

Evergreen Chapter - American Society for Public Administration
2016 Annual Board Retreat at the Home of Dave and Cheryle Broom
MEETING MINUTES
Sunday, August 28, 2016, 11:30 a.m.

Participating: AyeNay Abye, Steve Benowitz, Dave Broom, Cassie Bordelon, Crystal Chang, Liz DuBois, Katherine Hoffman, Jennifer McEwen, Chris Page, Stephen Percy, Yuko Saika, Mark Sullivan, and Mary Van Verst

Call to Order

The board members talked informally in a meet and greet over a potluck lunch at the home of Dave and Cheryle Broom. While people continued to eat, Steve called the meeting to order at 12:13 p.m. Steve congratulated the new board members, and welcomed everyone to this first official meeting of the new board. Going around the table, each board member introduced themselves.

Treasurer's Report

Dave reported that we have \$12,824.08 in our checking account and \$101.22 in our savings account for a total of \$12,925.30. These funds are at Wells Fargo bank. We also have a small amount in a PayPal account of \$351.63 with donations from the conference sponsorship program that can be transferred to Wells Fargo for a grand total of \$13,276.93. All payables and receivables related to the conference have been reconciled.

Dave noted that we need a second signatory on our accounts for Wells Fargo. He also informed us that we have a credit card from Wells Fargo that can be used for our chapter expenses, as necessary.

Secretary's Report

Mary reported that we typically use our board meetings, whether in person or by phone, to approve the minutes. Our last meeting was on June 8 with the members of the previous board. We did not have a meeting in July.

Motions were carried, and the minutes for June 8, 2016 were approved. Mary issued thanks to a previous board member, Caitlyn Jekel, for offering to continue working on our chapter's website. Mary will ask Caitlyn to post the June minutes. Anyone who is interested in minutes from other meetings, dating back to 2006, can find them on our website: <http://www.evergreenaspaonline.org/> under the Evergreen Chapter tab.

Election of Officers

Steve explained that board members could nominate themselves or someone else on the board. A vote by seven or more board members would be needed to approve the nominee. Steve proceeded to nominate Mary for Secretary and Dave for Treasurer, to continue in the roles they have had. After no one else indicated they would like the positions, Mary and Dave accepted the respective nominations, and the board voted to approve.

Steve then turned to the positions of Vice President and President. Mark, who has been serving as Vice President issued a “qualified yes” to becoming President, but stated that he is unsure about his availability to lead because of work. He would need a Vice President to step in if he is unable to carry out his duties. This led to a longer discussion.

Liz talked about her experience as President, and how the national conference presented challenges that were unique to the last two years. Mark remarked that this will be a transformational year for our board; and because of the conference, the challenge now will be to re-engage our chapter membership. Steve agreed that we were overwhelmed by the conference for over a year. Hopefully as a result of our planning today, we’ll have volunteers taking leads with events.

Steve said that he would be willing to serve again as President but that this would be his last year. Cassie recommended that it would be helpful to have mentors for these leadership roles. She said that personally, she would like to have a better idea of what the Vice President and President do. Jen noted that she would be interested in being mentored, but can’t step up now. Steve thought Cassie’s idea was warranted and important for our chapter leadership and succession plan. Steve added that he would support the idea of Co-Vice Presidents, if someone would step up. Liz said she liked this idea, and others nodded agreement.

Steve stated that if you look at our membership, we don’t add many at journey level. Most new chapter members are students or young professionals. We need to get these populations more involved. Mark and Cassie can do that, he believes. Mark added that we need to grow the chapter, coming up with programs that will keep the membership engaged.

From here, we moved to nominations of Mark and Cassie as Co-Vice Presidents, and Steve as President. These nominations were approved by the board.

Discussion of Request from J. Paul Blake

Steve called our attention to an email he sent the board yesterday in which he forwarded a message from former chapter president, J. Paul Blake. J. Paul is currently director of Communications and External Relations of the Evans School. J. Paul requested that the board consider partnering on an upcoming October visit by ASPA President Susan Goodwin, who will be speaking on the topic of diversity, including her book, “Race and Social Equity.” The Evans School has set Wednesday, October 5 at noon for her presentation. Of primary concern, it appears that ASPA does not have a budget for Susan to travel, and J. Paul wanted the board to consider financial support for her travel and accommodations.

Steve said that he didn’t believe that ASPA should be expecting chapters to fund travel of the ASPA President. Dave agreed, stating that he is not interested in spending our chapter funds to cover travel for executive officers of the national office.

Mark wondered if we treated Susan as a speaker, rather than ASPA President, would we pay a speaker fee. Steve B. and Steve P. remarked that they’re not sure it’s allowable to pay her a

speaker fee. Liz wondered about a reception format. Jen asked if the visit could be tied to a Power of Public Service event; a networking event with Susan's presence.

Steve P. was surprised that ASPA was not considering Susan's visit to be part of her ambassador role. Dave remarked that Susan is knowledgeable about ASPA to promote it, and her visit could be tied to the national office's goal to rebuild and expand chapters. Jen added that Sandra Archibald and J. Paul really promote ASPA. Aye Nay suggested we might co-sponsor the day event or co-brand an evening event. Dave recalled Sandra's previous idea to pay the fee for Evan's School students to become members of ASPA. Jen said that she was unable to talk with Sandra about this idea.

Mark stated that he would like to leverage Susan's being out here, especially with her focus on race and equity, and cultural competency; that we use her visit as a way to support the health and growth of our chapter. Liz added that if there is an engagement component, she'd support.

From here, the discussion toggled between building on the Evans School event, finding an additional time during Susan's visit for an event, or considering adding Susan's visit to a proposed chapter event on September 26.

Steve remarked that Susan's talk on race and equity would make the event different from the chapter's event planned for September, at which Mark and Cheryle Broom will be talking about ASPA. Dave said that Susan could expand on what Mark and Cheryle say. Cassie reminded everyone that all young people are being told to network. The proposal offered by Jen, Steve, and Linda Guererro is for a networking event on Monday, Sept. 26, from 5:30-7:30 at TanakaSan, one of Tom Douglas' restaurants. Jen added that this event is to build membership. There will be the two talks of 10-15 minutes each, and 30 minutes of networking.

Steve P. offered the idea of waiving a ticket price to get people to sign up for membership in ASPA, and the Evergreen Chapter. Mark said we could use money from the conference. Steve P. asked if we have a statement, such as "If you're a member, here is what you get...nationally and locally" to promote the chapter and give people a sense of value they'll receive. Others answered that we do not. He added that he liked the idea of the event being planned for September.

Mark said that up to \$1000.00 sounded fine. Steve will plan to talk with J. Paul, adding that the money is the same whether we pay through the Evans School or pay Susan, directly. More information is needed to make a decision.

AyeNay asked what we've done in the past. Steve said that we have partnered with the Evans School and with the Hyogo Prefecture. Dave noted that previous presidents have come here with no help from us. He agreed with Steve P. that ASPA and other organizations have the money for travel. Our emphasis should be on getting the membership up.

Cassie and others thought that we could give money to the Evans School to use however they

wish in regards to Susan's visit. Mark stated that he was more comfortable paying the Evans School rather than ASPA or Susan. He suggested around \$200.00 to \$250.00. The rest of the board agreed with \$250.00 and up to \$500.00.

Jen said she'd be willing to go as a chapter representative. Should we buy a banner? Dave thought that ASPA could design one that has our chapter logo. Kathy offered to call ASPA to inquire.

Steve remarked that he likes the Power of Public Service theme for this event, and suggested we keep it as a theme for the year.

Discussion of Program Plans for 2016-2017

For this portion of the meeting, each person at the table stated their ideas. With each, there was either general or specific agreement or some brief discussion.

Mark: Focus on cross-sector and tri-sector; government performance management panels (suggestion for including Michael Jacobson); and succession planning – planning your leadership path.

Cassie: Continue developing young professional network; utilize partnerships to develop corps network in Olympia.

Steve P.: What do we do in Portland or Oregon? National Policy Consensus Center; launching degree. Suggestion for a panel that happens twice, in Seattle and in Portland.

A lengthy discussion ensued. Mark said that location has always been a challenge. He suggests we take advantage of virtual connections. Dave remarked that as a result of Cheryle Broom's recent work with King County's Office of Law Enforcement Oversight, he could ask her about being on a panel about challenges in police work for a session on Equity and Social Justice. Maybe Seattle University could be a co-sponsor. Steve P. said the topic could be expanded to all of our offices. Liz noted that Larry Hubble chaired a panel at the conference. AyeNay would like to see a connection to the field of education; asking how do we actively contribute to change.

Dave reflected that one of our most successful events was in partnership with the Seattle Management Association, which gave us access to a space, and a wider audience. On this topic, he likes involving Larry Hubble and S.U., as well. AyeNay said the timing is good for S.U., which had a theme of race and social justice, with more inclusion on campus. Mark added that he likes the idea of cultural competence, working successfully with any population.

Steve P. suggested that this could be a series, with lots of different aspects, such as policing. Chris brought up the University Network for Collaborative Government – trainers for a partial or full day, through Steve P.'s university (Portland State). Steve B. interjected that if we agree to do this, he would like the planners to think about the curriculum and amount of time (half or full

day). Chris and Steve P. suggested that this could be a series over one year. Steve B. remarked that if we use technology to connect, it could be about two hours at each location. Mark added that each location could have a follow-up discussion as part of the event.

Kathy: Suggests we develop a speaker series.

Discussion included Cassie suggesting that a speaker series be combined with skill development. AyeNay would like to see co-branding and encouragement of reflection, adding further that we can see what other groups are already doing. Instead of us doing all the leg work for each event, we can support them by advertisement and attendance. If we identify six events, we support them, and then can bring them together in the end. Dave remarked that this was similar to a model used by City Club.

Mark stated that if we build our capacity as a chapter, we could do simulcasting. Steve P. mentioned access to Meyer Memorial Trust.

Mary: Suggestion for Stephanie Coontz as a speaker. She is Professor Emeritus at The Evergreen State College, who is an author and speaker about changing roles and patterns in families and the work place. She was previously a good draw for audience at a chapter event in Olympia.

Mary would like to build on the attention given to our international relationship with counterpart, the Hyogo Administrative Policy Studies Association (HAPSA), at conference last March. Yuko Saika and Kiriko Takahashi could help us with an event or a series of field trips for guests from the Hyogo Prefecture.

Make effort to revive our chapter's Public Service Recognition event. Mary suggests the Governor's Mansion as a possible venue. A short discussion ensued.

Steve and Liz agreed that we should bring back this awards event. Steve stated that the speaker should be a draw, and that we could partner with all federal agencies to feed us nominations. Mark commented that he is in charge of an event for the state that draws 2000 people, with 40 awards given in the State Reception Room. He thought that the "so what?" question should be asked about the value of collaborating with ASPA. Steve remarked that ASPA had been involved in recognition of public service since day-1. He added that a beauty of our previous efforts in this area was that we received nominations from small jurisdictions.

Mary concluded by saying that she had discussed these ideas with Kiriko Takahashi, our new Student Representative from TESC. Kiriko was willing to assist with any of them. She was unable to attend our meeting today because she's taking a special course this week at Portland State University.

Chris: Collaborative Governance as a topic; finding common ground. The mechanics of this is what Chris does for a living. He suggested a title, "Working for Good: Why Public Service?"

In discussion, Steve said there was potential for non-profit involvement. Cassie and Steve P. commented that nonprofit management is part of the MPA Programs' social enterprise. Liz stated that she wants us to support programs that blur the lines that separate, reaching out to whoever wants to work toward the common good; emphasis on the value in public service, not just government. Mark agreed that this would help support millennials who move jobs. Young Government Leaders (YGO) was mentioned as an organization we could partner with, and lead human power. Steve said it would be really nice if we could get mailing lists of these organizations to invite to join ASPA.

Liz: ASPA has an initiative in which they are looking to chapters for assistance in identifying state and local issues that are of high priority to our communities. This fits with our goal of reaching out and asking, "How would you like to be involved?" This was her initial thought when working on a survey with Cassie.

Discussion included Steve bringing up the Kennedy School at Harvard no longer offering sessions on ethics for political appointees. This could be a good program for ASPA. Liz said that if the board is interested in pursuing, this would be an idea to help inform our programming this year and next, to know more about the interests of our members. Mark suggested that we could ask for policy papers of two to three pages on collaborative governance, for example. This could be a great thing under the belt of a graduate student.

AyeNay: Race and social equity, and blurring of the lines to allow for more involvement by those who don't see themselves as part of public administration or as part of ASPA – goal of widening our membership base.

Jen: Suggests three topics already discussed: leadership, collaborative pieces, and race and social equity. She said that how we do it becomes the question.

Yuko: Referencing Mary's suggestion of partnering with HAPSA, she suggests we build on Hyogo's knowledge and experience of earthquakes (1995 earthquake in Kobe, for example) and disaster prevention. HAPSA is thinking of sending some people in 2017. This could be an opportunity for our members as well as the public.

Steve commented that we could tap into people involved in the disaster reduction issue who are in this area, in government, and at the U.W. Mary added that we could draw on expertise identified during the planning of our sessions at the conference.

Crystal: Each of her ideas have been discussed.

Steve: Steve used his time for further discussion. He started by saying that it sounds like this is a good time to do a survey. Cassie said that she morphed the membership survey into a demographic survey.

Dave will forward the Excel file (arrived this morning) of chapter membership. Steve added

caution that the file is not something that should be shared outside of the board.

Mark is overseeing our LinkedIn and Facebook accounts. Our issue is underutilization. Jen has been posting to Facebook. Steve stated that Caitlyn Jekel is willing to manage our website. Mark suggested that redundant access might be good to have.

There was discussion about sending a survey in a way that it truly reaches people and tracks. "Constant Comment" and "Emma" were mentioned as software systems (paid) that could work. Cassie brought up "Google Suite".

Mark remarked that he thinks it's more important for us to do things that generate engagement. Liz suggested that we could ask on a survey not just for ideas, but if members have something they want to share, like something they have written. Mark is inclined to have a contest of papers, with a judging panel, and published. Steve wondered if this might be a way for our chapter to have a panel at the national conference without having to go through the usual approval/committee process. Steve P. added that we could pick the topic and the people. Dave asked, why not have our own regional conference; work with Steve P. and his school.

Steve said he would draft a new survey for us to take. Mark offered that the ideas and themes from today's meeting could be in the survey for members to select from. Jen advised that we be broad in scope to hit a wide audience. Steve suggested we survey or decide on an event or activity that covers the three themes that emerged today, and add Public Service Recognition Week (which occurs the first full week in May):

1. Leadership
2. Race and Social Justice
3. Collaborative Government
4. Public Service Recognition Event

Mark cautioned that we remember we are volunteers, and with limitations on time, we might want to stick to one event on each topic. Steve suggested one in Olympia, and others with students at U.W. or S.U. geared toward joining ASPA. Mark said we could have events include a speaker *and* networking to keep from having too many separate events.

Steve stated he was concluding that we no longer needed to survey the membership, but rather it was important to get commitments from everyone today to volunteer to bring today's ideas to fruition. At this point, each board member stated which theme or activity they were willing to work on.

1. Leadership Theme: Cassie, Mark, Jen
2. Race and Social Justice Theme: AyeNay, Mark, Crystal, Liz
3. Collaborative Government Theme: Steve P., Chris, Kathy, Yuko (for international)
4. Public Service Recognition Event: Mary, Kiriko, Steve, and Dave, (with Steve P. as a contact)

Yuko and Dave noted that they could serve in additional areas, as needed.

Steve finished this discussion by saying that the responsibility of each group would be to put together a briefing for our next meeting on Sept. 14. Ideas do not have to be full-fledged, he said. Please send these to Steve before our meeting.

New Business

Dave remarked that our chapter is recognized as one of the strongest ASPA chapters in the nation. He then informed us that Jim Nordin is planning to run for Vice President of ASPA and has asked for our chapter's endorsement. Dave acknowledged that we can't speak for the chapter, but our board could endorse Jim, if we choose. The process has become very political, Dave explained. There is a struggle between the old and new guard. Historically, ASPA was "ruled" by academic committees, and there is a shift toward a focus on practitioners. There were some nods from board members about this shift in focus. At this point we don't know if Jim will get past the first hurdle in the election process. With this information from Dave, the board agreed that once we know the status of Jim's candidacy in the process, that we would seriously consider endorsing him.

Adjourn

Everyone thanked Dave for hosting this retreat at his house. The meeting was officially adjourned at 3:20 p.m.

Our next meeting is scheduled for Wednesday, September 14 at 6:30 p.m. Steve will send out a notice about it.

Minutes respectfully submitted by Mary Van Verst