

## **APA-PA Southwest Section Council Meeting**

January 8, 2019

### **Location:**

Cranberry Township Municipal Building  
2525 Rochester Road  
Cranberry Township, PA 16066

1:00 p.m. to 2:12 p.m.

**Attendance:** Laura Ludwig, Daniel Carpenter, Josh Spano (by phone), Corey Young (by phone), Jordan Holloway, Jeff Raykes, Rhiannon Haller (by phone)

### **1. Overview and Updates**

- a. 2019 Program Plan, 2018 year in review, and 2019 Budget were sent to Shermer and Associates. They should be cutting our check for our allocation this week. It was deposited on the third per Daniel.
- b. Laura has still have not received PNC Debit cards for her and Daniel. Laura is going to call them on Wednesday to see where they are.
- c. Budget - there were some unpaid invoices for the transportation workshop but those are all set now.

### **2. Update on Focus Areas - Jeff**

- a. Any additional discussion needed?
- b. We want to promote these focus areas and spread the word via our website and social media accounts. Does anyone want to spearhead this?
- c. Jeff is planning to try to reword and combine some of the focus areas and goals within each area based on our discussions at the December meeting.
- d. Jeff will do this; no rush on this. Will promote on website and social media - Facebook, Twitter, email list.
- e. Robly email list - Rhiannon will hold off on until PNC cards received unless it's going to be another few weeks, in which case, will subscribe and get reimbursed.

### **3. Spring Workshop - Energy Planning at the Local Level - Corey**

- a. Possible dates for the workshop - mid March through early April was our target time period
  - i. Wednesday March 20th - 9am to 2pm
  - ii. Wednesday April 10th - 9am to 2pm. We are leaning towards this date.
- b. Do we need to seek out sponsorships or exhibitors? Are we able to do this or will W&J use their typical sponsors for this event?
  - i. Sponsorship benefits - get logos on workshop materials, lobby area, screen; could potentially send out attendee contact info to sponsors
- c. Social and Networking Event to follow - just an hour-long networking happy hour.
- d. Need to finalize description of the workshop and begin to get the word out.

- e. Need to figure out the cost of the workshop. What do we want to charge for it?
- f. Need information on speakers so we can fill out the forms for AICP credits with the State.
  - i. Potential speakers - "Place" (welcometoplace.org) from MN. Regeneration of waste through mixed use development projects; Corey has reached out but hasn't heard back from them. Speaking fee is about \$1200, but W&J can pick up speaking fee and the venue)
  - ii. Sustainable energy fund - West Penn Power. Dan has reached out to them and they are potentially interested as a speaker (and a sponsor)
  - iii. Corey has volunteered to reach out to Justin Doula (sp?) in eastern PA for additional ideas as he has done some work with renewable energy and planning
  - iv. Discuss learning objectives with the potential speakers to make sure we're all on the same page
- g. Ideas we had previously discussed Innovating energy into comp plan; funding sources for energy efficiency; zoning and land use updates for solar panels and other ambitious energy projects
- h. Marketing - send out save the date via email blast 8 weeks prior, so that would be February 10. Then biweekly send out a registration link.
- i. What is our goal? 50 people
- j. Vendors - W&J's vendor is seasonable, local etc. - \$14 pp box lunch. So roughly \$700.
- k. Registration fee - yes, since we have to cover food and the CM credit. We get two free per year and then \$50 per credit. So if we do a four hour session, it would be \$100
- l. How would we weave mentorship focus area into this workshop
  - i. Social networking event would help this
  - ii. Suncoast chapter had a mentorship program with the university that Daniel went to; we could follow this system (but don't need to do this for the first event - we should set a realistic timeline)
    - 1. Daniel will send us the information
  - iii. Railvolution conference had a speed networking event with mentors on one side of the table and mentees on the other side.
  - iv. Make event free for students?
- m. Are there any bars near the campus? Yes, and it has plenty of room. Probably wouldn't even have to reserve a space (15 people might go to event afterwards) since it's so early.

#### **4. Fall Workshop**

- a. Laura will reach out to Kay to see if she has a contact at Penn Hills and for the developer's name out of Lancaster County that focuses on tiny homes to begin planning for this event.
- b. In Penn Hills, Corey got the idea that the tiny homes were spearheaded by a veteran (Shawn O'Mahony) and not a particular organization. Shawn is very

proud of what he's been able to accomplish so likely wouldn't be a problem to get a tour.

- c. Cranberry is currently going through the process of regulating tiny homes (and short term rentals aka AirBnBs)

## **5. Social Events**

- a. Cocktail / Networking Hour after the Energy Planning Workshop
  - i. See notes above
- b. Axe throwing? Other ideas? Will think about this more in a few months. Some ideas so far:
  - i. Axe throwing locations are everywhere
  - ii. Top Golf in Bridgeville
  - iii. Main Event in North Fayette (arcade, bowling)
  - iv. Urban Air trampoline park

## **6. Appointments for Professional Development Committee (PDC) Representative and Professional Development Official (PDO) Representatives**

- a. Laura reached out to Amy Wiles - hasn't heard back but will check back in with her
- b. Alex also potentially interested in the PDO position

## **7. Miscellaneous Items**

## **8. Date and location for next meeting in February**

- a. Downtown again? SPC can most likely host
- b. First or second week of February. Laura will send out a Doodle poll.