



## **KC APA Board Meeting**

Monday  
May 21, 2012  
4:30 PM

Development Initiatives Office  
140 Walnut, Suite 203  
River Market  
Kansas City, MO 64105

### **Meeting Minutes**

#### **Present:**

Diane Binckley  
Amanda DeBrot  
Jim Potter  
Jim Hubbell  
Ryan McKay  
Doug Hermes  
Shannon Jaax  
Joe Rexwinkle

#### **Absent:**

Kathy Kem

#### **1. Approval of Minutes – March & April – March and April minutes Approved**

#### **2. Treasurer's Report – J. Rexwinkle**

- March and April Treasurers Report – We have received all past due rebates from the Missouri Chapter. The Kansas Chapter was never behind. We are now behind on three sponsor payments - BNIM (Gold), Colliers (Bronze), and Landmark Investment Group (Bronze). We have received the remaining sponsor payments. The section made a profit of \$133 on the ethics event. Our current balance is \$10,980. Last week's event had a profit of \$145.50.

#### **3. Mid Year Assessment - 2012 Action Plan Review – S. Jaax - See end of minutes.**

#### **4. Committee Activities**

- a. Programs/Professional Development Committee – D. Binckley/J. Hubbell
  - 2012 Programming

- The Arcade Fire/Planning Event was held last week with 22 in attendance. The space in Lucky Brew Grill was good but small. Chris did a very good job. Had a full PowerPoint, played bits of the songs, talked about genre/theme of the songs. There was a wide range of people in attendance. We will be doing this as a session at the bi-state conference. We were approved for 1.5 CM credits.
- Next month is the law event – Law and Planning. Will be June 27<sup>th</sup> at Husch. This has been submitted for CM Credits. The notice will be out later this week.
- Webinar - use similar locations. July 20<sup>th</sup>. Economic Development Division – Town Centers. CM Credits. Bag Lunch.
- 2012 Bi-State Conference update.
  - Planning is continuing to move forward. We have received the sponsorship brochure that can be mailed or emailed.
  - 50% of the programs have been identified. Documentation for the call for programs will go out in June.
- b. Communications Committee – A. DeBrot/K. Kem
  - Newsletter status – Items include:
    - Law Event Save the Date in June.
    - Save the Date Webinar for July 20<sup>th</sup>
    - Opportunities will be available for sponsorships at the conference. Add Jims Contact information.
    - Keep an eye out for the call for programs.
  - Website updates
    - Event info update
- c. Development Committee – J. Potter
  - Sponsorships
    - KU Update – D. Hermes
      - Email from KU – they do not want to do the affiliate package offer.
- d. Public Education/Outreach Committee – J. Rexwinkle
  - i. No updates.
- e. Legislative Committee – D. Hermes & R. McKay
  - i. No updates this month.

## 5. Other Business

- BMP Manual – S. Jaax/R. McKay/D. Hermes
  - Making progress on this. Most likely will go with Gina at Community Services. Her references were in the healthcare field. Ryan will discuss the process with the references and if it is on track he will send her an email.
- Internship Fair – S. Jaax
- Student Scholarship – National Conference – S. Jaax
- Action Item Review – S. Jaax

## 2012 Action Plan

- Provide effective programming/events for KCAPA members (CM Credit Maintenance, exposure to best practices/educational opportunities, networking)
  - o Success
- Host the Bi-State Annual Conference
  - o Success
- Develop strategy for improved coordination/programming with AIA, ASLA, APWA, Universities
  - o We are working toward universities – Working to develop better relationships with AIA, ASLA and APWA to tie in with the conference.
- Publish a monthly newsletter at least 10 times/calendar year
  - o On track with newsletter. Bring Summary of email analytics.
- Institute internal board communications improvements
  - o Create board contact list. – Diane will manage this.
- Institute external board communications improvements
- Cultivate sponsorships -- fundraising goal of \$5,000
  - o We are at \$4950.00.
- Cultivate affiliate memberships – goal of 30 new affiliate members
  - o We only have three affiliate memberships.
- Renegotiate revenue/dues-sharing agreement with State Chapters
  - o We have revenue sharing agreement on the conference but we do not have the dues sharing agreement updated.
- Provide legislative updates in newsletter
  - o We are providing some legislative updates in the newsletter. Legislative committee should create a plan of when to provide legislative updates.
- Recruit additional committee members
  - o Programs have done that. The rest of the committees have not. Joe has someone for public education/outreach.
- Develop committee resource and key board position materials
  - o We will have turnover this year so we need to have transition materials done.
- Conduct annual audit of programs/performance
  - o We are doing this as we go along.
- Develop partnership strategy
- Promote internship/mentoring opportunities for local planning students
  - o We did an internship fair for local students. We should do a panel for students in the Fall. We could look into doing it at the conference as a session. Consider giving scholarships to students for the bi-state conference since they didn't use the funding for national.

6. Adjourn 5:39

Next Meeting: Monday, June 18, 2012 at 4:30PM

**Respectfully Submitted**



**KC-APA Secretary**