



Evergreen Chapter - American Society for Public Administration
Board of Directors Annual Planning Meeting
MEETING MINUTES
Saturday, July 14, 2012
Home of David Broom

Participating: Steve Benowitz, David Broom, Liz DuBois, Tammy Esteves, Caitlyn Felling, Stephanie Schwenger, Doreen Swetkis, Frank Valdez, and Mary Van Verst

Lana Georges participated for part of the meeting via phone.

Not in Attendance: Sandra Archibald, Andrew Hokenson

Call to Order

After a potluck lunch and opportunity to socialize, the board began its business meeting. Dave welcomed everyone and called the meeting to order at 12:45 p.m.

Election of Officers

Dave informed the group that our chapter's fiscal year ends on June 30th. Our new year begins July 1st. Therefore, we have an annual meeting at around this time of year to talk about what we want to accomplish in the new year. We also elect our officers from among current board members. In the last year, our President and Vice President resigned. Dave explained that he and Mary, as co-chairs of the Nominating Committee, came up with a process for filling those positions, and we would ask the board to approve the slate of officers, which includes: Dave as Treasurer (returning), Mary as Secretary (returning), Doreen as Vice President, and Tammy as President. The board subsequently approved this slate of officers.

Schedule of Board Meetings

Our meetings have typically been the third Thursday of the month from 5:30-6:30 or 7:00. Dave said that we are aware that Thursdays will not work this year for faculty or students of the MPA program at The Evergreen State College. Monday night was discussed as an option. However, Doreen will begin teaching on Monday evenings in the winter. Steve has a conflict with either the third or fourth Monday. He would check that evening and let the officers know. The board came up with several scenarios, but the final plan would be forthcoming after some additional conversation. Board members should expect an e-mail within a few days with the schedule

While most of our meetings will be by conference call, the board decided that getting together in-person around the holidays would be desirable. We made tentative plans to meet in January over dinner at a restaurant in or near Tacoma. Steve will check with Indochine on Pearl Street about accommodating a group of eleven in late January.

Website Maintenance/Social Media

Doreen reported that she and Caitlyn had met about the chapter's website. They had gone in and made some changes to simplify the site, and change the look to more like the Northwest. One problem is that the view of the site does not currently adjust to screen size. Stephanie said that she can help. She has website background and experience, and will team up with Caitlyn.

There was some initial discussion about whether the chapter should begin using Facebook. Doreen remarked that our current social media included the website and Linked In. She recommended that we fix what we have before going to Facebook.

Doreen stated that she was willing to chair a Technology Committee. Caitlyn felt that it would be good for each person on the committee to have a responsibility. Stephanie volunteered to take time to regularly manage our LinkedIn group.

Steve interjected that he has a different view of this committee, and that it is actually more of a Communications Committee as we think about what we present to the public. Dave added that J. Paul might still volunteer to help us get out press releases through his network.

In more discussion about establishing a Facebook page for our chapter, Stephanie advised that people would respond to posting on a "like" basis as opposed to a setting where people "friend" us. This should eliminate the chance that off-side dialogue would develop among people who visit the site. With Facebook and with LinkedIn, Stephanie could be the content manager, but others of us should post material.

Dave suggested that the committee should decide who we go to for various communication needs or postings. Doreen offered that in August the committee could come back to the group with more information.

Dave's records indicate that the chapter paid a fee related to the website last year, and asked if we would incur the fee again. Doreen and others thought not, but Doreen would look into it.

The Communications Committee will include Doreen, Frank, Stephanie, and Caitlyn. Doreen will host a committee meeting on Aug. 24. Doreen will check with J. Paul about being an ad-hoc member of the committee.

Steve remarked that he will have new materials about the conference that need posting. He will send them to the committee.

Event Program and Planning

ASPA's 75th Anniversary:

Mary presented material she had received from Mary Hamilton, ASPA's former Executive Director, who is now heading up the planning for the 75th anniversary of ASPA in 2013. The planning includes collecting of stories of public servants and getting them into the mainstream media to help citizens "get a glimpse of how capable and dedicated public servants are!"

Mary Hamilton has asked our chapter to be involved, first by selecting a representative of our chapter to serve on the Steering Group. Tammy offered to take on this role as liaison. Doreen noted that there are some TESC students who might want to pursue tribal histories as a capstone project in March. She asked that student schedules be kept in mind, so as to maximize the potential involvement of students. Steve is interested in participating in oral histories. He added that he is not equipped to deal with the media, so that would need to someone else's focus. Dave suggested that at the national conference, they might consider having a Story Corps booth, where people could present their stories.

In reviewing the current roster of Steering Group members, Dave suggested that Tammy connect with Bill Solomon from Florida, Randy Robinson from Nevada, and Jim Nordin from California. Tammy said that she knew a number of people on the list.

Dave also noted that the chapter should consider funding a person, or people, who assist with this project, to attend the 2013 ASPA conference.

Mary will bridge the connection between Tammy and Mary Hamilton.

Conference: "Civil Discourse to Resolve Governmental Crises:"

Steve updated the board on the work of the Conference Committee, made up of Steve, Sandy, Liz, Dave, and Tammy. Steve passed around a draft agenda for the Oct. 10 and 11 event (attached to these minutes). Steve said that everyone listed on the agenda had committed to presenting.

Sandy has agreed to post talks on the Electronic Hallway. The committee is also arranging with a public manager type of magazine to publish summaries of the talks (about 500 words each) along with an essay that introduces the material and pulls it together. Steve expects that we'll have a full article in the *PA TIMES*, and he is looking into *The Public Manager*.

As we get closer, the committee will need help, Steve said. Stephanie offered to help get the word out.

Steve is hoping that all the food will be catered. The conference will be held at the UW Horticulture Center, a lovely location, near the Japanese Gardens in the Arboretum, and parking is available.

The big issue is funding. Steve said that the Evans School and the Ruckelhaus Center have paid \$2,000 for the space. There will be overhead costs for printing, and food costs. It was estimated that for 100 attendees and 30 speakers, food costs would be about \$12,500.

Dave will look into catering that was used at the Town Hall event (Classic Kitchens).

Steve will be making a number of contacts in the next week to get sponsorships. If any board member has contacts that might contribute, Steve can provide information. He

mentioned that a donor of \$500 to \$1,000 will receive one free ticket to the conference. A donor of \$1,000 to \$2,000 would receive two tickets. All sponsors will receive recognition.

Doreen remarked that she will approach TESC for a sponsorship.

Materials will be posted on-line, to save money. Steve added that J. Paul had asked what a sponsor might be able to buy. An example was, "Lunch provided by _____."

Steve and the committee members will be approaching a number of public administration organizations. He also plans to approach Starbuck's after seeing a letter written by Howard Shultz on the topic this conference is addressing.

Dave suggested that TVW or UW-TV might be interested in taping the program.

The committee needs to make a decision about a service for processing credit card registrations. Steve will work with the planning committee on a draft template, and have the Communications Committee review it prior to posting by August 1st. Early registration will go until September 10. We may find that we want to extend the early registration period.

Liz stated that she has interest in forming a panel for the discussion on social media. Stephanie offered that she could connect Liz with Kathy Gill from the UW School of Communications. As Stephanie described Kathy, Steve remarked that she sounded very interesting for the panel. He also has a list of potential presenters. He'd like for the panel to have people representing social media, print, and broadcast media, as well as a moderator.

Sandra was trying to get Norm Rice. J. Paul told Steve that he's heard Ron Sims is interested.

Liz and Steve pointed our attention to the last session, "Next Steps," on Thursday, Oct. 11 with Michael Kern. Liz works for a consulting group that uses electronic polling. The committee is talking about using this system during the last session.

Doreen suggested that Cheryl King would be an excellent moderator for the "Tools" session on Wednesday, Oct. 10, at 3:30.

Tammy offered that she would be happy to moderate the social media panel on Thursday.

Steve informed the group that one of the speakers had asked if we could have an author's event. The board felt that saying yes would mean that we provide the space only (the foyer, for example). The author or the author's publisher would have to handle every aspect of the book sales or signings. Dave suggested that publishers be considered as potential sponsors, and also that schools of communication be notified soon about the conference. Steve added that schools of political science should also be notified.

Other Business

Treasurer's Report

Dave passed out a financial summary. Our chapter will be receiving \$956 from the Mariner's for our event there in May, making our new cash balance \$5,468. A \$500 commitment was made last month by the board to support the planning of the October conference.

Miscellaneous

Tammy informed the board that she would like us to get a conversation started about an awards event during our meeting in August.

The board discussed that it would like to continue having the Mariners event in the future. Doreen will approach J. Paul to involve him in the planning.

Steve would like us to examine how we can involve more chapter members in our events and planning. Doreen said she would talk with students. Dave can put together a current list of members to share.

Tammy remarked that it would be good to send out letters to all chapter members, with a welcome, introduction of the board, list of our plans, and so forth. Doreen noted that it would be great to include a letter from our new President on the website.

Adjourn

We adjourned at 3:00 p.m. Special thanks to Dave for hosting us at his home.

Minutes respectfully submitted by Mary Van Verst

"Civil Discourse to Resolve Governmental Crises"

Draft Agenda

Wednesday, October 10, 2012

- 8:00 Registration, coffee
- 8:30 Convene, welcomes, announcements
Sandra Archibald, Dean, Evans School of Public Affairs
- 9:00 Keynote Speaker: William D. Ruckelshaus,
introduced by Daniel J. Evans
- 10:30 Speaker/panel discussion/workshop
Examples & Case Studies
Elizabeth Ford, University of Washington School of Law
Francis Benjamin and Nicholas Lovrich,
Washington State University
Bob Wheeler and Chris Page, Triangle Associates
- 12:00 Lunch and Speaker: Cornell W. Clayton, Director,
Thomas S. Foley Institute of Public Policy and
Public Service and C.O. Johnson Distinguished
Professor of Political Science, Washington State
University, *Civility, Public Discourse, and
Democratic Citizenship: Moving Beyond Partisan
Pathologies*
- 1:30 Speaker/panel discussion/workshop
Role of Communication
Nathan Jensen, Administrative Assistant, Second
Administrative Judicial Region of Texas
Scott O. Konopasek, University of Utah

- 3:00 Afternoon break
- 3:30 Panel Discussion
Tools
Marc Brenman, The Evergreen State College,
Sarah J. Read, J.D. and Dave Overfelt, Ph.D., The
Communications Center, Inc.
Jim Pearman, Senior Associate, Triangle
Associates, Inc

- 5:00 Adjourn for the day

Thursday, October 11, 2012

- 8:00 Coffee, networking, announcements
- 9:00 Keynote Speaker: Sam Reed, Secretary of State
of Washington
- 10:30 Speaker/panel discussion/workshop
Role of Communications (continued)
Social Media Panel Discussion
- 12:00 Lunch and Speaker: H. Brinton Milward, Director
of the National Institute for Civil Discourse and
Director of the School of Government and Public
Policy at the University of Arizona
- 1:30 Stuart Elway, Elway Research
- 2:30 Afternoon Break
- 3:00 Next Steps: Recommendations, Tasks, Skills and
Resource: Michael Kern, Director, William D.
Ruckelshaus Center (Facilitated Discussion)
- 4:30 Adjourn