Missouri Chapter Advocacy Committee – S. Jaax: Shannon is currently finding out who to involve, as well as prepping for elections.
 - Four State Conference 2015 – S. Jaax: The Missouri chapter has also sent requests to surrounding states to get information on their conferences, to explore the idea of a four-state conference.

Adjourn

Next Meeting: Monday, July 21st at 4:30PM

Respectfully submitted,



Shawn Strate
KC-APA Secretary