



## Meeting Minutes

### MPCA Executive Board

January 28, 2022

10:00

Members present: Danny Winborne, Bill Butts, Doug Wright, Roxanne Hemphill

Maryland Department of Planning Staff: Joe Griffiths, and Sarah Lipkin Sularz

Meeting was called to order by President Danny at 10:00 am.

Treasurer's Report- Doug Wright

Since last meeting we have had 2 items received totaling \$1500. One for \$500 from the Brick Industry and \$1,000 from APA Maryland. Account was paid \$175 to file federal forms again. Still have \$497.89 in PayPal which Doug will be working on to get out of Bob's name. Balance in account- \$40,614.88. Dues from last year totaled \$14,850. We will be sending out dues letter soon. If we get the same amount of dues this year, we are looking at close to \$55,000, the conference is usually between \$18,000- \$19,000 a year. So, we could be growing by \$14,000- \$15,000 a year.

A discussion of the Dues letters then took place it was decided to send out 2 letters, one to those who paid last year and one letter to those who did not pay. It was also decided to send the letter to the same person as last year.

#### GENERAL UPDATES:

Planning Practice Monthly- went out last evening

2 blog posts for MPCA were in the PPM

1. Pointing out our MPCA website
2. Post about webinar Danny & Roxanne participated in on December 16<sup>th</sup>. There was also a link to take you to You Tube to see the webinar.

APA Maryland-Joe has a call scheduled with Helen Spinelli, president on Monday, January 31 to discuss a possible sharing of an APA staff member.

RECOGNITION CERTIFICATES- Doug will be working on those next week. Joe will also be sending the list of panelists from the conference to Danny so he can write Thank You notes to them.

FEEDBACK SURVEYS-Joe sent out another email requesting conference attendees to fill out the survey and request for volunteers, we did get volunteers: 3 interested in becoming board members, 1 interested in being a mentor for content requests, 2 for local event planning, and 2 for mentoring.

The three potential board members, Joe will invite to our Quarterly board meeting on April 22.

For the mentoring program, Joe will be actively recruiting those who want to be mentored as well as the mentors to see if they are still interested. We will be developing the mentee message on the next monthly call.

We also discussed possible local events. These events would take very little prep work, more along the lines of meet and greets and networking. This would be an opportunity to get out the information about MPCA and any question the people in attendance might have. There might be a possibility to get board members or mentees from these events. We discussed having these events in the extreme areas of the state like Frostburg and the lower eastern Shore.

#### TASKS TO BE DONE FROM FEEDBACK QUESTIONS

Joe- talk to 3 board members to see if they are still interested and invite them to April Quarterly Board meeting, reach out to 2 interested in mentoring, as well as the 2 local event organizers.

Doug- will talk to Chris Davis

#### MARKETING PLAN- Sarah

Sarah had sent out the information about marketing that Sarah had emailed us. We discussed what the scope of the plan was intended which was a way for more people to become more familiar with the MPCA, using social media.

At the next meeting we will be discussing and looking to see if an RFI, RFQ or RFP would be the best way to find someone.

Joe then pointed out what we have now as far as marketing goes: monthly newsletter from MDP always has MPCA content in it and direct emails to our database. We then discussed what we want to see beyond what we are currently doing. We all agreed that social media was what we needed to have, Facebook and one other platform of social media; maybe twitter or Instagram. Sarah agreed that focusing on two social media platforms was a good way to start. Facebook seem to be the best platform where people could get answers to questions they may have and a way to keep our contact list up to date as well as to reach out to those we do not have emails for.

#### STRATEGIC PLAN

We adopted this plan in 2018 and began to implement it in 2019, Joe felt it was a good time to go over it and see if there were any updates needed.

1. STRENGTHEN MEMBER DEVELOPMENT & ENGAGEMENT

Strengths: By going virtual we reached more people. We increased development through education and revised our By Laws.

Needs: Consistency and outreach which Facebook would help to improve.

2. ENABLE ACCESS TO BEST PROCESSES & PRACTICES

Strengths: We were able to do our mission more efficiently by doing an online webinar about processes and practices. Developed rules & procedures guidelines and put them on website.

Needs: Continuing to expand our mission. Work to get back to in person trainings. Develop written documents that live online and that we can expand on. MPD has the comp plans online.

3. DEVELOP LOCAL PLANNING LEADERSHIP

Strengths: We do this by outreach, networking, and webinars. We have also started requesting session proposals from the membership.

Needs: Develop mentoring program. Developing more local events. More staff buy in and support of MPCA.

4. PURSUE PRODUCTIVE PARTNERSHIPS:

Strengths: Mid Atlantic Collaborative. APA Maryland

Needs: Developing with local universities: Morgan, UAB, PALS Program, and working to get Baltimore City involved and other jurisdictions.

5. ENSURE ADEQUATE FINANCIAL OPERATING AND CAPACITY

Strengths: Increase participation in dues, Annual Conference, asking membership for session proposals.

Needs: Board improvement. Developing mentoring program and build volunteer base.

RESOURCE DEVELOPMENT- COMP PLAN

Joe discussed the comp plan and what elements we felt we could do trainings on. We put together a list of what we thought were the top elements: Land Use, Housing, Transportation, Municipal Growth Element, and Water Resource. It was decided we would do trainings on 2 elements a year starting with Land Use and Housing. Joe also mentioned that MDE might be able to do the training on the water resource. Joe also proposed that we put together a standard format for the elements training.

Example being Law, Process, Content, and how the local planners get involved. We will discuss at our next meeting.

Doug then discussed his thoughts on how we can best use our money. He was thinking about using it to produce better presentations. He will investigate the process of RFP's and will bring a sample at our next monthly call.

Joe wanted our input on what he will be discussing with Helen Spinelli on Monday. He asked us what we wanted to see from a part time staff member of MPCA. We said social media coordination and presence, manage contact list, communications blog articles, annual conference liaison, event planning, writing RFP's and being able to be less dependent on MPCA. Compensation would have to be realistic, and we thought that 8 hours a week for \$20 an hour, bring it to \$8300 for the year.

2022 CONFERENCE: Feedback from survey was that most people would be comfortable attending an in-person conference. We decided on a 2-day conference on Tuesday & Wednesday October 25 & 26. The theme was discussed, and Doug suggested: The Next Horizon. We will finalize at the next monthly call. Joe wants use all to think about a date that if we decide to go virtual, we will not change our minds.

#### TASK LIST FOR NEXT MEETING:

Doug- Will bring in RFP to discuss

Joe will call Helen on Monday

Everyone- Look at Marketing Plan and Theme suggestions.

#### AT NEXT MEETING:

Mentee message, template for comp plan workshops, outreach out to volunteers in various categories, meeting minutes.

Meeting Adjourned at 1:00 pm