

Evergreen Chapter - American Society for Public Administration
2015 Annual Board Retreat at the home of Dave and Cheryle Broom
MEETING MINUTES
Saturday, August 22, 2015, 10:00 a.m.

Participating: Steve Benowitz, Dave Broom, Cassie Bordelon, Crystal Chang, Liz DuBois, Amy Gould, John Kerr, Chris Page (joined by phone), Mark Sullivan, and Mary Van Verst

Not in Attendance: Caitlyn Jeckel

Call to Order

After some informal conversation as people gathered at the home of Dave and Cheryle Broom, Liz called the meeting to order at 10:35 a.m. She congratulated the new board members, and welcomed everyone to this first official meeting of the new board. Board members then introduced themselves.

President's Report

Liz gave a report on the past year. Our efforts revolved mainly on planning for the 2016 ASPA conference, taking place in March, in Seattle. While in the process of defining roles and responsibilities, a Planning Committee started work last fall to identify a venue for the welcome reception for which our chapter is responsible to host. After a number of potential venues were researched and price-comparisons conducted, the Museum of History and Industry (MOHAI) by Lake Union was selected. This will be near to the Westin Hotel, which is the conference site.

Our chapter is charged with raising approximately \$50,000 for the reception. The committee sought lessons learned from other chapters that hosted previous receptions. To avoid hardships, our chapter developed a Memorandum of Agreement (MOA) with the national office.

Secretary's Report

Mary sent out the minutes from our conference call meeting in July. Motions were carried, and the minutes for July 22, 2015 were approved. Mary reported that our minutes are posted on our chapter's website by webmaster, Caitlyn Jekel.

Treasurer's Report

Dave reported that we have \$5,599.27 in our checking account, and \$101.19 in our savings account, for a total of \$5,700.46.

The balance in checking reflects a recent payment to Josh Holland who worked with Caitlyn on design upgrades of our website.

People have been responding to the call for donations of \$20.16 to help fund the conference reception. Currently there is about \$300.00 in a separate account.

Nomination and Election of 2015-2016 Officers

Liz announced that she will be stepping down as President, but will resume as Chair of the Planning Committee for the conference. She said that she found it too difficult to perform each role adequately, and after a year of proudly serving as President, she wanted to devote her time to ensuring a successful conference. She reminded the board that we operated without a Vice President this year. We should identify a new Vice President today, with the idea that he or she will join the other officers, and ascend to President.

Liz nominated Steve Benowitz as President. Dave nominated Mary Van Verst to continue serving as Secretary. Steve nominated Dave Broom to continue serving as Treasurer. Amy nominated Mark Sullivan as Vice President. Mark accepted the role as Vice President, with a tentative acceptance to move on to President in a year.

The slate of nominees (above) was approved by a vote of the board.

Dave remarked that our fiscal year ended June 30, 2015. He will inform ASPA of our financial status and our new officers.

Amy asked for a moment for all of us to thank Liz. Amy noted that not only did Liz do great things for the planning of the conference, but also performed the legwork for our monthly meetings and additional events. Liz stayed strong as others on the board stepped down shortly after the beginning of our program year. Everyone applauded Liz. In turn, Liz said she is looking forward to another year of great activity.

Student Representatives

There are two nominations of students from The Evergreen State College (TECC). Amy reported that one of the students is from the Tribal Government track, and another is from the Public Policy track. Both students are in their second year, which makes them likely to be involved enough to be invested, but also available to serve only one year as a student representative. Wanting to involve each of these TECC students, Steve will follow up with them.

Mark stated that lack of response from other schools may be due to our lack of program activities, especially career/networking events. He noted that the Workforce Division of King County had an interest in a career fair partnership with us. We should move forward in this domain to show schools/students that we have something they can help with.

Steve asked that board members let him know of any other students (from Vancouver, Washington to Everett) who have interest in serving on our board as Student Representatives. He will also plan to contact some faculty members.

Committee Organization: Chairs, leads, and members

ASPA Conference 2016 Host Committee and sub-committees

Chair – Liz DuBois

Liz will continue to serve as Chair of the Host Committee.

Welcome Reception event (MOHAI, Catering, Transportation, and Volunteers) – Amy Gould

John Kerr offered to help with catering and transportation. Amy led a discussion about findings so far on transportation. 600-700 people need to be moved in a 30-minute period to the event and back to the hotel. Cassie will look into the UW sports bus as an option.

Amy informed the group that the reception will be on Saturday, March 19, from 7-10 p.m. We can get in as needed after 5:00. She will find out if people can trickle in prior to 7:00, which would help manage crowds and maybe require fewer buses. Steve asked if anyone was aware of other events taking place at that time. John has contacts at Seattle D.O.T. He'll ask them about possible closures to help ensure a good flow. Amy said the event's budget includes a stage, Audio/Visual. and a person to run the equipment, a 16x20 screen, and security.

We discussed the need (or possibly not) of volunteers to assist with the reception. It has been unclear as to whether national ASPA provides volunteers. The main purpose of having 5-10 volunteers might be to help with flow of people into and through the event space. People will be arriving with a ticket in hand; there will be no cash exchange at the museum.

Budget – Dave Broom

There was discussion about whether all of us, plus volunteers, would qualify for a lower registration fee to the conference. Amy suggested that we hold off registering until we get clarification. Steve recalled that ASPA was strict even about speakers paying for registration if they stay for more than their session. Amy voiced concern that the Welcome Reception was not well defined on ASPA's website or special events.

Dave said that if we raise enough money, and if we have extra, it's ours to keep with the chapter. Dave added that we could send the MOA to board members. Steve stated that if John (who has offered to help with fundraising) and J. Paul raise more money than we need for the reception, we can decide how to use it. He added that as we get more information, he may call for a vote via email.

Liz reported that we will have music, and that Steve had volunteered to take on the project. Steve is open to assistance. U.W. music students might be an option. We previously agreed that the music had to be background only, so as not to disturb conversations.

Fundraising – J. Paul Blake

Liz reported that J. Paul is calling every chapter member for donations and participation. The Evans School has committed \$5,000. Sandra Archibald has volunteered to call other deans about making a donation. John stated again that he has experience and would like to assist with the fundraising.

Communications (outreach to promote conference)

We discussed several items; for example, we'll need to share information about the public

service career fair (the Monday after the reception). The Federal Executive Board will be involved. We are responsible for arranging the Honor Guard for the opening of the conference. Mark made a suggestion of an Honor Guard of kids, out of the WA State Youth Academy at Camp Murray, which is also free. In addition, Governor Inslee will be invited to give a welcome.

Panel Session development

Steve is taking the lead with this sub-committee, which also includes Liz, Dave, and Cassie. We discussed the committee's "top 5" recommendations, in no particular order or final titles, using a hand-out from Steve. These included the following topics:

Emergency Preparedness (Mary and Dave): in conjunction with the Hyogo Administrative Policy Studies Association (HAPSA) in Japan, and possibly with UW scientists involved in developing an Earthquake Warning System for the Cascadian Subduction Zone as part of the Pacific Northwest Seismic Network. Mary and Dave will be traveling to the Hyogo Prefecture later this month and in early September, and will meet with HAPSA representatives. The meeting should help determine if we move forward with the topic of earthquakes and tsunamis, or with other large scale natural disasters such as forest fires.

Steve noted that this will be a very practical session. Mark mentioned that he has contacts at DNR and with the military. Amy can connect Steve with a former student who is in Grays Harbor County, and was awarded for his design of a vertical rise evacuation center.

Integrating Millennials into the Public Workforce (Cassie): this would be a timely session as we prepare for a "gray wave" in the workforce, and make the case for recruiting, hiring, and supervising individuals from the millennial generation. We could look at schools and employers. Potential presenters have been identified. Mark added that he could find some fairly progressive HR people.

Collaboration to Solve Complex Political Problems/Constructive Political Dialogue (Steve as lead, with Chris and possibly Dave): this would draw on work by the Ruckelshaus Center. Discussion ensued about how this would be about being civil in political dialogue; about tone and soft-skills. Chris said he has experience with political leaders and advisors, and would be glad to work with Steve to make the session practical. Amy added that civil discourse has deep roots in Political Science. We talked about how this session could be a big draw if we tie in situations like Bertha or McCleary in the sub-title. John was fond of the latter as a way to bring in the "third branch of government."

Social Equity and Race Relations (Liz): this would be a panel discussion to share the unique efforts underway in Seattle to improve social justice and/or race relations. Liz said the idea started around police relations with the public. She added that Sandra Archibald suggested we work with the City of Seattle and with King County. Potential speakers have been identified. Cassie asked if we could consider bringing in a speaker from afar. She knows a professor in Minnesota who is a race and social justice scholar who would be happy to speak. It's unlikely we could pay for travel, but Amy wondered if ASPA (national) would be open to targeting

speakers for tracks.

Tribal Government Relations (Amy Gould, Linda Moon Stumff, and possibly J. Paul Blake): Amy is working on this and sent an email this morning to the board. Linda Moon Stumff would like to assist Amy on developing the panel. She is a founder of The Evergreen State College's MPA Tribal Governance concentration 12 years ago. At this time, J. Paul has asked us to defer calling potential panelists for this session until he is able to complete his fund raising calls.

Several panels that were determined to be of less interest to the sub-committee included:

- Performance Management and Accountability. This was low on the proposal list because there is a national track, chaired by Michael Jacobson.
- The economics and politics of legalizing marijuana.
- Dynamics of Gender (tie to serving all communities and employment).

Amy suggested we look at what is not in a track. John expressed that he likes having local topics. Steve stated that the sub-committee would continue to meet every couple of weeks. Also, in seeking sponsorships, the question might be asked about what they want for their support.

Potential visits before, during or after conference: these would be extra-curricular events, lasting 2-3 hours, with costs paid by those attending the event(s). National ASPA has given us suggestions on how these might be structured and how they could collect and transfer fees to us.

- Cassie has proposed a service project (volunteer work party) to create a shared sense of civic engagement among conference participants; possibly engaging organizations in the Seattle area that host AmeriCorps members.
- Dave has proposed a tour of the Gates Foundation.
- Steve has suggested a Washington State Wine Tasting.
- Liz has suggested a tour of the Pike Place Market.
- Amy suggested an Argosy Boat Tour.
- John said that a downtown walking tour might appeal to participants.

Steve finished this discussion, saying he looks forward to getting comments from board members about the various proposals and suggestions.

Chapter Communications

Liz reported that Caitlyn has agreed to continue taking the lead with our chapter's website. Also, Mark will continue to lead our efforts with LinkedIn.

Steve noted that he and Liz received a message from someone in Boston who has expertise in communications. It was suggested that perhaps the person could help us with communications about the conference. Liz will review the email again.

Chapter-Sponsored Programs and Events

Mark would like for us to host a couple of evening network events, for students and new professionals. He's thinking about two topics between now and December. One would be on how to network, with a thirty-minute panel, followed by a meet and greet. Another topic could be generic, perhaps on government performance and management. This would be a way for us to build our membership. The events could be in Seattle, or via "fireside chat" webinars. Amy has some experience with the latter working successfully. Mark will chair this subcommittee. Please inform Mark of topics you'd like to suggest, and/or interest in being on the committee.

Public Service Recognition Week takes place during the first week of May. In the coming year, we need to re-think our strategy. Mark proposed the idea of "40 under 40" with an event to celebrate, give recognition, and have people tell their stories.

The ASPA Mariner's Game, also generally during the first week of May, has been a successful fund-raiser for a number of years. Amy offered to take the lead again with this event.

Before moving on, John asked about important deadlines for us to keep in mind. Steve said that we need to have the topics for our five panels submitted to ASPA by September 21; and by the end of November, we need to have the speakers identified and details about the sessions.

Liz offered to create a GANT chart as an overview of all of our activities, and would route it to the board.

New Business

Steve proposed that the board help support Mary and Dave with \$400 each for their travel and gift expenses in visiting our counterpart, HAPSA, in the Hyogo Prefecture of Japan. Motions were carried, and the board approved this support.

Dave gave a reminder about the "\$20.20" campaign to help offset the cost of the reception. A Pay Pal link is on our website. He informed us that each transaction charges us a fee; therefore, paying by check would be financially better for our efforts.

Dave distributed a fact sheet about Stephen Rolandi, who is running for National Vice President of ASPA. While our chapter will not endorse a single candidate, Dave said that he would personally be voting for Stephen. Mary mentioned that she would also be voting for him.

The day and time of our monthly meetings was discussed. Most meetings will be by conference call. We determined that we'd meet on the third Wednesday of the month, at 6:30 p.m. This schedule will begin in September, with a meeting on September 16.

Adjourn

Everyone thanked Dave for hosting this retreat at his house. The meeting was officially adjourned at 1:30 p.m.

Minutes respectfully submitted by Mary Van Verst