



PLANNER EMERITUS NETWORK

BOARD MEETING
February 1, 2021
12:00 PM – 1:00 PM

Time: Feb 1, 2021 12:00 PM Pacific Time (US and Canada)

Join Zoom Meeting

<https://us02web.zoom.us/j/84458870487?pwd=Q2lwOWU1WTdrR09PNzIXQ0dyR2FUUT09>

Meeting ID: 844 5887 0487

Passcode: 545613

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AGENDA

1. Roll Call
2. Approval of November 9, 2020 minutes - Gina
3. Treasurer's Report – Gina
4. January 22-23 APA California Board Retreat – Hanson (5-10 minutes)
 - a. Chapter Contractors
 - b. 2021 Legislative Platform
 - c. Budget Adoption (PEN - \$500)
 - d. APA Awards – new categories
 - e. Planning Archives – Steve, Larry
 - f. 2021 Conference Update
 - g. Association Management System (AMS)/Learning Management System (LMS)
 - h. 2021 Board Values and Goals

5. Committee Reports - 2021 Goals (45 minutes)
 - a. CPAT Committee – Hanson (Chair), Cliff, Robert, David
 - b. Planner Exchange Committee – Hing (Chair), Bruce, Gina
 - c. Planning History Committee – Steve, Larry (Chapter Historians)
 - d. Website Committee – Hing (Chair), Bruce, Gina
 - e. Bylaws Committee – Linda (Chair), Gina, Hing
 - f. Remembrance Committee – Larry (Chair), Steve, Linda
 - g. Honors Committee – Matthew (Chair), Cliff, Margaret
 - h. Programs Committee – Brian (Chair), Bruce Margaret

6. Other Items

7. Action items

8. Proposed Future Board Meetings – Monday, 12:00-1:00 pm
 - a. April 5 or 12
 - b. July 5 or 12
 - c. September 11-14 (Riverside) or October 4 (if virtual conference)

Attachments:

- CPAT Committee Report w/ Draft Revised CPAT Webpage
- Planning Exchange Committee Report
- Brain Dump! 75th Anniversary Planning Committee
- Status of APA California Archives (report to APACA Board)
- Website Committee Report



MEMORANDUM

To: PEN Board

From: CPAT Committee:
Hanson Hom, Chair, Cliff Graves, Bob Paternoster, David Salazar

Subject: Revised CPAT Program and Webpage

Date: February 1, 2021

The CPAT Committee met on two occasions in December 2020 and January 2021 and discussed revisiting the project guidelines, criteria, and expectations for the program. General conclusions were as follows:

- Projects will need to ensure that we are not competing or taking away work from private consultants.
- A modest Chapter budget will be available of up to \$500 to cover incidental expenses for the CPAT program; sponsorships should also be pursued.
- AIA and APA national have comparable models which the Chapter's program is modelled after, although with limited financial expectations. For AIA, projects originated through the Chapter's outreach and work with communities. Several other APA Chapters have CPAT programs similar to California's.
- A key issue has been in publicizing the program and having organizations submit an application. Outreach to Section Directors have not yielded potential projects. Volunteers have not been the problem; defining projects have been the problem. Should publicize past project reports and successes.
- A second issue is reframing the parameters of the program, as needed, to clarify the scope and expectations for potential applicants. Allow the program to adapt to specific needs, but provide clarity on the program for potential applicants.
- Hanson will feed information to the Chapter to post on weekly eNews and social media.

- For 2021, CPAT meetings/workshops will most likely need to be offered in a virtual format.

The Committee decided that the first order of business was to refresh the Chapter's CPAT webpage. Hing Wong and Francine Farrell, Chapter Website Coordinator, joined the January committee meeting to discuss updating the webpage and improving access to this page. Attached is a draft of a revised CPAT webpage for comments.

David Salazar also recently discussed with Hanson regarding a promising CPAT project to form a cultural district and to investigate economic development strategies for the Latino community in Long Beach. The project could also include collaborating with an MBA class at Cal State Long Beach that will be conducting a market study for a mixed use (housing, retail, commercial) Mercado project.

Attachment: Draft Revised CPAT Webpage

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(placeholder picture only)

APA CALIFORNIA COMMUNITY ASSISTANCE PROGRAM

The American Planning Association (APA) California Chapter and [Planner Emeritus Network \(PEN\)](#) are pleased to offer a program that provides volunteer planning assistance to financially constrained communities throughout California and Baja California. Through the creation of a **Community Planning Assistance Team (CPAT)** composed of experienced planners, allied professionals, and community experts, a **CPAT** works collaboratively with residents, municipalities, and community groups to provide planning and technical assistance. The program represents a professional and ethical commitment of APA California and PEN to foster community education, engagement, and empowerment and to promote equitable, inclusive, and sustainable California communities.

What is the Origin of the Program?

APA California's Community Assistance Program, launched in 2016, is patterned after a similar program created by the national American Planning Association in 1995. See APA video for a two-minute program overview.

[APA Community Planning Assistance Team Program](#)

What Projects Are Suitable for Community Assistance?

The mission of the program is to provide value-added planning expertise to challenged communities. Proposals are welcomed from any community or organization that lack sufficient resources to hire a consultant firm to tackle a multi-faceted planning problem or issue. A **CPAT** fills this gap by offering pro bono professional services tailored to the specific needs of the community. Assistance can take various forms, such as community education and facilitation, planning advice and insights, technical assistance, or planning analysis. Possible outcomes can be a vision plan, a strategy for achieving community goals, an action or implementation plan, a concept for

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transforming a commercial district or neighborhood, an economic development strategy, or a collaborative planning framework for decision-making.

Do you have a candidate for a community project? Please contact Hanson Hom, CPAT Coordinator, at hansonapa@gmail.com or submit a [Community Request for Assistance Form](#). We will connect with you to discuss.

What is the Role of the CPAT?



A team leader with expertise that best meets the needs of the **community** project will be identified. A multidisciplinary team of volunteer professionals will be assembled to work closely with community leaders. The **CPAT** will develop a planning schedule and define the project expectations and products. The community process typically includes significant involvement of local stakeholders and broad public outreach.

In collaboration with the community partner, the process can be structured as a [charrette](#) or a series of workshops or meetings. (For 2021, meetings are expected to be virtual.) The **CPAT** will provide the community with a final report (in electronic form) which will be published on the APA California website.

How Can I Volunteer on a CPAT?

A **CPAT** provides a venue for creative community service for APA California members. While services are pro bono, participation may qualify for AICP credit. Each team is formed based on the expertise needed to address the community's planning issues. Team members will engage with community representatives in a short but intensive planning process (typically over several months). If you are a member of APA California and wish to volunteer your services, please complete the [CPAT Volunteer Form](#).

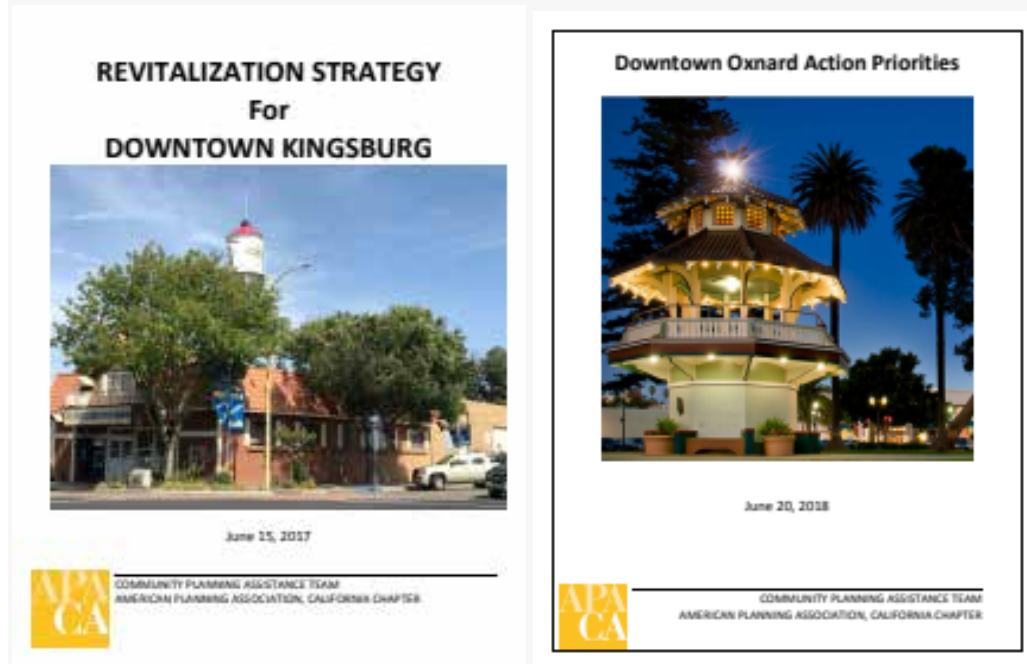
How Are Projects Selected and Initiated?

Every request for assistance is carefully reviewed by a committee of APA California and PEN members. The evaluation considers community need, potential positive impact, and community readiness in terms of local leadership and community support. Meritorious proposals are recommended to the APA California Board of Directors.

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An agreement is then executed that outlines the responsibilities and expectations of the community partner and APA California/PEN. Reimbursements and possible sponsors to cover expenses (e.g., transportation, food, accommodations, facilities, materials, and technology support) will be addressed if applicable.

CPAT Project Reports



Links: (on right column)

- [Community Request for Assistance Form](#)
- [CPAT Volunteer Form](#)
- [Revitalization Strategy for Downtown Kingsburg](#)
- [Downtown Oxnard Action Priorities](#)



MEMORANDUM

To: PEN Board
From: PEN Planner Exchange Committee:
Hing Wong, AICP, Chair; Hansom Hom, AICP; and Brian Mooney, FAICP
Subject: Planner Exchange Committee Report
Date: February 1, 2021

The PEN Planner Exchange Committee met once in January 2021 to discuss the goals and objectives on how our Board and our members can play a more active part in sharing cross-generational knowledge and being role models for planning students and younger planners. This Committee is recommending two events in 2021 (one in the spring and one in the fall). Because of the pandemic, the activities for this year will be online.

This Committee will also be coordinating with the California Planning Foundation (CPF) Events and Outreach Committee to come up with ideas on workshops or networking activities. CPF – established in 1970 as a nonprofit, charitable organization – is part of APA California and has the goal of furthering the professional practice of planning in California with its primary focus by providing scholarships to exceptional college students in financial need. Recently, CPF is looking at creating additional programs to assist planning students.



75th Anniversary Planning Committee | APA California | January, 2020

Potential Goals	Potential Strategies/Activities Supporting the Goal
<p>Background/Foundational Activity (Preparatory) <i>Before the anniversary year, update the principal foundational documents that we use to tell the story of APA California.</i></p>	<p>These include:</p> <ul style="list-style-type: none"> § APACA History spreadsheet § List of conferences and locations § APA California 70th anniversary commemorative publication § List of CA/US Planning Pioneers and Landmarks § Updated finding guide or documentation from Archives at CSUN
<p>Make it fun! (Julia) <i>Schedule events throughout the year (leading up to and after), not just at the conference. (Julia)</i></p>	<p>“Fun” events to be discussed on next phone conference:</p> <ul style="list-style-type: none"> § Picnic? Outdoor event? § Barbecue? § Mobile events? § Cake? § Cocktail party/reception? § Luncheon?

Broaden the Scope of the Celebration

Focus not just on the history of the Chapter and its successes, but on all the facets and dimensions of planning, and what this anniversary means in that context. (Ashley)

- § Document the impact of planning on communities, how people have been affected by planning.
- § Build on the previous work accomplished for the 70th anniversary. (Ashley)

Embrace and advance diversity, equity, and outreach (Miroo)

- § Look at gaps in the existing timeline. What were the missed opportunities? Seek ideas from others. (Miroo)
- § Look to bring in different disciplines to tell different stories, both within the Chapter and the broader profession at large. (Miroo)

Document the evolution of the profession. (Jennifer)

- § Who were the important people? (Jennifer)
- § What were the landmark cases in planning law? (Jennifer)
- § What have we learned and how can we use it going forward? (Jennifer)
- § How did APA's leaders advocate for change in California and the profession? (Ashley)
- § Are we at a turning point? What does this all mean for the future, for the next generation of planners? (Ashley)

Tell our story. Let people know who we are and what we stand for. (Julia)

- § Tell planning stories that have relevance to the region and city in which the conference will be held. (All)
- § How did California lead in policy, and what were the results of those innovations? (Marc)
- § What are the stories we can tell? (Ashley)
- § Never miss an opportunity to tell people who we are and what we stand for. (Julia)

- § Conference Sessions?
- § Betty Croly Memorial Lecture?
- § 70th anniversary symposium?

- § We currently expect that the 2023 conference will be held in Fresno. (Jennifer)
- § Celebrate local planning history – exhibit drawn from Fresno area (Steve)
- § Conduct oral histories
- § Explore the unique cultural groups and identities of the Central Valley – example: JACL Remembrance Trail, <https://fresnojacl.org/docs/Remembrance%20Trail.pdf> (Jennifer)
- § Interviews and articles in Cal Planner [Ellie?]

Celebrate the anniversary through effectively using marketing and merchandising tools. (Marc)

Enhance revenue streams coming off the conference. (Marc)

Create an extraordinary experience for students and new professionals. (Elizabeth)

Celebrate Our Members (Ashley, Julia)

Find the stories we can tell about those planners who might be less noteworthy but have contributed to the success of their communities and our profession (Ashley)

- § Update surveys (Marc)
- § Pins. Mugs. (Marc)
- § Hold a design contest for a 75th anniversary logo and poster. (Marc)
- § Market around hot-button topics that generate interest (Marc)
- § Create a book or compendium telling our story in the broader context of California planning (Marc) **(Discuss funding)**
- § Update the graphic timeline and convert it to an interactive visual timeline. (Marc) **(Discuss funding)**
- § Create an APA-label branded beer and/or coffee (Julia)
- § Hold a first-ever poster session featuring student posters, and allowing for a session or showcase event (Elizabeth)
- § Establish a track that is responsive to the needs, desires of students (Elizabeth)
- § Tie the anniversary to the histories of California's planning schools (Elizabeth)
- § If 2023 is the fifth anniversary of the free student membership program, celebrate that with some event or recognition (Elizabeth)
- § Tie events to the various University receptions and reunions. (Elizabeth)

Design events for all groups:

- § Students
- § New Professionals
- § Mid-Career
- § Retired and Emeritus
- § Planner Emeritus Network events
- § PEN Honor Awards

[Still needs a communications goal and any strategies (Ellie)]

Report to Include:

- § Goals and Objectives, including relationship to:
 - Chapter goals
 - Strategic plan
 - Conference theme
 - APA California Archives at CSUN
- § Diversity, Equity and Outreach
- § Marketing and Merchandising
- § Communications and Publications
- § Principal Events and Activities to Be Considered
- § Opportunities for Portfolios, Sections and Affiliates
- § Potential Costs and Budget
- § Suggested Timeline

MEMORANDUM

Date: January 5, 2021

To: Ashley Atkinson, AICP, President
APA California Board of Directors

From: Steven A. Preston, FAICP and J. Laurence Mintier, FAICP, Chapter Historians

Subject: **Status of APA California Archives at California State University, Northridge**

We are writing to inform the Board of recent developments concerning the APA California Archives. Since 1998, the Chapter has maintained its official archives at California State University, Northridge (CSUN).

1. **Collection Closed to Public.** As the pandemic has affected the operations of universities and colleges across California, so has our collection been affected. The archives, housed in the University's library, have been closed to the public and to us since last March, and there is no date in place yet for a reopening. Most CSUN staff continue to work from home, and it is our understanding is that only a skeleton staff is in place in the Library to handle requests from faculty and students.
2. **Ongoing Transmittal of Records.** Despite that, we have successfully maintained contact with the University's archives staff, and have been able to continue transmitting records to CSUN through the end of December, 2020. For reasons covered later in this memo, we are uncertain of what will happen for the next several months.
3. **Archives Receives City Songs Collection.** We have also received a significant donation to the Archives: in October we received the "City Songs" collection of Dr. David E. Bess, the former chair of the urban and regional planning program at Cal Poly, Pomona. Dr. Bess served as the Chapter's vice president for public information in the late 1970s/early 1980s.

The collection includes indexed research, titles, lyrics and music for hundreds of songs, most written at the turn of the last century, promoting California towns and cities. How the songs were used to promote the glories of California, while supporting development, promotion and attraction efforts, represented a line of Dr. Bess' research over more than 30 years, spawning several academic and conference presentations, including a performance some years ago before the California Planning Roundtable.

Archives staff was thrilled to receive the collection, as it represents a particular and unusual topic of research. The Archives staff made special arrangements to take possession of the collection in November.

4. **Staffing Changes.** Faced with significant financial issues related to the pandemic, we are advised that CSUN is making some staffing changes that will affect our archives collection:
 - § **Holli Teltoe**, the CSUN Coordinator of Special Collection and Archives who has provided us tremendous support and assistance, has taken an early retirement buyout from the University, leaving CSUN on December 31. Ms. Teltoe will continue working with the Glendale Public Library system in its Special Collections unit, and has offered to make herself available if we have questions during the transition.
 - § For the immediate future, we have been advised that her former supervisor, **Ellen Jarosz**, Head of Special Collections, will be our contact. It is our understanding that Coordinator position may not be filled for up to two years, so there is some uncertainty that we have about the level of support that will be available to us. We are attempting to make contact with Ms. Jarosz.
5. **Digitizing of Collection.** At the time the pandemic struck, the Archives staff and student assistants were working to digitize a significant part of our collection: some 3,600 pages of California Planner and its predecessors going back to the 1950s. That project was funded by a roughly \$15,000 grant by the Chapter, and supplemented by a gift from the Dean's office. At the time the pandemic struck, CSUN estimates that this work was about 70% complete, but because the work is heavily reliant on paid student assistants, no work has been completed since. One of our principal efforts in the coming year will be to try and get this work back on schedule.

6. **Permitted Forms to Deliver Records.** Before her departure, Ms. Teltoe informed us that the University would now accept certain of our records in digital form, meaning CD, thumb drive, or other agreed medium. Once we are able to establish a line of communication with the staff, we hope to get further clarification on this issue, which we believe would help reduce the amount of work needed to transfer records to the Archives and to process the collection.

7. **Change in Name:** Until recently, our communications were with the University's Delmar T. Oviatt Library, named after the first Dean of the then-nascent San Fernando Valley State University. Oviatt died in 1971. Recent discussions over Oviatt's statements on matters involving race and ethnicity have caused CSUN to reconsider this name, so we have been informed that going forward, the institution will no longer be referred to as the Oviatt Library, resuming the more prosaic name "University Library" for now.

While none of these recent decisions directly impacts viability of the collection itself, the challenges in accessing staff and materials in the collection will significantly impact our ability to process existing donations and retrieve information from the archives. We will continue to make our annual \$1,000 contribution to the Archives program (this is a term of our agreement with CSUN). The Historians are working to establish contact with the new CSUN staff liaison, and will advise the Board as soon as we have more information to report.

Action Required

No action required; this report is for the Board's information only.



MEMORANDUM

To: PEN Board
From: PEN Website Committee:
Hing Wong, AICP, Chair; Bruce Baracco, AICP; and Gina Natoli, AICP
Subject: Website Committee Report
Date: February 1, 2021

The PEN Website Committee met twice in January 2021 to discuss the goals and objectives on how to improve our website. The main goals and objectives were:

- Increase the visibility of PEN, who we are, and our activities
- Be well organized and user friendly
- Updated frequently so it is current

We propose the sections be broken down as:

- About Us (includes the annual report submitted to the Chapter)
- Awards and Honors (list of awards and honorees)
- Membership and Meetings (includes agendas and minutes)
- PEN Board (roster to include names, bios, photos, and email addresses)
- CPAT (CPAT Committee will work on this section)
- Chapter History (link to our Chapter Historian's webpage)
- Links (any other vital links that further our mission)

We would like your comments and inputs to the website as well as these items by
February 22, 2021:

- Bio (150-200 words)
- Headshot photo
- Any links to other websites that you feel may be good for us to have as a link in the last section