

Congress for the New Urbanism
Fall Board Meeting
October 2-3, 2008

Thursday, October 2, 2008

Present: Ray Gindroz (Chair), Mike Krusee, Dan Slone, Steve Maun, Norman Garrick, Zach Borders, Victor Dover (Vice-Chair), Ellen Dunham-Jones, Sam Sherman, Doug Farr, Stephanie Bothwell (Treasurer), Dhiru Thadani, Susan Mudd, John Norquist (President/CEO), Jacky Grimshaw, and Todd Zimmerman (Secretary).

Staff: Steve Filmanowicz, Heather Smith, Sandrine Milanello, and Mindy Martinez

Ray Gindroz, Chair, welcomed Board members and called the meeting to order.

Review of Spring Board meeting minutes:

- Ellen recommended that on page 110 the word SIAM be corrected to CIAM.
- Minutes amended.

Motion to accept minutes: Dhiru made a motion to accept. Stephanie seconded the motion. All in favor, the motion was passed.

Discussion of Strategic Plan and Initiatives Structure

- Ray proposed that the Board begin every meeting with a look at the strategic plan to ensure we keeping on track with CNU initiatives and structure
- Ray commented on two items – The first being that in the process of going through initiatives, it became clear in past Board discussions, we have mixed up two very different things. One of which is that initiatives are about change and new things, which are shorter-term efforts. The other being the ongoing efforts, like the Congress, education programs and media programs. These are two different things requiring different attention.
- Ray noted there is a list of items to do and then the capacity of the organization to take on major initiatives. Ray posed the question “Is there some way in looking at both initiatives and ongoing projects, in which the amount of organization time is required to support our members to take on initiative work?”

A discussion ensued regarding initiatives, the current economic status of country:

- Ellen said regarding initiatives, if we are not doing so already, perhaps blurbs/comments be posted on website?
- Jacky commented on political side; we need to have some input. There needs to be some real reform. This is how we moved in past and took advantage of opportunity.
- Ray noted we need to be clear about initiatives and staff time. There are many types of initiatives. Many have a greater chance of success. We need access to members who are willing to submit materials. When we look at strategic plan on page 10, it identifies 7 topics as critical issues to be addressed. The second part of plan is about strategy. When we look at the list we have, we are not covering all bases of the plan. The list of proposed topics on page 41 doesn't include topics that came out of congress
- At last meeting – staff developed process for proposals. Strategic plan of framework is important.

- Ellen noted on form page 43, there are initiative criteria and we should better link the form to the criteria. Include on that progress to date; include other CNU members volunteering on this effort to help us assess. Do we want to include on the form a Board member sponsor? Can be added to bottom of form.
- Victor asked if we could use different terms? In the past we have used Board Coordinator and Liaison. *Liaison* would be a better term.
- Zack would like to add a Chapter Sponsor.
- Ellen also noted there should be goals, the projects relationship to CNU's Strategic Plan for top for evaluation.
- Dan said it's a question of how this happens because in organizations there has always been a challenge as to how funds get attached to the initiatives. If you connect funds to you have to be able to support the idea that the funds are matching up for services that are being provided. We have to document and show we have done something to establish that the relationship is correct. This is just a formality that we need.
- Stephanie said in order to make an informed judgment; we need to know how we are allocating our funds in terms of resources. We need to create a financial reporting tool (similar to the one we had about a year ago) that will help us to place/judge initiatives as they arise. How does initiative relate to our strategic plan and how will be funded or fit in the budget.
- Ray asked everyone to think about this and we will talk about it in the allocated slot on Friday.

President's Report

- We have some major initiative coming to a conclusion.
- ITE manual has been published. The final document will be out mid 2009. The document is in line with what CNU members wanted. The big question now is taking those ideas and putting them in play and that they're not just put on the shelf.
- We've arranged to use a lobbyist, Bill Broderick. Steve Maun and Sam Shepherd joined John in Washington DC. We talked to the road builders (ARTBA) CEO Peter Ruane, and made our case. Steve and Sam made points. We then had meetings with Oberstar, Obey and Congressman Petri; all were responsive. We have chance now to put our ideas forward and into law. We may have to work on ASHSTO a little.
- John spoke to Brookings about getting Rick Chellman and Brian Bochner to translate the CSS document into policy paper to be handed out at Congress and ask it be included in the T4 bill.
- LEED-ND is in progress. Discussed cannons at last meeting. There will be a full report on Friday.
- John suggested we are not active enough with housing and neighborhood issues. The issue of affordable housing is something that affects developers all the time. This is an issue that our members and Ray are experts on. The housing debate is about to begin again. Doug is working to get us in with Kresge Foundation. We are feeling more confident about getting a grant and start addressing these issues. Like all issues at CNU there are multiple benefits. Good urbanism means better social justice, better energy dependence. It means all kinds of things. I think we can have housing catch up with transportation.
- Doug thanked Stephanie, John, Steve and Sam for work on this. One of the benefits we may have on follow-up visits is that some of our asks are free asks. They are simple adopt this legislation or reference this regulation. I would ask the next time you go back that LEED-ND be considered as something you embed in federal law.
- Stephanie said the rush to the hill is an important piece no matter how we do it. We should really think about how we can make a visual that has an impact, that's visionary, that gets people's imagination and has our slogan.

The Board continued a discussion of the coming election, what the new President will be facing, where this country may be headed in this economy. The next President will be dealing with crisis in climate change, economic productivity, energy, competitiveness, financing, and transportation.

- Steve brought to everyone's attention an article in the New York Review. It was a very critical piece. The article brought up new urbanism. (The article was copied and distributed.)
- Jacky said in terms of transportation, on Obama's website there is a transportation position. This is an opportunity to provide input. T4 is not going to happen before 2010. There is not much the new president can do in January 2009 about transportation. The opportunity exists on what kind of executive orders can be issued at a policy level that does not take an act of Congress. We should start thinking about those kinds of suggestions to a new president where we can have some impact.
- John said he agreed when Doug said we need to raise more money. We had a very good Congress in Austin. We can't assume we will do as well in Denver. If we meet budget with the current budget and the amount of money we have left at year-end, we will be near a \$0 balance. We need to upgrade fundraising. We need to do better on the foundations. We need to push on Kresge, improve our individual giving, including bequests, which we never asked for before. It's a staff responsibility as well as Board responsibility.
- Membership is still going up but very slowly; probably because of the economy. We have to try harder with membership. With chapters we get more members. There are currently 8 formal chapters. There is a proposal change to the membership and chapter structure. We have talked about this before, but it is not on agenda today. We would like to change it so that all members are enrolled in the nearest chapter in their area. The dues will be the same for all members whether they are in a chapter or not. The chapters will receive \$20 a member. The membership dues will be raised \$10.00.

Motion to accept President's report:

Victor moved to accept President's report. The motion was seconded. All approved, the motion passed

The Board went back to discussing the strategic plan.

- Victor asked if the chapters have ever discussed the strategic plan and wondered if it would help if they read it.

Proposal:

Victor proposed that a conference call be held with the chapter Chairs or that when they are convened in Denver, that the strategic plan be reviewed with chapters. This will help with their fundraising efforts. All members were in agreement. The proposal was passed.

- Zach said the chapters need a full session need business session for chapters. John agreed.

Proposal:

Victor proposed an edit to the bulleted point under critical issues about Sustainability. The current sentence states "Promote the relationship between urbanism and sustainability and challenge practitioners to design for the reduction of greenhouse gas emissions." Victor's proposed we add "and other negative environmental impacts." The sentence will now say, "*Promote the relationship between urbanism and sustainability and challenge practitioners to design for the reduction of greenhouse gas emissions and other negative environmental impacts.*"

All Board members agreed, the proposal was passed.

Congresses Report

Peter Park and Michelle Pyle – CNU 17

Sandrine noted the following:

- We are updating logo
- Congress will be held in this hotel; the remodeling is starting with meeting space. This work should be done by February.
- Congress starts Wednesday and ends Saturday night after Saturday party. There may be a Sunday brunch. There will also be tours through out – being called Congress experiences. 24 tours are scheduled
- Regarding design, we have a new design look. The postcard is done; it will be available next week.
- Saturday we will send a “Save the Date” e-blast with new design

Sponsorships & Exhibits

- We don't have brochure yet. This is a hindrance in soliciting sponsorship. We are concerned with the economy and looking at bringing down the number of sponsorship dollars.
- We are asking everyone to reach to people who might be interested in participating. If you could reach out, we will do the follow-up.
- Dan Slone suggested we think about keeping cost as low as possible. Perhaps dropping cost for exhibitors because budgets are tight.
- The concern is the sponsorship and how it's going to affect CNU's budget.
- Ray asked if the pattern of sponsorship is regional?
- Sam said in Philadelphia, they were separated. The LHC handled the regional and a lot of the national sponsorships came from the Board reaching out.
- Peter hosted a party in August. They have Maria Garcia Berry and Marilee Utter, who are phenomenal fundraisers. In terms of strategy they have begun their work and looking at different tiers of sponsorships. We need to look at more asks for smaller sponsorships.
- Stephanie suggested reaching out to smaller firms
- Ray mentioned access to capital is easier out of country; try reaching out to international
- Stephanie noted materials in other languages wouldn't hurt. What would be foreign take on this? Stephanie also suggested Calthorpe send letter of invitation
- There will be two 2 receptions. Opening reception on Wednesday. One Thursday night with exhibitors.
- Thursday morning breakfast for new people: trying to include more networking events.
- Ray suggested reaching out to firms with international clients

CNU 17 Program

- Plenary Speakers include PA Secretary Al Buhler will be head of ASHTO , Bill McKibbin, Gary Hart, and Frederico Pena
- Opening plenary is Wednesday night with welcome from Denver Mayor and Elinor Bacon
- Todd, Sam and Steve working on implement track
- Jacky introducing Al Buhler
- Friday morning – CNU 18 Atlanta over 200 ideas received
- Rob Krier and Grady Clay receiving Athena medal. Hoping to have Stephanos talk about him
- Six 202s are confirmed. Hank is doing 202
- Major part of core theme is experiences
- Presentation experiencing the new urbanism
- 4 experiences including Stapleton, Belmar, Boulder
- Experiences are ticked events – 2 on Wednesday, 1 on Friday, 5 hours including travel
 1. Start at Sheraton
 2. Transportation

3. Tour and evaluate
 4. Lunch with local
 5. Transportation back to hotel
- Tours follow an established route led by volunteers, experts and locals. There are six stops and short presentations. Locals will be residents. Form asking participation to rate against the charter principles.
 - Sharing experiences will include information exchange hub
 - Some Saturday sessions – key people involved in projects. Structured discussions
 - L J Auerbach can help with questions
 - Peter noted booklets are available for all attendees
 - Victor suggested to make it in demand – say “we only have 100 slots” then open up to 150”
 - Prices have not been set – normally \$20 to \$110
 - Doug would like to see Jerry Brown on keynote

Future Congresses – Sandrine

- Atlanta (CNU 18) is gathering and organizing. Committee working on their book.
- Ellen noted there are 3 co-chairs, meeting weekly, and various committees are brainstorming.

CNU 19 – Madison, WI

- There are questions about leadership and questions regarding sponsorship and fundraising. We are investigating further before we commit.
- John met with committee, wasn't satisfied and called mayor. Mayor asked to give him one more month and he would pull it together. If mayor puts together by October we can go ahead.
- Other alternatives are Chicago, Seattle, Vancouver-no space, Pittsburgh – 2011 is not enough time.
- Doug is skeptical
- Todd suggested before this board adjourns, we put forth another option

Future Meeting dates Reviewed

Winter 2009 Board meeting to be held Chicago, March 4 – 5, 2009

March 6-7 Chicago Regional Summit

Spring 2009 Meeting to be held on Tuesday, June 9 in Denver, CO (day before Congress begins)

Fall 2009 Board meeting to be held in Atlanta, October 2 – 3, 2009

Winter 2010 Board meeting – February 25 – 26, - **referred to committee**

Friday, October 3,

Present: Ray Gindroz (Chair), Mike Krusee, Dan Slone, Steve Maun, Norman Garrick, Zach Borders, Victor Dover (Vice-Chair), Ellen Dunham-Jones, Sam Sherman, Doug Farr, Stephanie Bothwell (Treasurer), Dhiru Thadani, Susan Mudd, John Norquist (President/CEO), Jacky Grimshaw, and Todd Zimmerman (Secretary).

Staff: Steve Filmanowicz, Heather Smith, Sandrine Milanello, and Mindy Martinez

Guests: Mike Hathorne and Diane Utley (via conference), Mark Sofield (Developer of Prospect)

CNU 21 (2013) Proposal

Salt Lake City presentation – Mike Hathorne and Diane Utley (via conference)

1. Grand America Hotel being offered
 - a. Meeting space
 - b. Guarantee and hold room rate until 2013
 - c. Prepared to partner
2. Plaza 2 is just blocks from hotel
3. May – June (May 30 – June 5)
4. \$235 room rate – price guaranteed
5. Grand America has a sister property across the street

Discussion ensued

- Doug-asked another city fell out of running could they host the Congress sooner?
- Ellen liked the natural surrounding and asked if there are innovating things being done, new sources of energy?
- John expressed support.
- Todd seconded the opinion.
- Ray commented that chapter formation should be done before Congress.
- It was noted there are currently 10 members in the area.

Motion to hold CNU 21 (2013) in Salt Lake City

Todd motioned to approve Salt Lake City for CNU 21. Jacky seconded the motion. All approved, the motion was passed

Treasurer's Report

- Abby said the EPA grant of \$500 K is not in bank. It is reimbursed as we go.
- CNU 16 took in \$70,000 in sponsorship.
- Stephanie, Sandrine, John, Heather and Abby to have conference call to discuss CNU 17 budget
- CNU 16 experiences were much higher than budgeted.
- Steve we should expect lower attendance at CNU17
- Ray asked if pages 31 and 32 are different?
- Abby said Page 31 grouped by programs, and Page 32 breaks it down by line
- Stephanie noted small events seem to be costing CNU a lot of money.
- Local people need to take fiscal responsibility for their event chapter
- Stephanie suggested we develop an agreement
- Ellen said chapters should have a little cushion.
- John said a written policy may interfere with things we want to do
- Ellen said we should tie in to initiative process; Does it make sense that initiatives bring member drives and council should be included
- John said the Transportation Summit has never made money. This year it appears we will make revenue
- Events cost money and staff time
- Steve suggested we don't seed anything not paid for. The Board needs to recognize now that in the next 24 months we need to be careful
- Jacky asked are we getting more money from ITE?
- Abby said no, we signed contract in June to this point that is all the money we will receive.
- Steve suggested that in 2011 Congress be in a place where we are not concerned about finances. There are people interested in Seattle.

Motion that Board encourage Chapters to establish a reserve account:

Ellen made a motion that Board strongly encourages the chapters to establish a reserve account between \$5,000 and \$20,000. Stephanie seconded the motion. All approved, the motion was passed

Review of Document Retention Policy, Whistleblowers Policy and Joint Ventures Policy:

- The original version of Document Retention Policy said “Head of Finance Committee” it has been replaced by “Treasury of Board”
- Joint Ventures in addition to annual statement Board members sign
- There are still more items on 990 list that haven’t complied with.

Motion to accept Document Retention Policy, Whistleblowers Policy and Joint Ventures Policy:

Susan made a motion to adopt Document Retention Policy, Whistleblowers Policy and Joint Ventures Policy. Todd seconded the motion. All approved, the motion was passed.

Endowment Fund Discussion:

- John said endowment useful in raising money, bequests, and donations.
- Dan said a resolution should be drafted so you can draw down interest to principal. The only restriction is that you have responsible investment. Do you want to create fund that can’t be accessed or do you want to create one that you can dip in to?
- Todd asked if you can borrow against endowment?
- Dan said yes.
- Steve noted you create endowment with expectation that it enables us to tap money source we could never touch if we have opportunity
- Ray asked what is downside?
- Steve there is no downside. We can use as marketing tool; make announcement if all participate. Names are more important than dollar amount. Once a fund is set up, a lot of organizations start marketing to members.
- Dan proposed Endowment resolution. As part of resolution leave flexibility with name. Dan will pull information together and send to John.

Motion to adopt Endowment Resolution:

Todd moved to adopt Dan’s language and resolution. Jacky seconded the motion. All approved, the motion was passed.

2009 Budget Review:

The group reviewed the proposed 2009 Budget.

Motion to pass 2009 Budget:

Jacky made a motion to pass the 2009 budget. Sam seconded the motion. Susan recused herself from voting. All approved, the motion was passed.

Motion to accept the Treasurer’s Report:

Victor made a motion to accept the Treasurer’s Report. Ellen seconded the motion. All approved, the motion was passed.

Nomination Committee

Todd Zimmerman– Chair

Zach Borders – Co-Chair

- Katherine Kelley is on sabbatical. The committee members are Todd Zimmerman, Zach Borders, Katharine Kelley, Stephanie Bothwell, Steve Maun and Stephanos Polyzoides.
- The most pressing business are the two vacancies.
- Committee discussed the suggestions made and end result:
 - Frances Beinecke – head of NRDC – declined
 - Mary Campbell – declined
 - Dina Belzer – declined
 - Rachel Flynn O-Dwyer – declined
- There would be better gender balance if 1 of 2 posts are women
- It was suggested Rip Rapson be offered a spot
- Todd recommended that we have active real representation from Chapters.
- Zach said between now and March we should formulate path to get the spots filled
- Stephanie initiated discussion of woman joining board
 - Vicky Ranny – Developer of Prairie Cross
- Doug said there a couple of strategic prospects at USGBC
 - Suggestions included Ron Hickley, Leth Shaarp (in last 6 years saved over M's of \$\$)
- Steve proposed in the issue of diversity, we find people that can help CNU financially.
- Todd asked everyone to consider names and forward them to him.

Discussion of Ray's presentation

- Ellen asked how does 2030 challenge fit in our initiative
- Doug said two things in LEED ND that we are struggling with - if we could list all, weighted all, and come to a conclusion
- Norman said dealing with those same issues at Summit.
- John- invited Andres to be keynote speaker at Transportation Summit to bring out transportation to forefront
- John to have a conference call with Mike, Jacky and Norman.

Initiative Process:

Ray led discussion of proposed Initiative Process.

- Ellen asked do we have a list of existing initiatives? If we don't have a person active on initiatives it is dormant.

Motion to accept Initiatives proposal with changes:

Susan made a motion to accept Initiatives proposal. Ellen seconded the motion. All agreed; the motion was passed

Discussion of Ed Steinfeld's initiative.

- Steinfeld needs a Board member to act as champion.
- Our members to contribute material and should see final product before we put our name on final product
- We need more members involved
- Submit artifacts (drawing, photos) a way to get Ed fast help
- Do we endorse final product?
- Yes, we endorse it but the steps need to be evaluated

- Modify to include evaluation of product

Proposal to endorse Ed Steinfeld Initiative

Victor proposed to endorse initiative. The motion was seconded. All in favor, the motion passed

Climate Update:

Jacky gave an overview of the Sustainable Communities Conference honoring Sim Van Der Ryn on September 28, 2008 where she was a moderator.

- Victor asked Steve Filmanowicz if the presentations will be on the CNU website.
- Steve F. said yes, a large portion of the presentations are up already. An article was done in New Urban News as well as an e-blast.
- Steve sent out a Request for Proposals to consult to frame marketing and assist with the name. Some firms have responded. Final responses are due in 3 weeks.
- Victor summarized the workplan:
 - John and other staff had meeting with Paul Farmer about teaming with APA to create a manual.
 - Produce a curriculum to go with manual.
 - Initiative group coalescing, leaders emerging
 - Created working list and invited individuals to join on a conference call.
 - Initial conference call was held to brainstorm concepts.
 - Held a meeting at Laura Hall's office.
 - A grant request was sent to Kresge Foundation for \$500,000.
- Victor said there were 3 things the Board could do at this meeting.
 1. Confirm core approach (manual & curriculum)
 2. Encourage initiative leaders
 3. Discuss: place types, organizing tool

The group continued the discussion of the first two points raised by Victor.

- Steve F. said APA is already doing a climate program. It was really a best practices about incorporating these ideas into your general planning practices.
- Victor said what APA will produce is a process first. In order to differentiate ourselves requires a team effort to create design first.
- Steve F. said Joe DiStefano (who works at Peter Calthorpe's office) met with them while at the San Francisco event. He brings with him a great background. His specialty at the regional level and working with the tools for measuring carbon impact.
- Ray suggested Ben and agreed to send contact information to Victor and Steve F.
- Jacky noted that CNT created a climate action plan for the City of Chicago. It is a tool for measuring baselines.
- Ellen asked are we at a point where we can develop a "how to" session, how to rate the carbon of your neighborhood?
- Steve F. created a label to show this. Scott from CNT liked it. We are now working with CNT. The data goes back to 2000, and we need fresh data. We picked 7 or 8 places that are transit connected. CNT is running the numbers. We should be able to start developing VMT for carbon impact.
- Ellen said she would like to see a session at Congress that our members could use.
- Norman said the link to energy efficiency is very important.

The group discussed place types.

- It would be a good idea to draw Tony Nelson
- Go back to CSS manual and look for overlap
- Start with context specific organization manual
- What are 5 things to get right about codes

ITE update:

- We are on target to publish manual by next year
- Still need graphics for manual. High resolution 300 dpi and copyright information for credit
- Photo credit need for old and new
- It was asked if the Congress be used as a way to obtain images. Perhaps provide incentives. i.e.: free promo for company. Urge members to bring images
- Ray proposed this be addressed in coming 3 months as part of ongoing business by organization.
- Jacky asked if a companion manual was going to be created as previously discussed.
- Heather said we are redoing fact sheets and as part of CNU outreach trying to figure out how to inject in ASHTO curriculum.
- Norman said contact zone was really an interpretation of T3. The other issue was a debate which we should be talking about – roads with speeds of over 100 mpg.

Transportation Summit Update

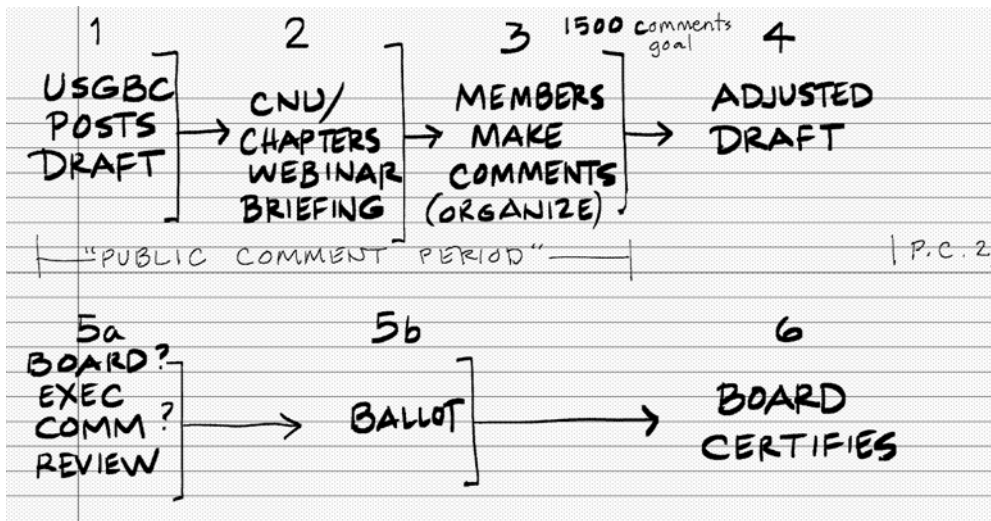
- We need to start rethinking how we market to get more voices rather than just transportation people.
- The event itself is building fast.
- 1st day includes overview lecture. Conversations on how to implement. Scott Polikov moderating
- Danny Pleasance is the host for this.
- Tours in the area of Charlotte.
- Working with Transit agency so name badges will allow attendees to get on light rail for free.
- Papers due in next 2 weeks.
- Last day Jacky is moderating.
- We have \$20,000 in sponsorships to date. A lot of firms are sponsoring at lower levels.

T4 Discussion:

- Policy platform T4 effort being led by Geoff Anderson.
- While we may be supportive of this T4 America bill, we should be specifically adding how that connects with the vision piece we are working on.
- We can be at the Congress helping our members to understand how to communicate those specific things the organization may want to push.
- It was suggested we reach out to partners and our members to lobby officials
- John said another way would be designing TODs
- Pick 5 major points, one should include that include talking to officials.
- Steve and John will create the language for this. A draft should be ready before Charlotte, NC.

LEED-ND:

Susan and Victor lead discussion on process balloting during the LEED-ND update. The group established the following balloting process:



Motion to adopt process for balloting:

Jacky moved to adopt the revised process for balloting. Doug seconded the motion. All agreed; the motion was passed.

Mark Sofield Presentation:

Mark Sofield, Designer from Prospect, Colorado did a short presentation to the Board. Mark to lead Board members on a walking tour of Prospect.

The meeting was adjourned at 5:15pm