

APA Board Retreat
October 3-4, 2008

Attendees: See attached sign-in sheet.

Welcome and Introductions

Last Couple of Years in Review

Discussion of Planning Commissioner Training, National Activities, Western Planner, Newsletter.

Alaska Chapter currently has \$10-11K. Quarterly receipts from National APA are about \$3680. Total cost for WP is about \$3754. At this rate, we will start drawing down our reserves. We need to think about ways to increase revenues.

Laurie noted that about \$1000 is from a website grant and can't be used for other things. Laurie will look to see if she has information on the grant amount and what has been spent to date.

Alaska Chapter By-laws Review

The by-laws were reviewed. Maryellen noted that she is late in calling for nominations for even-numbered positions. There was discussion about revising the language to clarify the notice length for the annual meeting vs. regular board meetings. It should also be updated to reflect the ability to do notices and votes by e-mail. It was later decided that the by-laws should also be changed to establish at least one new "region" so that the Northern Region does not include 2/3rds of the state.

Strategic Plan Review

The strategic plan developed in 2005 was reviewed. Barb noted that the Board had felt that getting the newsletter out regularly and updating the website were the two highest priorities – and good progress has been made on both of these.

Strategic Planning Session

Barb listed the Chapter's goals as outlined in the by-laws. She then asked people to suggest what each thought the Board should focus on.

The goals are as follows:

1. Increase knowledge of planning techniques
2. Foster intercommunication amount planning disciplines
3. Serve as a public forum for planning issues
4. Foster standards of conduct amount those practicing planning
5. Facilitate public education and information/foster citizen involvement

6. Promote and facilitate urban/rural communication
7. Promote social, economic and racial equity in planning practice

The items suggested included:

- Planning Commissioner Training
- Annual Meeting
- Newsletter
- Website
- Market the newsletter/website
- Establish Technical Expert List
- Develop Planning Blog on Website
- Publicize Existing Ways to Get CM Credits
- Planning 101 Seminar
- Create Ad-hoc Committees
- Evaluate Regional Boundaries
- Monthly Lunches
- Board Visits to Rural Locations
- Organize Traveling Planning Training (general/Planning Commissioners)
- Provide stipend/travel assistance to Board Members
- Use New Technology Tools (Constant Contact, etc.)
- Identify Ways to Reduce the Burden on the Board related to CM
- Liaison with State & Federal Planning Agencies (resources – funding and staff)

Several thoughts, suggestions and action items were identified:

- There is a need to “institutionalize” the Chapter – so that it does not depend so much on individuals/firms (website access, teleconference numbers, etc)
- Each Board Member should personally work to get one new person involved
- Chapter Meetings should be tied to other events to increase participation (AML, etc.)
- Tie into organizations that can support APA mission with resources (AML, DCRA, Denali Commission, Rasmussen Foundation, etc)
- Network with other organizations to increase knowledge of APA (AML, IRWA, Board of Realtors, etc.)
- Forward APA newsletters to non-members/others (Assemblies, Realtors, etc)
- Increase visibility of Planning as a Profession – Pick a theme to focus on each year and then try to get the message out through media pieces, advertizing, letters to the editor, etc.
- Try to get additional Division conferences here
- Work to get Western Planner conference back to Alaska in 3-4 years
- Create a web page for Continuing Education Opportunities for Alaska Planners and include the Lending Library Resource List
- Work to find 2-3 Planners (such as Peter Freer) willing to do training across the State using Traveling Roadshow Training Packet put together by APA – APA to receive part of fee charges to local governments

- Look at how to increase access to website to relive burden of keeping it updated – look at potential to use National site as host site
- Investigate National resources for easing registration & fee collection for training and conferences
- Keep updated Chapter calendar on website
- Do Annual Presidents Report and Financial Report
- Board voted to purchase a gift card for Suzanne Taylor for her efforts on the Chapter newsletter

Some specific action items and assignments were discussed and are listed below.

Who	What	Due By
ALL	Get one person involved in Board/Chapter activities	10/1/09
AC	Revise By-laws	11/12/08
AC	Prepare President's Report	12/31/08
MET	Send out call for nominations	10/10/08
MET	Type up Retreat Notes	10/5/08
AC	Set up Committee Mtg on Traveling Show (AC, JM, MET, BS, Toni)	10/30/08
BS	Check with AML on resources to share	11/15/08
BS	Talk to DCRA re: ideas on outreach	11/15/08
MET	Investigate conf call service	10/30/08
MET	Establish Board Contact List	10/15/08