

FLORIDA PLANNING & ZONING ASSOCIATION, INC.
BOARD OF DIRECTORS MEETING
February 11, 2017

President Hunter called the meeting to order at 9:10 AM. The following were present:

John Thomson - Surfcoast

Helen LaValley - Surfcoast

Colleen Miles - Surfcoast

Branden Roe - Gulf Coast

Alexis Crespo - Calusa

Diane Chadwick - Suncoast

Arleen Hunter - Calusa

Rachel Layton - Gulf Coast

Paula McMichael - Calusa

Paul Wieczorek - Springs

Linda Trujillo - Student

Wanda Classe attended as Administrator.

WELCOME AND INTRODUCTIONS –President Hunter welcomed everyone and thanked them for participating in today's board meeting. Each person introduced themselves and their chapter.

VP FINANCIAL AFFAIRS - In Treasurer Stuart's absence, his report was displayed on the screen. His report stated that 2016 financial reports had been received from all chapters except First Coast and Calusa. The promotional signage was ordered and delivered on budget of \$1,000.00. First Coast is reporting a loss of \$1,897 inclusive of the \$2,270 still due the chapter from credit card processing and \$200.00 for award lunches. He stated the bylaw that covers financial responsibilities for conferences. On closer inspection of the First Coast financial report, it was determined that the \$1,897 amount included the \$2,500 seed money incorrectly posted as income, so in reality, the conference loss was \$4,487.00. Alexis Crespo made a motion to use the methodology of the bylaws which would determine the state was responsible for \$2,200. Her motion continued to say for them to keep the seed money of \$2,500 which is \$300 more than the state's responsibility. Diane Chadwick seconded the motion; approved.

ADMINISTRATOR'S REPORT –Wanda Classe stated that the agenda, minutes of the October 15, 2016 board conference call meeting, membership numbers and balance sheet had been emailed to everyone. The membership report showed 429 as the total number of members: 124 individual members, 293 members from 69 agencies, three students, four Honorary Students, four Past President Emeritus and one paid Past President Emeritus. At the January 20, 2016 meeting the membership count was 491 resulting in 62 members less than this time last year.

She also asked for corrections or updates to the board listing.

Wanda stated that the total monies in the bank as of January 31, 2017 is \$56,112.36 of which approximately \$8,000.00 is owed back to the chapters and will be distributed when the chapter financials are received.

VP MEMBERSHIP – Alexis Crespo stated that FPZA continues to add five or six a week to LinkedIn. After the comment about membership being down from last year, Wanda was asked to send each chapter a list of current members and a list of former members who have not renewed.

She has spoken with Jim Barnes and he is very interested in FPZA in the Gulfstream area and it appears the he thinks it is still an active chapter.

PRESIDENT ELECT'S REPORT – Helen LaValley is still trying to determine who the Professional Development Officer is in each chapter and she will continue with the process.

Paul reported that Springs participated in an APA event in April.

Suncoast had 35 attend their Forum the previous day.

STUDENT OUTREACH - Helen LaValley distributed a proposed list of requirements and responsibilities of the student representative. Linda listed several associations/organizations that she is involved with and will promote FPZA when she has the opportunity. She will also start sending out student award applications.

Wanda was asked to put Linda Trujillo on the website as Student Representative.

PRESIDENT'S REPORT – President Hunter stated that several Presidential Appointee slots were still open.

She reminded the chapters to plan their community involvement events.

STRATEGIC PLANNING AND GOALS FOR 2016-2017

Education - Strengths

1. Conference
2. Mobile Tours
3. Provider for AICP Certification
4. Strong Chapter = Strong Programs
5. Consistent Quality in Newsletter
6. Planning Commissioners Training - Barnaby
7. Website
8. *Year-end Financial Requiring a list of Officers and PDO.*

Education - Weaknesses

1. Weak Chapters = Weak or no Programs
2. Inconsistent Press - *Create press kit for news releases and awards*
3. Need Articles & Chapter Reporting
4. No Centralized Speakers Database - *Alexis will work on this*
5. Conference Book - *Calusa will start over on book to be passed on each year*

Finance - Strengths

1. 501(c)(3)
2. Balanced Budget
3. Conference Sponsorship
4. Dues Provide Consistent Funding
5. Solid Financial Base
6. Strong Executive Administrator
7. We Run a Lean Program

Finance - Weaknesses

1. Tax Cuts - *Local Budgeting* - Potential Loss of Dues \$\$
2. Minimal Coordination of Finances between State and Chapter for Tax Reporting
3. Overly Dependent on Dues
4. Minimal Sponsorship \$\$
5. More Time needed for Budget by Board
6. Treasurer Assumes Duties Mid-Year
7. Limited Reserves
8. Chapters not Depositing Checks
9. FPZA Merchandise not on Web - *Merchandise not selling*
10. Not Taking Advantage of Revenue Opportunities
11. Minimal Fundraising Activities

Membership - Strengths

1. Ongoing Strong Chapters
2. Scholarships
3. Diversity in Members (public/private, different professions)
4. Potential for New Members Due to AICP Credit Requirements
5. Updated Brochure
6. Website
7. Affordable Dues
8. Statewide Consistent Membership
9. Grassroots Planning Organization, not Corporate

10. Great Networking

In the past there had been discussion regarding the chapter boundaries and if they needed to be changed. In discussion, it was determined to leave the boundaries as is and encourage area meetings within chapters. The priority membership area concentration will be on the Tallahassee area.

Bylaws -

1. Clarification on Conference Regarding Money Distribution
2. Create a New Policy - State Conference Deadlines

OVERVIEW –Branden stated that he needs conference information, forum write-up and minutes.

CHAPTER REPORTS

CALUSA – They are in the process of planning the 2017 Conference that will be held June 7, 8 and 9, 2017. The location will be the Ritz Carlton Golf Resort in Naples, Florida and they have secured a room rate of \$139.00 per night.

FIRST COAST - Mark Shelton emailed his report: "The First Coast Chapter kicked-off the new year with five new board members. We have already had our second board meeting and put together a tentative event calendar for the rest of the year which includes three luncheons, an educational seminar, two socials and our annual awards banquet in November. We've also begun the planning for a new community service project. The first luncheon is Friday, February 24th and we'll be hearing about 'Fleet Farming'".

GULF COAST - The chapter is having a lunch meeting every other month. They are currently meeting on Wednesdays. They will send a list of new officers so that the website can be updated.

SPRINGS - Paul reported earlier that Springs participated with APA in an event last April.

SUNCOAST - They held the forum the previous day where approximately 30 attended.

SURFCOAST – Helen LaValley reported that they have a luncheon program scheduled for February 17 and the topic will be Historic Preservation. Their March 24 program will be Bicycle/Pedestrian Safety.

FUTURE MEETINGS –Dates determined for future board meeting:

Spring 2017 - April 1, 2017 hosted by Central Florida Chapter

Annual Conference - June 7-9, 2017 hosted by Calusa Chapter

Fall 2017 - Surfcoast will host the board meeting on October 28, 2017

Central Florida Chapter will host the 2018 Conference.

ANNUAL CONFERENCE - Calusa Chapter will host the 2017 conference June 7-9, 2017. They brought everyone up to date on their planning of the conference. They are hoping for 75 full registrants and 50 half day registrants. Their title will be "Sailing Ahead". Branden will include their 'Call for Awards' in the next newsletter. The awards committee will be chaired by Helen LaValley with Paul, Thad, Branden and Linda serving on the committee.

The hotel rate of \$139.00 extends until May 15, 2017, The hotel has complimentary transportation to the beach so everyone was encouraged to bring their families.

ADJOURN – With no further business, the meeting was adjourned at 12:40 PM.

Respectfully Submitted,

Wanda Classe
Administrator