



American Planning Association

Making Great Communities Happen

APA DIVISIONS COUNCIL

FY2015 ANNUAL DIVISION PERFORMANCE REPORT

DUE NOVEMBER 15, 2015

Division: City Planning and Management

Chair : Joseph Horwedel

1. **Workplans and Budgets**

The work plans between FY 15 and 16 are pretty similar with increase for the New Director and Planning Manager Institutes offered at the annual NPC. We also increased financial support for doing outside agency peer reviews. (Attachments a and b)

2. **Communications**

The Division produced 4 eBlasts to our members over the year. We also did a new member eBlast and a National Planning Conference notice of events by the Division. We also did for the first time marketing in January 2015 on behalf of APA for the newly restructured Planning Leadership and Planning managers Institutes at the NPC. Attachment e).

3. **Annual National Planning Conference Activities**

At the 2015 National Planning Conference the Division presented a by right session, and was key in the Planning Office of the Future Session track with the flagship session hosted by the Chair.

The annual businesslike meeting was held on Saturday April 18th from 8 to 10:30 at the conference hotel. We had one member in attendance despite a special eBlast to the membership.

We co-hosted for a second year a member reception for the conference at Kell's Irish Pub on April 20th from 8pm to 10 pm. We shared the reception with the California Chapter and the Transportation, Gays and Lesbians in Planning, Latinos and Planning, and the Black Community Divisions. This is always a fun event and a great chance for division members to meet planners from other divisions.

The Division's by right session was entitled The Use of Zoning as a Tool for Creating Competitive Cities and was organized by our Vice Chair Charles Graves. Charles moderated the session. The division also was a sponsor of a facilitated discussion by Shelby Powell on The Ethics of RFPs on Sunday April 19th from 12:45 to 2:15. This session had over one hundred attendees.

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The Division also was the lead for the Planning Office of the Future session was organized by our Chair and moderated by David Rouse from APA. The presenters included Joseph Horwedel, Mitchell Silver, Fernando Cosat and Katerine Poppel. Ms. Poppel was a late addition to the project as a second Young Professional who helped complete the report and presented the Millennial perspective with great skill. The session had an attendance of over a 100 in a 5:30pm time slot with good interaction with the attendees.

We staffed the Divisions Counsel Booth on April 19th at 9am to 10:30 am with Joseph Horwedel and Margo Wheeler.

The Annual Business Meeting was held on April 19th at 8 am at the Conference Hotel. The meeting agenda (Attachment c) was focused on the work plan and budget for the next year, consideration of recommendations from the Division for FAICP nominations, and elections. There was one other member of the Division in attendance. (Roster Attachment c).

4. All Other Events/Programs

The Division worked on several fronts this past year. The Planning Office of the Future Project for APA was a major effort that the Chair devoted most of his energies over the year to complete for the NPC. The project resulted in the publishing the 56 page Final Report prior to the NPC in Seattle where the by right session discussed the findings and implications in planning offices. This report aligns with work coming out from several other APA Task Forces including the Smart Cities and Sustainability Planning for Economic Development, Consumers of Planning / Engaged Citizens, Aging Population and Retired Members Task Forces.

The division also made a concerted year long push to assist the City of Detroit with an assessment of their planning functions working with APA staff in Chicago. This was headed up by our Vice Chair. Despite many discussions with the City's leadership during their receivership stage, the politics did not seem to allow such an effort to proceed. Now that Detroit is out of receivership and has appointed a new Planning Director, we will reach out once again.

One spin off from the Planning Office of the Future Project was a webinar that was offered through APA on June 3rd, 2015 for CM credits. The webinar had approximately 100 attendees and included Fernando Costa.

The Division also assisted in the review of a Planning Advisory Service Report on Planning Agency Management. David Rouse asked for assistance in reviewing the draft to look for alignment with the Division's work on the Planning Office of the Future Project. The goal was to integrate the two. In reading the draft, the structure at best allowed adding a final chapter on the Planning Office of the Future but the author was unwilling to refocus his draft on planning agency management rather than sustainability issues in cities.

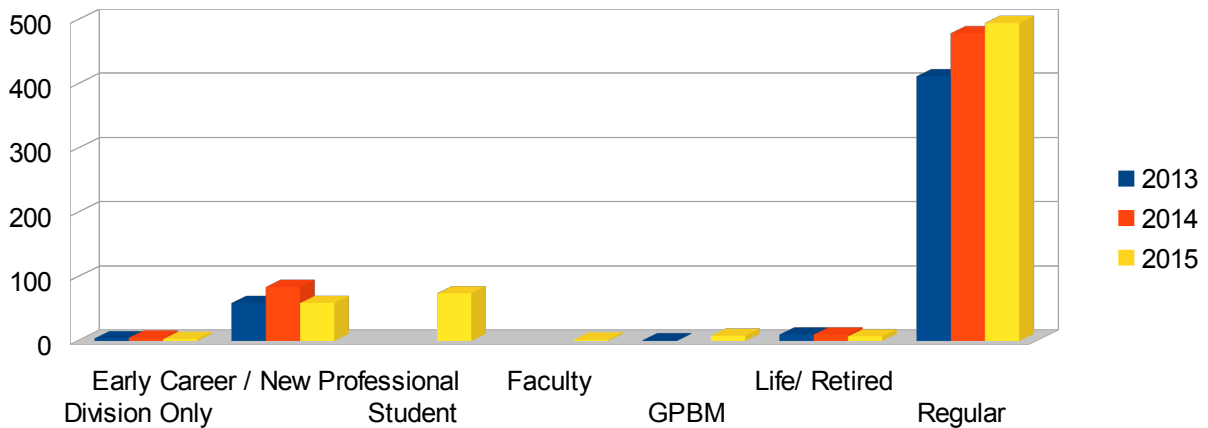
The Division leadership conducted conference calls several times during the year to coordinate activities and make work plan and budget adjustments. Other times due to the difficulty of coordinating schedules across the country we relied on emails or one on one calls to conduct division business.

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The Division was a key part of rebuilding the New Directors Institute and the Planning Managers Instroue offered by APA at the annual NPC. Over the years the Division funded a major portion of the New Directors Intsitute but had minimal role in the faculty selection or the program. We began several years ago asserting ourselves with APA by scaling back our financial commitment and asking for access to attendees. That lead to a conversation with APA staff ,as the leadership changed in Chicago, on what the purpose of the two programs was and what should they be? From that work they evolved into a new clear focus on skills for mid level / career planners, new branding and then actual marketing occurred for Seattle resulting in new highs in attendance. The Division assisted in marketing efforts through our membership eBlasts as well as brainstorming ideas to target APA wide audiences in a strategic manner.

5. **Membership**

As of the end of fiscal year 15m the CPMD had 648 member, up from the 578 member at the end of FY 14, an increase of 11 percent. Full rate paying membership grew at a 3+% rate for the year. The CPMD is made up of 7 Life members, 495 normal members, 56 new professionals, 74 students, 4 division only and 4 retired.



The Division had no active task forces or committees during the year. At the Annual Business Meeting an Elections Committee was created to run the elections for the Winter of 2015. The Elections Committee is headed by Past Chair Wheeler and includes Chair Horwedel.

6. **Division Assistance Programs**

The Division responded to general inquiries of APA members refered by APA . Those emails were lost when my email system crashed in late July. Noted above are many activities we assisted non division members on projects and issues of relevance to the CPMD and APA in general. We have not implemented an inventory of members in the news. That is a good idea.

7. **Research and Publications**

The Division completed the Planning Office of the Future Report. This project spanned over 18 months and was the topic of sessions at the NPCs in Atlanta and Seattle. The project included experienced planning professionals and young professionals. The project resulted in a Session track in Seattle focused on the issues that planning agencies and staff should be considering in the

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immediate future to be more relevant in our communities and ready for the changes affecting our profession.

The Division as a result of this work was asked to peer review a draft of a Planning Advisory Service report on Planning Agency Management. The draft submitted by the author was unfortunately focused on sustainability rather than actual planning management so it is uncertain if APA will publish the document.

The Division is also partnering on several research projects. The first is a technology survey of planning agencies being lead by Cal Poly State University, San Luis Obispo and the Technology Division. The CPMD has offered to assist in outreach and financing the study. The second project is focused on water supply and is a proposal to the Water Environment Research Foundation (WERF) for how water resource management (particularly water/sewer/storm-water utility management) and urban planning can work together more effectively. This is in part a follow-on to APA's Water Task Force, and APA staff and Task Force leaders will be involved in the research and workshop process with the selected research team.

8. Elections

Elections are for following Year

9. Financial Report

The Division ended the year with balances roughly where we expected although we added to the reserves by approximately \$1,500. (Attachment d). We budgeted to draw down the reserves \$800 to give ourselves more flexibility in FY15 Budget to address opportunities. Some of those arose and others did not or did not incur costs at a level we planned for and thus the increase in the reserve. Part of the reserve increase appears to be due to APA not billing the division for our contribution towards the 2015 Planning Leadership Institute. That is being investigated with APA staff.

The FY 16 Budget increased the use of the reserves on top of increased revenues to nearly double the support from the Division towards the newly reformatted Planner Institutes offered at the NPC. This year we will be providing \$2,000 for each program, an increase from the \$500 offered this prior year. We increased the budget available for peer reviews up to \$1,000 and added in October \$1,000 grant towards research by Cal Poly State University and the Technology Division on technology useage by planning agencies.

10. Bylaws

We are proposing bylaw changes in 2015-16 elections

11. Divisions Council Meetings

Joseph Horwedel represented the CPMD at the 2014 Fall Business Meeting, 2015 NPC and the 2015 Fall Business Meeting.

12. APA Development Plan

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The Division made significant time commitments towards the APA Task Force on Planning Agency of the Future that also supported 5 other of the 9 Task Forces.

13. Division Challenges

The division suffers from a lack of active participation. While membership has grown substantially, participation at the executive level has suffered this year as three of the four members changed jobs which caused major disruption in their attentions and availability. Regularly scheduled conference calls have become extremely difficult to conduct with all board members available so it has required excessive time and energy for the Chair to chase details. This past year the division did not produce a formal newsletter despite several of the articles being written in time for a spring edition. I attribute this personally to “APA Burnout”. The demands of managing the schedules of the Planning Office of the Future participants to produce significant original content, delivering the session at NPC and then a webinar in short order with the review of a severely off target PAS report draft was draining and the Chair stop instigating monthly conference calls.

14. Shout it from the Mountains

Appendixes:

- a. FY 2015 Work Plan with Approved Budget
- b. FY 2016 Work Plan with Proposed Budget
- c. Annual Business Meeting Agenda and Attendance List
- d. FY 2015 Financial Report
- e. eBlasts

Shout from the highest mountain

The Division was a key part of rebuilding the New Directors Institute and the Planning Managers Institute offered by APA at the annual NPC. Over the years the Division funded a major portion of the New Directors Institute but had minimal role in the faculty selection or the program. We began several years ago asserting ourselves with APA by scaling back our financial commitment and asking for access to attendees. That led to a conversation with APA staff, as the leadership changed in Chicago, on what the purpose of the two programs was and what should they be? From that work they evolved into a new clear focus on skills for mid level / career planners, new branding and then actual marketing occurred for Seattle resulting in new highs in attendance. The Division assisted in marketing efforts through our membership eBlasts as well as brainstorming ideas to target APA wide audiences in a strategic manner.

The Division completed our work on the The Planning Office of the Future Project for APA which was a major effort that the Chair devoted most of his energies over the year to complete for the NPC. The project resulted in the publishing the 56 page Final Report prior to the NPC in Seattle where the by right session discussed the findings and implications in planning offices. The team made a deliberate effort to engage members of the Student Planning Council for report writing as well as presentations at the NPCs in Atlanta and Seattle. This report aligns with work coming out from several other APA Task Forces including the Smart Cities and Sustainability Planning for Economic Development, Consumers of Planning / Engaged Citizens, Aging Population and Retired Members Task Forces. One spin off from the Planning Office of the Future Project was a webinar that was offered through APA on June 3rd, 2015 for CM credits. The webinar had approximately 100 attendees and included Fernando Costa.



Appendix A City Planning and Management Division FY 2015 Work Plan

Policy/G oal	Tasks	Actions	Parties Responsible	Budget
1. Division Administration	Monthly Division Leadership Phone Conferences	* Hold monthly conference calls to coordinate division business and assignments.	Joe Horwedel responsible for agenda preparation. All leadership responsible for participation and follow-up. Completion -Monthly	\$0.00
1. Division Administration	Financial Resources	* Maintain a balanced budget for FY2015 * Increase cash reserves through reducing expenditures and increasing division membership.	* Flinn Fagg to provide quarterly budget report. * Completion date: Quarterly. * See "Outreach" for membership enrollment goals.	\$0.00
1. Division Administration	APA Leadership Meetings	* Division Chair shall actively participate in the APA Leadership meetings and training sessions.	* Joe Horwedel to attend leadership meetings on behalf of the division.	\$2,200.00
1. Division Administration	CPM Division Bylaws	* Conduct an analysis of CPM bylaws and prepare updates as necessary.	* CPM leadership to conduct analysis; Flinn Fagg to prepare changes to submit to membership. * Completion date: April 2015	\$0.00
2. Communications	<i>Strategies</i> Newsletter	* Publish the <i>Strategies</i> newsletter twice per calendar year (Spring and Fall) * Flinn Fagg to provide design and layout services at no cost to the division; newsletter will be sent electronically to division members.	* Joe Horwedel to select an editor for the newsletter. * Completion date: December 2014 and June 2015.	\$400.00
2. Communications	Website Updates	* Review CPM Division website content for timeliness, value to division members.	* CPM leadership to review website materials; Flinn Fagg to coordinate with APA National on website content. * Completion date: Quarterly.	\$0.00
2. Communications	Division Member Survey	* Utilize electronic surveys to get feedback from division members on division activities, communications, and training opportunities.	* Joe Horwedel to prepare surveys; utilize mailchimp to distribute * Completion date: February 2015.	\$0.00

Policy/Goal	Tasks	Actions	Parties Responsible	Budget
2. Communications	E-blast Emails to Division Members	* Provide regular updates to division members through "e-blast" emails.	* Joe Horwedel to prepare and send emails. * Completion date: Monthly.	\$0.00
2. Communications	LinkedIn site administration	Provide regular content to the site to encourage member discussions of relevant topics	• Exec Team to post relevant topics monthly	\$0.00
3. Education	New Directors Institute Sponsorship	* Sponsor costs of hosting New Directors Institute.	* Flinn Fagg to submit sponsorship amount to APA National.	\$2,500.00
3. Education	New Directors Institute Scholarships	* Provide two scholarships in the amount of \$250 to the New Directors Institute in April 2015.	* CPM leadership to select recipients. * Completion date: February 2015	\$500.00
3. Education	Webinar Training	* Offer training opportunities for division membership through webinar sessions.	* Joe Horwedel to contact other divisions/chapters for partnerships on training webinars. * Completion date: eBlasts.	\$245.00
3 Education	Peer Review of Planning Agencies	* Look for opportunities thru CPAT or individually to assist a planning agency	* Charles Graves to work with the City of Detroit on their needs during leadership transition.	\$500.00
3. Education	Annual Conference Sessions	* Sponsor a CPM by-right session. * Sponsor a facilitated CPM session.	* Charles Graves to coordinate sessions and invite panel members. * Completion date: April 2015	\$0.00
3. Education	Support Planning Office of the Future Initiative	Present the initiative to the membership, solicit ideas and feedback.	Chair to write columns in eBlasts and newsletter. Conduct surveys of members on relevant topics.	\$0.00
4. Outreach Activities	Promote CPM Membership	* Increase enrollment in the division by 10% in FY 2015 through sending targeted invitations to planning directors.	* Joe Horwedel to prepare letters and recipient list. * Completion date: February 2015.	\$0.00
4. Outreach Activities	Coordination with State APA Chapters	* Promote the CPM Division through participation at chapter conferences where feasible. * Utilize division members to promote the division through newsletter/website articles.	* Joe Horwedel to prepare outreach plan to chapters; CPM leadership to assist in outreach. * Completion date: February 2015	\$0.00



Appendix B City Planning and Management Division FY 2016 Work Plan

Policy/G oal	Tasks	Actions	Parties Responsible	Budget
1. Division Administration	Monthly Division Leadership Phone Conferences	* Hold monthly conference calls to coordinate division business and assignments.	Joe Horwedel responsible for agenda preparation. All leadership responsible for participation and follow-up. Completion -Monthly	\$0.00
1. Division Administration	Financial Resources	* Maintain a balanced budget for FY2016 * Increase spending of the cash reserves through increased services to members and grants.	* Flinn Fagg to provide quarterly budget report. * Completion date: Quarterly. * See "Outreach" for membership enrollment goals.	\$0.00
1. Division Administration	APA Leadership Meetings	* Division Chair shall actively participate in the APA Leadership meetings and training sessions.	* Chair of Division to attend leadership meetings on behalf of the division.	\$2,200.00
1. Division Administration	CPM Division Bylaws	* Conduct an analysis of CPM bylaws and prepare updates as necessary.	* CPM leadership to conduct analysis; Flinn Fagg to prepare changes to submit to membership. * Completion date: April 2016	\$0.00
2. Communications	<i>Strategies</i> Newsletter	* Publish the <i>Strategies</i> newsletter twice per calendar year (Spring and Fall) * Flinn Fagg to provide design and layout services at no cost to the division; newsletter will be sent electronically to division members.	* Joe Horwedel to select an editor for the newsletter. * Completion date: December 2015 and March 2016.	\$0.00
2. Communications	Website Updates	* Review CPM Division website content for timeliness, value to division members.	* CPM leadership to review website materials; Flinn Fagg to coordinate with APA National on website content. * Completion date: Quarterly.	\$0.00
2. Communications	Division Member Survey	* Utilize electronic surveys to get feedback from division members on division activities, communications, and training opportunities.	Use survey results to adjust content in eBlasts and Newsletter.	\$0.00

Policy/Goal	Tasks	Actions	Parties Responsible	Budget
2. Communications	E-blast Emails to Division Members	* Provide regular updates to division members through "e-blast" emails.	* Joe Horwedel to prepare and send emails. * Completion date: Monthly.	\$0.00
2. Communications	LinkedIn site administration	Provide regular content to the site to encourage member discussions of relevant topics	* Exec Team to post relevant topics monthly	\$0.00
3. Education	Planning Leadership Institute Sponsorship	* Sponsor costs of hosting Planning Leadership Institute. * Assist in marketing the Institute to members and APA at large	* Flinn Fagg to submit sponsorship amount to APA National.	\$2,000.00
3. Education	Planning Managers Institute Sponsorship	* Sponsor costs of hosting Planning Leadership Institute. * Assist in marketing the Institute to members and APA at large	* Flinn Fagg to submit sponsorship amount to APA National.	\$2,000.00
3. Education	Webinar Training	* Offer training opportunities for division membership through webinar sessions.	* Joe Horwedel to contact other divisions/chapters for partnerships on training webinars. * Completion date: eBlasts.	\$150.00
3. Education	Annual Conference Sessions	* Sponsor a CPM by-right session. * Sponsor a facilitated CPM session.	* Charles Graves to coordinate sessions and invite panel members. * Completion date: April 2016	\$0.00
3. Education	Support Planning Office of the Future Initiative	Present the initiative to the membership, solicit ideas and feedback.	Chair to write columns in eBlasts and newsletter. Conduct surveys of members on relevant topics.	\$0.00
3. Education	Support Technology Survey	Provide research grant to group researching the use of technology in planning agencies	Early 2016.	\$1,000.00
3. Education	Peer Review Assistance for Planning Agencies	Work with planning agencies to provide technical assistance in conjunction with CPAT or solely by CPMD.	Vice Chair to work with agencies. Detroit is a priority project.	\$1,000.00
4. Outreach Activities	Promote CPM Membership	* Increase enrollment in the division by 10% in FY 2016 through sending targeted invitations to planning directors.	* Joe Horwedel to prepare letters and recipient list. * Completion date: February 2016.	\$0.00
4. Outreach Activities	Coordination with State APA Chapters	* Promote the CPM Division through participation at chapter conferences where feasible. * Utilize division members to promote the division through newsletter/website articles.	* Chair to prepare outreach plan to chapters; CPM leadership to assist in outreach. * Completion date: July 2016	\$0.00

City Planning and Management Division
 FY2014 Financial Report (10/01/2014 - 09/30/2015)
 FY2015 Proposed Budget (10/01/2015 - 09/30/2016)

Appendix C

Type	Funds Available 10/01/14	Funds Available 09/30/15
Checking	\$10,310.23	\$14,373.22
Money Market	\$0.00	\$0.00
Other	\$0.00	\$0.00
TOTAL	\$10,310.23	\$14,373.22

REVENUE	Description	FY2015 Budget	FY2015 Actuals as of 09/30/2015	Subtotal	Proposed Budget FY2016 REVENUE
Rebates	Q1 (and FY13 dues/grants)	\$1,300.00	\$1,162.50		\$1,700.00
	Q2	\$1,300.00	\$2,274.50		\$1,700.00
	Q3	\$1,300.00	\$1,435.00		\$1,700.00
	FY2012 Q3 (trf August)	\$1,300.00	\$2,112.50		\$1,700.00
	Rebate Revenue	\$5,200.00		\$6,984.50	\$6,800.00
[Add other Revenue categories in additional rows, as needed.]					
	Other Revenue	\$800.00		\$0.00	\$0.00
	TOTAL REVENUE	\$6,000.00		\$6,984.50	\$6,800.00

EXPENSES	Description		Amount	Subtotal	EXPENSES
Newsletter	Design	\$0.00	\$0.00		\$0.00
	Printing	\$0.00	\$0.00		\$0.00
	Handling	\$0.00	\$0.00		\$0.00
	Postage	\$0.00	\$0.00		\$0.00
	Newsletter Expense	\$0.00		\$0.00	\$0.00
Annual Business Meeting	Refreshments	\$0.00	\$0.00		\$0.00
	Printing	\$0.00	\$0.00		\$0.00
	Postage	\$0.00	\$0.00		\$0.00
	Other (Reception)	\$255.00	\$500.00		\$500.00
	Annual Meeting Expense	\$255.00		\$500.00	\$500.00
Travel - Division Chair	APA National Planning Conference	\$1,200.00	\$1,181.81		\$1,200.00
	APA Fall Leadership Meetings	\$1,000.00	\$1,089.70		\$1,000.00
	Other	\$0.00	\$0.00		\$0.00
	Travel Expense	\$2,200.00		\$2,271.51	\$2,200.00
Peer Review	CPAT expenses/support	\$500.00	\$0.00		\$1,000.00
New Directors Institute	Donation	\$2,500.00	\$0.00		\$0.00
New Directors Institute	Scholarships	\$500.00	\$0.00		\$0.00
New Management Institute	Donation	\$0.00	\$0.00		\$2,000.00
Planning Leadership Institute	Donation	\$0.00	\$0.00		\$2,000.00
Webcast	Training	\$245.00	\$150.00		\$150.00
Constant Contact - Email	Email Expense	\$400.00	\$0.00		\$400.00
	Other Expense	\$4,145.00		\$150.00	\$5,550.00
	TOTAL EXPENSES	\$6,600.00		\$2,921.51	\$8,250.00

Revenue over (under) Expenses for reporting period:	- \$600.00		\$4,062.99	- \$1,450.00
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Submitted by: Flinn Fagg, AICP
 Date: 11/14/15

City Planning and Management Division

April 19, 2015

Agenda

Introductions (All)

Consent

- Approve Minutes from April 2014 Board meeting

Action items

- Discuss Work Plan for 15-16 (Horwedel)
- Discuss budget for 15-16 (Fagg)
- Adoption of Work Plan and Budget
- Division recommendations for FAICP process (Wheeler)

Discussion Items

- Future Division Activities in Fall (Horwedel)
 - Elections Nomination Committee
 - Consideration of By Law Changes
 - Awards Nominations

Announcements (All)

Adjourn



FY16 Proposed Budget City Planning and Management Division

Revenues

Dues	\$7,000.00
Estimated Carryover from 2014-15	\$400.00
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Total Revenues	\$7,400.00

use of reserve

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Expenses

New Management Institute	\$2,000.00
Planning Leadership Institute	\$2,000.00
Webcast (APA Ohio)	\$150.00
Annual Meeting Expenses (Reception) <i>PEC</i>	\$150.00 <i>500</i>
Email Marketing (Mail Chimp)	\$400.00
Division Travel - APA National Conference/Fall Leadership	\$2,200.00
Peer Review	\$500.00 <i>\$1000</i>
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Total Expenses	\$7,400.00

Total Revenue minus Expenses	(-\$0.00)
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AGENDA: CITY PLANNING AND MANAGEMENT DIVISION
SUNDAY, APRIL 27, 2014
7:00 PM
Marriott Marquis Hotel
ATLANTA, GA

ATTENDANCE

Flinn Fagg	Las Vegas, NV
Bob Graham	Albert Lea, MN
Charles Graves	Cincinnati, OH
Susan Healy-Keene	Beverly Hills, CA
Joe Horwedel	San Jose, CA
Ellen McCarthy	Washington, DC
Steve Sherman	Tulsa, OK
Margo Wheeler	Palm Springs, CA

MINUTES

- 1.0 Call to Order** – The meeting was called to order by Mr. Horwedel at 7:00 pm.
- 2.0 New Officers** – New officers, past officers, members and guests were introduced.
- 3.0 Review of FY 2013 Annual Report Results** – Mr. Horwedel provided a review of the FY 2013 annual report and accomplishments of the division.
- 4.0 Review of FY 2014 Work Plan** – Mr. Horwedel gave a status update of accomplishments achieved to date from the FY 2014 work plan. Mr. Graves discussed recent CPAT efforts in Augusta, Georgia; concerns were discussed about involvement from APA and the division in future CPAT efforts.
- 5.0 Review of FY 2014 Budget** – Mr. Fagg provided a status report on the budget for the current fiscal year, and noted that revenues were running higher than anticipated.
- 6.0 Consideration and Adoption of FY 2015 Work Plan** – Mr. Horwedel presented the proposed work plan for FY 2015.

MOTION: Mr. Graves MOVED to approve the proposed work plan. Ms. Healy-Keene seconded the motion, which passed unanimously.

- 7.0 Consideration and Adoption of FY 2015 Budget** – Mr. Horwedel outlined the proposed budget for FY 2015, noting minor changes from the previous year's budget.

MOTION: Mr. Graham MOVED to approve the budget as presented. Mr. Graves seconded the motion, which passed unanimously.

8.0 New Business – The following topics were discussed:

- Division-sponsored conference sessions and topics for future conferences;
- Division presence at the national conference; and
- Newsletter topics and schedule.

9.0 Adjournment – The meeting adjourned at 8:00 pm.

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2. Communications	LinkedIn site administration	Provide regular content to the site to encourage member discussions of relevant topics	• Exec Team to post relevant topics monthly	\$0.00
3. Education	New Directors Institute Sponsorship	* Sponsor costs of hosting New Directors Institute.	* Flinn Fagg to submit sponsorship amount to APA National.	\$2,500.00 2000
3. Education	New Directors Institute Scholarships	* Provide two scholarships in the amount of \$250 to the New Directors Institute in April 2015.	* CPM leadership to select recipients. * Completion date: February 2015	\$500.00 2000
3. Education	Webinar Training	* Offer training opportunities for division membership through webinar sessions.	* Joe Horwedel to contact other divisions/chapters for partnerships on training webinars. * Completion date: eBlasts.	\$200.00
3. Education	Annual Conference Sessions	* Sponsor a CPM by-right session. * Sponsor a facilitated CPM session.	* Charles Graves to coordinate sessions and invite panel members. * Completion date: April 2015	\$0.00
3. Education	Support Planning Office of the Future Initiative	Present the initiative to the membership, solicit ideas and feedback.	Chair to write columns in eBlasts and newsletter. Conduct surveys of members on relevant topics.	\$0.00
4. Outreach Activities	Promote CPM Membership	* Increase enrollment in the division by 10% in FY 2015 through sending targeted invitations to planning directors.	* Joe Horwedel to prepare letters and recipient list. * Completion date: February 2015.	\$0.00
4. Outreach Activities	Coordination with State APA Chapters	* Promote the CPM Division through participation at chapter conferences where feasible. * Utilize division members to promote the division through newsletter/website articles.	* Joe Horwedel to prepare outreach plan to chapters; CPM leadership to assist in outreach. * Completion date: February 2015	\$0.00

peer review participation

Paul do article

Paul Farmer

\$500



Appendix B City Planning and Management Division FY 2015 Work Plan

Policy / Goal	Tasks	Actions	Parties Responsible	Budget
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2. Communications	Division Member Survey	* Utilize electronic surveys to get feedback from division members on division activities, communications, and training opportunities.	* Joe Horwedel to prepare surveys; utilize mailchimp to distribute * Completion date: February 2015.	\$0.00