

FPZA STRATEGIC PLANNING MEETING
APRIL 23, 2010
Lee County Government

President Crowe called the Strategic Planning Meeting to order at 2:20 PM with the following present:

Thad Crowe – Surf Coast	Rachel Layton – Gulf Coast	Nancy Roberts – Central Florida
Tina Mayfield – Calusa	Josh Philpot – Calusa	Brady Woods – Central Florida
Leigh Kerr – South Florida	Alexis Crespo – Calusa	Sharon Jenkins Owen – Calusa
Patrick White – Calusa		

Wanda Classe attended as Administrator

The Strategic Planning meeting was held to review the Strategic Plan established at the September 2007 board meeting to review the progress made by the State Board and to generate new ideas. The following list includes discussion points, suggestions and ideas generated at this meeting.

FINANCE

1. New Merchandise
 - Check Café Press for new merchandise to be made available online with no inventory maintained by FPZA
 - Umbrellas, folios, etc.
2. State-Chapter Financial Coordination
 - Continue to withhold Chapter rebate funds from Chapters who are not reporting on time
 - Consider penalty to Chapters that do not report on form supplier by FPZA as this results in an increased cost to the State Board for CPA services.
3. Sponsorships/Fundraising
 - Be on continued alert for opportunities
4. *Overview*
 - Make an effort to sell more ads

EDUCATION

1. Media/Public Awareness
 - The goal is to raise the profile of FPZA
 - Get the FPZA name out at every opportunity
 - More press releases – especially awards
 - Work with Chapter Secretaries to promote awards won in their area
2. Chapter Handbook & Conference Handbook
 - Develop current handbooks
 - Chapter handbooks would be developed for new chapters and/or struggling chapters containing state bylaws, sample budget, sample financial statement and list of speakers and committees
 - Search old files for past handbooks
 - Each host will place their conference materials in handbook and pass the book to the next host
 - Rachel Layton will work to assemble a conference handbook
3. Newsletter
 - Encourage chapters to submit more articles regarding their chapter events
 - Continue with current schedule and format of current *Overview*
4. Conference Liaison
 - Determine an Officer to hold this position – possibly President Elect

- Work closely with current host and report back to the board
5. Speaker Database
 - Administrator to prepare an Excel Spreadsheet on web site with speakers from chapters and state conference and update when information is received
 6. PDO Policy
 - Rachel Layton is working on draft of policy and will be presented at the June meeting for board approval
 7. Suggestion for FPZA to create a study manual for AICP

MEMBERSHIP

1. Chapter Membership
 - Officers will be assigned chapters to mentor
2. State Board/Chapter Communication
 - Monthly email blast to members from an Executive Committee member
 - Ask for feedback in the communication
 - Attempt to keep membership up-to-date on FPZA on web site
3. Establish State Board Committees
 - Prepare a Chapter Election Report Form asking for names of officers, directors and chairmen of committees to correspond with State Board committees
 - Chapters will be asked to complete the form annually
4. Regional Issues
 - Hold regional forums in different locations throughout the state
5. Incentives of Membership
 - Partnering with other organizations such as Florida Bar, Florida Engineering Society, ASLA, FRA, Environmental groups
 - Suggestions for new incentives:
 - Purchase in bulk – example is books
 - Planner of the year award
 - Peer Review Committee
6. Membership Application
 - Update to ask for personal email

COMMUNICATION

1. Web Site
 - Assess and update as needed – desire to keep website current
 - Encourage chapters to send in their chapter events
 - Upcoming events to be placed on the front page and education page
2. Newsletter
 - Keep same schedule and format
 - Include Chapter events if timely or add articles on the event after its occurred

FLORIDA PLANNING & ZONING ASSOCIATION, INC.
BOARD OF DIRECTORS MEETING
April 24, 2010
Lee County Government

President Crowe called the meeting to order at 8:35 AM with the following in attendance:

Thad Crowe – Surf Coast	Rachel Layton – Gulf Coast
Nancy Robert – Central Florida	Brady Woods – Central Florida
Paula McMichael – Calusa	Sharon Jenkins Owen – Calusa
Tina Mayfield – Calusa	Josh Philpot – Calusa
Kathleen Thompson – Gulf Coast	Stephen Thompson – Gulf Coast
Diane Chadwick – Sun Coast	Leigh Kerr – South Florida
Alexis Crespo – Calusa	Paul Wieczorek – Springs
Scott McGrath – Surf Coast	

Wanda Classe attended as Administrator.

ADMINISTRATOR’S REPORT – Wanda Classe called attention to her report that was in the director’s packets. The report showed 693 total members – 228 individual members, 446 members from 144 agencies, 18 students and one honorary member.

The March 30, 2009 bank statement reflected a total of \$49,496.13 compared to the March 30, 2010’s total of \$40,789.92.

Members were asked for additions or corrections to the January 16, 2010 minutes. Paula McMichael asked that her name be corrected from Paul to Paula. With this correction noted, Leigh Kerr made a motion to approve the minutes. Paul Wieczorek seconded the motion; approved.

FINANCIAL – Treasurer Woods distributed a January through March 2010 budget report. In review of the report, Treasurer Woods was asked to move the \$5,240 from line 13 to line 15 to show the credit card income for the current year. With this correction Rachel Layton made a motion to accept the financial report. Nancy Roberts seconded the motion; approved.

PRESIDENT ELECT’S REPORT – Rachel Layton distributed a draft of a proposed State Board Policy outlining the responsibilities of the Chapter and State’s Professional Development Officers. After discussion and review she will take the comments and ideas presented and incorporate them into the policy and present at the next board meeting for approval.

Rachel continued to report that FPZA is continuing to work with the various colleges and an effort is under way to determine the scholarship winners. The winners will attend the conference with FPZA picking up their room cost for Wednesday and Thursday nights. There was discussion as to whether or not FPZA should pay for their parking. Paul Wieczorek committed to donate \$250.00, Thad Crowe committed to \$50 and Surf Coast committed to \$50.00 toward paying expenses incurred by the students.

Paula McMichael is currently working on the May issue of the *OVERVIEW* which will be the conference issue. Deadline for receiving materials for the newsletter was set for the middle of the following week.

VP MEMBERSHIP SERVICES REPORT – Nancy Roberts reported that she is still working to get the Springs Chapter into an active mode. It was again discussed as in the planning meeting that in the future State Officers would be assigned chapters to mentor.

On April 29, 2010 there will be a Regional Forum held at her office on the topic of rail. She stated that she would like to carry this format throughout the state on topics relevant to the area as a way for chapters and state to work together for the benefit of the members. Other possible topics could be gambling or ports.

Nancy stated that she did receive a nice thank you from UCF for FPZA's resolution supporting their planning program.

OLD BUSINESS

CONFERENCE 2010 - Kathleen Thompson stated that the Gulf Coast Chapter is very concerned with attendance and sponsorships at the conference. She also asked for assistance in printing a conference brochure. Scott McGrath, Diane Chadwick, Kathleen Thompson and Brady Woods all committed to printing either 100 or 200 brochures. Doug Kelly had previously volunteered to print 200. They will get them to the FPZA office as soon as possible so they can be mailed. FPZA will absorb the cost of the postage.

The following is the proposed slate of 2010 Officers: President, Rachel Layton; President-Elect, Nancy Roberts; VP Member Services, Brady Woods and VP Financial Affairs, Paula McMichael. There was a discussion regarding the bylaws stating that the ballot had to be mailed to the members 30 days prior to the conference. Paul Wieczorek made a motion to interpret the bylaws as emailing being the same as mailing. Stephen Thompson seconded the motion; approved. Wanda will prepare the ballot and will email it to the membership as the Executive Committee approves it.

CONFERENCE 2011 – Calusa Chapter presented a proposal from The Naples Beach Hotel & Golf Club for June 7 – 11, 2010. They have proposed a room rate of \$129.00. Leigh Kerr made a motion for Calusa Chapter to proceed in negotiations with The Naples Beach. Stephen Thompson seconded the motion; approved.

CONFERENCE 2012 – Central Florida Chapter is still looking into different properties in the area.

CONFERENCE 2013 – Surf Coast has volunteered to host the conference in 2013.

NEW BUSINESS

SUMMARY OF STRATEGIC PLANNING MEETING – Each item listed in the Strategic Planning Notes was reviewed.

CHAPTER REPORTS

SURF COAST – Scott McGrath reported that they will hold a chapter board meeting in the first week of May. He stated that March and April were hectic with meetings to compete so they were relatively quiet but they are now getting back in the schedule for their meetings.

CALUSA – The chapter reported that they had a joint venture with the bar association on land use. They continue to hold monthly luncheons and they are gearing up for next year's conference.

CENTRAL FLORIDA – They continue to hold monthly meetings and are planning a luncheon with Amendment 4 being the topic. They reminded board members that everyone was invited to their rail forum on April 29.

GULF COAST – Their meetings are averaging attendance of 20-40. Currently they are putting a lot of effort into the upcoming conference.

GULF STREAM – SOUTH FLORIDA – Leigh Kerr reported that the two chapters recently held a successful joint venture. He stated that 23 had attended and he had hoped more would attend and believes they will when future programs are held possibly every two to three months. There was a discussion regarding dues and the formula between state and chapter dues. *(The Chapter determines the amount of their dues – the state received \$45.00 for each individual membership and \$100.00 for each agency membership)*

SPRINGS – Paul Wiczorek stated that there has been some interest in the chapter but as of now, no one has stepped forward to become president. Springs will be one of the chapters that will be mentored next year.

SUN COAST CHAPTER – Diane Chadwick reported that the majority of officers of the chapter are no longer in their jobs or have moved out of the area and there has been very little activity in the chapter.

OTHER BUSINESS – Tina Mayfield made a statement that there appears to be some confusion regarding membership within a company stating that companies may be telling employees that they are assuming another employee's membership when that person leaves the company but the employee leaving may be under the impression that they are still a member. It was determined membership stays with the person/company paying the dues. A suggestion was made to have a spot on the application asking for a personal email so that if they do leave the company, FPZA can still keep in touch with them.

The next board meeting will be held Saturday morning June 12, 2010 after the conference.

ADJOURN – With no further business, the meeting was adjourned at 11:40 AM

Respectfully Submitted,

Wanda Classe
Administrator