President Crespo called the meeting to order at 1:30 PM. The following were present:

Alexis Crespo – Calusa
Paula McMichael - Calusa
Joe Quinn – Springs
Helen LaValley – Surfcoast
Scott Ashley – Surfcoast
Sarah Sinatra Gould – South Florida
Irina Pashinina – Central Florida
Heather Cronen – Central Florida
Daniel Smith – Calusa – joined 2:45 PM

Colleen Miles – Surfcoast
Scott Stuart – Central Florida
Paul Wieczorek – Springs
Diane Chadwick – Suncoast
John Thomson - Surfcoast
Branden Roe
Amy Reed (via phone) First Coast – joined 1:59 PM
Gabby Allerton – First Coast

WELCOME AND INTRODUCTIONS: President Crespo welcomed everyone and thanked them for participating in today's meeting. Ms. Crespo thanked the Surfcoast Chapter for their efforts on the Annual Conference and the Board concurred. Each person introduced themselves and their chapter.

OUTGOING PRESIDENT REPORT: ALEXIS CRESPO
Past President Emeritus – Ms. Crespo nominated Ms. Paula McMichael and Mr. Wieczorek seconded the motion. The motion passed unanimously.

Ms. Crespo then provided her outgoing message and wished incoming President Mr. Stuart all the best. She stated that her time as President had been very rewarding and she felt her accomplishments stood on their own. Ms. Crespo said that she would assist President Stuart in any way she could.

Regarding passing of the gavel, President Crespo said that the new gavel was on order and she looked forward to the passing of it to incoming President Stuart.

PRESIDENT REPORT: SCOTT STUART
President Stuart welcomed the Board and began with a discussion on strategic planning.

Regarding strategic planning, President Stuart shared a handout of various strategic planning goals for 2019-2020. He asked that the Board members review the information and an item be added to the next agenda to review the goals in depth.

Relative to the Presidential appointees, President Stuart introduced Sam Camp, UCF Student, as the new Student Representative. Mr. Camp was in attendance and after the duties of the position were reviewed, Mr. Camp accepted the position of Student Representative.

President Stuart then asked current Student Representative Irina Pashinina to accept the position of Social Media Coordinator. This position would encompass the coordinating of Facebook as well as LinkedIn, Instagram, Snapchat and other mediums and would also focus on those areas being directed toward membership. Ms. Pashinina accepted the appointment and discussion ensued as to the parameters and possibilities of the assignment.

President Stuart then asked Branden Roe to continue in his position as Editor of the Overview. Mr. Roe had done an exceptional job thus far and his ability to continue would be a benefit to the Board. Mr. Roe accepted the position nomination.

At this point, President Stuart asked to establish a State Board Conference Committee. This committee would assist the subject chapter in the coordination and provide a joint effort in getting the State Conference
underway and conducted. This would assist the specific chapter with more hands for the overall good of the conference.

**STATE CONFERENCE: SCOTT STUART**  
President Stuart again mentioned the joint effort in coordinating the 2020 conference. Currently two chapters had discussed the possibility of hosting the conference, Gulf Coast and First Coast. Based on information provided, no response had been received from Gulf Coast and First Coast had been discussing various options for their conference window. As such, discussion ensued about First Coast hosting and perhaps the location could be St. Augustine. Upon discussion with First Coast, they seemed receptive to hosting.

This discussion then turned to 2021 and the suggested location might be Sarasota providing an opportunity for Gulf Coast to host.

**ADMINISTRATOR’S REPORT:** Ms. Miles stated that the minutes of the March 30, 2019, meeting were emailed to everyone as well as appeared in the *Overview*. A motion was made by Ms. Chadwick and seconded by Mr. Wieczorek to approve the March 30, 2019. The motion carried unanimously.

Ms. Miles then provided the current membership numbers. She then brought up the disparity in the various numbers being reported, and provided the 456 number as the total membership.

Ms. Miles then asked the Board to provide their most up-to-date contact information for the record.

**PRESIDENT ELECT’S REPORT:** President Stuart transferred his previous position, President Elect, to Jim Barnes. Mr. Barnes was not in attendance.

PDO – Ms. LaValley said she had not finished entering the CM Credits for the conference and providing the update in an email to everyone.

**VP MEMBER SERVICE REPORT:** Mr. Barnes was not in attendance however his duties would be transferred to Mr. Quinn. As Mr. Barnes was not in attendance, his update on the South Florida and Gulfstream Chapters was unavailable. Regarding member services, Mr. Quinn said he would work in conjunction with Ms. Pashinina to boost membership via social media.

**VP FINANCIAL AFFAIRS:** The quarterly financial report was tabled until the next meeting. Mr. Quinn stated he would coordinate with the new VP Financial Affairs, Sarah Sinatra Gould, as to the transferring of information and the coordination of the year-end report.

**STUDENT OUTREACH:** Ms. Pashinina reported on a program that was being done by the Urban Knights of UCF in conjunction with Amazon SMILE. She suggested that the FPZA could also enlist as a non-profit and any purchaser that selected FPZA through the SMILE program would contribute to our organization. Further investigation into this would be required.

Ms. Pashinina turned the reins of Student Outreach over to Mr. Sam Camp, one of this year’s Student Scholarship Winners and the new Student Outreach representative on the Board. Mr. Camp briefly discussed his background and his acceptance of the position. He stated he understood the goals of the position to garner more membership from various universities throughout Florida and looked forward to the challenge.

Mr. Roe provided a contact for FSU to assist with student outreach.

**OLD BUSINESS:** Mr. Stuart reported that an email had been received from USF regarding a donation made by FPZA in the amount of $1,000 from 1997. USF requested the ability to transfer the donation to another account which would also assist with future planning students. Mr. Wieczorek made a motion to allow the transfer request, and Ms. Chadwick seconded the motion which carried unanimously.
NEW BUSINESS: There was no new business.

OVERVIEW NEWSLETTER EDITOR: Mr. Roe told the Board that the upcoming issue of the OVERVIEW would be a Conference recap. He asked for the awards list as well as the registration list. He also asked for session information as he wanted to prepare a Session-by-Session report. President Stuart would prepare the President’s Letter. The Member Spotlight would be Gabby Allerton with Environmental Resource Solutions. Mr. Roe asked that the deadline for submitting items for the upcoming OVERVIEW be close of business on June 21st. He also said that he would try to hyperlink the sessions from the Conference.

CHAPTER REPORTS:

• First Coast said they would host the 2020 Conference and Ms. Allerton spoke to the issue of where to hold it. The discussion seemed to lean toward St. Augustine for 2020.
• Springs said they were planning on hosting a Bike Trail session in conjunction with APA for Fall.
• Surfcoast had just hosted the Annual Conference in Key West. They hosted a member appreciation night on May 23rd at Persimmon Hollow in DeLand. They were planning a luncheon in July on manufacturing and visiting the Kermit Key Lime Factory in DeLand. Several Community Service Projects were scheduled including Coastal Cleanup and National Parking Day Parklet, both in September.
• Central Florida would be coordinating the next Regional Forum “Plantoberfest” to be held on October 11th with the State Board meeting following on the 12th.
• Suncoast hosted the previous Regional Forum and was focusing on reviving the enthusiasm of their chapter. Although they have members the interest is waning.
• Calusa hosted a session with APA on the City of Fort Myers’ award-winning Midtown Vision Plan & Redevelopment Strategy and had 45 attendees. They would be hosting a social in July in downtown Ft. Myers and an event in August/September in Cape Coral regarding the city’s recent LDC update. They also plan an October review session for the Bayshore/Gateway CRA Redevelopment Plan and pilot projects.

FUTURE BOARD MEETINGS:

Quarterly Board Meeting Schedule -
Fall – October 11-12 – Central Florida Chapter – “Plantoberfest”
Winter – Jan/Feb 2020

ADJOURN – With no further business, a motion was made by Ms. Crespo and seconded by Ms. McMichael, and the meeting was adjourned at 3:15 PM.

Respectfully Submitted,

Colleen Miles
STRATEGIC PLANNING AND GOALS FOR 2019-2020

Education - Strengths
1. Conference
2. Conference data book of past events / state board coordination (in progress)
3. Central Speaker list for conference and local chapter events (in progress)
4. Regional Forums & Local Chapter Programs / Mobile Tours
5. Provider for AICP Certification
6. Strong Chapter = Strong Programs
7. Consistent Quality in Overview / Newsletter

Education - Weaknesses
1. Weak Chapters = Weak or no Programs
2. Website / Social Media (in progress)
3. Need More Articles & Chapter Reporting
4. Planning Commissioners Training

Finance - Strengths
1. 501(c)(3)
2. Balanced Budget
3. Conference Sponsorship
4. Consistent Financial Base

Finance - Weaknesses
1. Potential Loss of Dues / Membership
2. Minimal Coordination of Finances between State and Chapter for Tax Reporting
3. Overly Dependent on Dues
4. Minimal annual sponsorships
5. Limited Reserves
6. FPZA Merchandise – new items?
7. Not Taking Advantage of Revenue Opportunities
8. Minimal Fundraising Activities

Membership - Strengths
1. Ongoing Strong Chapters / Consistent Memberships
2. Scholarships
3. Diversity in Members (public/private, different professions)
4. Potential for New Members Due to AICP Credit Requirements
5. Affordable Dues
6. Grassroots Planning Organization, not Corporate
7. Great Networking

Membership – Weaknesses
1. Inactive chapters
2. Quantity of Programs / participation
3. Website / Social Media involvement
4. Print material / Brochure / Merchandise
**MEMBERSHIP DRIVE 2019/2020 – SUPPLEMENTAL (FOR DISCUSSION)**

**Issues:** Application Form and Process, Payments, and Renewal process

**Current Procedure:**
Renewals are sent out Mid-June in the form of Dues/invoices for the upcoming fiscal / membership year (July 2019-June 2020) June = annual renewal

** if you are not a member or did not renew the previous year for whatever reason, you don’t get an invoice this year…**

Each year Sunni creates a new database using the previous year as a base. This will identify renewals and non-renewals.

**Discussion:**
In addition to an “invoice”, maybe we can come up with some type of membership drive email / flyer, summary of member benefits …. Email blast previous members, new prospects, as well as renewals…then we can get back on track!

Social media outreach (Facebook, LinkedIn, etc)
   stay active / Unified through the state level

Options for underserved areas -
   With the launch of FPZA (state) facebook page, etc… One thing we could consider for the membership drive could be to promote state membership only - you don’t HAVE to pay for or be a local chapter member…especially for those members that have an “inactive” chapter.

Renewals - Many current or previous members don’t even know if their membership has expired or what their status is within in the group. Membership may be low simply because they are unaware or have not been sent a renewal invoice. If you skipped a payment in the past (intentional or unintentional), you are not even getting noticed of this year’s dues.

**Suggested Action Items:**

- Create a membership drive flyer with benefits, general calendar of events, etc… in addition to just sending and invoice. Ideally if we can have facebook group set up, we can announce it’s launch and direct people to look there for future events and updates…

  Don’t just rely on existing members for renewal. Send membership flyer to all previous members and any other contact list (linkedin, etc…) that we can use.

- “FPZA EZ Pay”

  Make paying for membership easy. Modify website, use paypal, venmo, anedot, etc… whatever app or format makes paying the membership dues “EASY”. Enable chapters to sign up new members at local events either though the website or a payment app….something that does NOT require the pre-approval process as the current website functions.