

Congress for the New Urbanism – Winter Board Meeting Notes Thursday, March 1, 2012 and Friday March 2, 2012

Thursday, March 1, 2012

Attendees

Board: Sam Sherman, Mike Krusee, Jack Davis, Laura Heery, Jennifer Hurley, John Norquist, Victor Dover, Ellen Dunham Jones, Marcy McInelly, Sarah Lewis, Scott Bernstein, Scott Polikov, Scott Bernstein, Dan Slone, Doug Farr

Staff: Heather Smith, Jeannette Mihalek, Sandrine Milanello, Abby Bouzan-Kaloustian

Guest: Matt Lambert

Board Chair Welcome

Victor Dover outlined his meeting priorities:

1. Finalize and adopt the Strategic Plan. It's important to show the staff, members, founders and chapters that the Board can act. Amendments to format and content can always be considered after adoption.
2. Send the CNU 21 Local Host Committee away from Friday's meeting feeling energized, excited and ready to act. Discussion on Friday will include linking the CNU 21 program to the newly adopted Strategic Plan and the Committee should know see the Board's enthusiasm.

Victor introduced Matt Lambert as his guest for the day.

Comment taken from the President's Report conversation: Victor noted the absence of several Board members at the meeting. All could not attend for good reason, but this is the largest absence he's ever observed. The Spring Board meeting will be short and busy, so if anyone has items they would like added to the agenda, they need to let John or Victor know, ASAP.

Fall Board Meeting Notes

Amendments: Sarah Lewis needs to be added to the meeting minutes.

Motion: Ellen Dunham Jones moved to approve the minutes. Mike Krusee seconded.

Approval: Unanimous approval: 11 for (Victor Dover, Ellen Dunham Jones, Sam Sherman, Mike Krusee, Jack Davis, Laura Heery, Jennifer Hurley, John Norquist, Marcy McInelly, Sarah Lewis, and Scott Polikov). 0 against.

2012 Fall Board Meeting

Reminder to everyone that the 2012 Fall Board meeting has been pushed back by one week to October 11 and 12. Please adjust your calendars. The question of moving the Fall Board meeting from Chicago to Buffalo was pushed to Friday's meeting.

President's Report

John Norquist echoed Victor's desire to leave the Salt Lake City Host Committee energized and inspired. Then he gave a brief update on some CNU Initiatives and his recent activities:

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John spent time the week prior with ULI leader, Pat Phillips. ULI puts out a wonderful publication each year, but the regulations disable the market from producing mixed-use. ULI was also very candid about their membership losses (from 41k to 23k).

Live/Work/Walk Initiative: Progressing with the help of Laura Heery, Scott Polikov, Scott Bernstein, Sam Sherman, Steve Maun and others. The initiative is working on a new classification for the banking community. A ULI-hosted meeting in April will include Susan Wachter, Professor at UPenn, and former economist and assistant under secretary for Clinton. Wachter is very interested in removing obstacles to mixed – use development and was referred to CNU by Will Goetzman from Yale.

Project for Transportation Reform Initiative: published a document that was distributed at TRB in January.

Sprawl Retrofit Initiative: coming to life. Everyone was encouraged to visit the incremental sprawl repair website. [While at a Smart Growth event, Victor heard a lot of talk about incremental sprawl repair. New urbanism was in every case study shown. How do we manage the influence we have?]

Active initiatives can help CNU raise funds, as people and organizations are interested in supporting tangibles. CNU staff needs to know what's going on. John would like to work on packaging and communicating these actions. Ellen requested that a process be followed for making sure the board packet includes all initiative updates. Staff should reach out and collect information. Initiatives (and initiative leaders/members) need to do work on communicating their activities.

The new initiative “cheat sheet” has the potential to be a vital communication piece (especially for fundraising). The cheat sheet should reflect all current initiatives and be tied to the Strategic Plan. Ellen identified missing initiatives to include: Visibility and Urban Agriculture (or Growing Local). Victor and Jennifer hope to reawaken the dormant task force project on New Urbanism's role in Projects and Plans, which would also get added to the list.

To Do: *Add missing initiatives to the “cheat sheet” and distribute at CNU 20.
 Follow up with all initiative leaders for inclusion in board reports*

Treasurer's Report

Jennifer Hurley presented CNU's financials. The cash balance is lower than we would like, and (100k) lower than it's been at this time, the past two (2) years. The report includes a chart showing a visual of the annual cycle of cash for the past 2 years. Due to the current situation, CNU has made several budget reductions (outlined in the memo from John and Abby. Cuts went into effect on February 1 and included moving some staff to 4 days a week. These cuts were made in response to the end of year results for 2011, which saw lower than expected numbers for individual contributions, membership and accreditation. (See page 31 of the board packet).

CNU's cash balance typically peaks at the Congress, and then trickles down for the rest of the year. The spring months are critical for fundraising. Right now CNU's cash balance is stable, but low. We're bringing in enough money to cover what's going out, but haven't been

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able to get ahead. If we don't hit \$400k by the Congress, more cuts will be made, including moving more staff to 4-days and/or layoffs and the canceling of our contract with Better! Cities and Towns (New Urban News).

Congress Registration and sponsorship help boost our cash balance in the spring. In terms of registration for this year's Congress, we're slightly better than previous years, but sponsorship is not. The cuts made so far have removed any of the remaining budget padding. "It was a tough decision to reduce staff to 4 days, but we will not go into debt. We will do whatever cutting is necessary."

Board members reviewed the January 26 budget memo. Victor called attention to the last item on the memo, the board dinner.

Motion: Victor Dover motioned to cut the Board dinner from the annual budget. Ellen Dunham-Jones seconded.

Approval: Unanimous approval: 11 for (Victor Dover, Ellen Dunham Jones, Sam Sherman, Mike Krusee, Jack Davis, Laura Heery, Jennifer Hurley, John Norquist, Marcy McInelly, Sarah Lewis, and Scott Polikov). 0 against.

To Do: Notify all Board members of the change by email.

The board agreed that approving the 2012 budget revisions was not a blessing for permanent cuts. CNU aims to fundraise back to the original budget (Victor). But, if financial goals are not reached, CNU will face additional cuts after the Congress. All agreed that CNU's budget is lean considering the number of programs running (Scott Bernstein recommended making this point when talking to potential funders); the main focus should be fundraising, not cost cutting. Jack commended the staff for being proactive.

(Doug Farr and Dan Slone arrived).

Finance Committee is looking for 1-2 new members. Katharine Kelley will be stepping down from the committee leaving only Jennifer, Jack and Victor. The Committee is responsible for participating in a monthly call and review of the books. The Committee needs at least 2 on each call to be productive.

Action Item: Approve the 2012 budget revisions.
(The narrative found on page 30 of the Board packet)

Motion: Victor Dover motioned to approve the 2012 budget revisions. Scott Polikov seconded.

Approval: Unanimous approval: 13 for (Victor Dover, Ellen Dunham Jones, Sam Sherman, Mike Krusee, Jack Davis, Laura Heery, Jennifer Hurley, John Norquist, Marcy McInelly, Sarah Lewis, Scott Polikov, Doug Farr and Dan Slone). 0 against.

To Do: Notify all Board members of the change by email.

CNU's 990 filing for 2010 was included in board packet. No discussion needed, but Board members are all responsible for the information inside. Jennifer found the descriptions of who we are and what we do are interesting.

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Fundraising & Membership

Transitioning to fundraising discussion, Abby Bouzan-Kaloustian commented that CNU aimed to cut/raise \$300K. John Norquist and Abby identified about \$100K to cut and want to raise the rest, to help ease the burden.

Scott Bernstein spoke out in favor of finding more unrestricted funds, unrelated to initiatives. Scott thinks CNU can get a lot more money from institutions and foundations. Laura Heery feels the initiatives can be leveraged in all fundraising. Laura is using the initiatives to leverage conversations with the CDC.

John Norquist shared board fundraising stories: Jennifer Hurley's involvement with CNU prompted Tom Comitta to donate when John called; Ellen Dunham-Jones' association with Bill St Alden in Atlanta could help bring in a donation; and thanked Mike Krusee, Scott Polikov and Victor Dover for writing checks and finding donors. John encouraged the board to be specific and direct when asking for money (rule of thumb is to ask for twice as much as you think you should). Both Jennifer and Ellen promoted the idea that it's easier to ask for money when you're fundraising for something you believe in.

CNU Pitch

The group broke into pairs to practice their pitch and reconvened for discussion.

Doug Farr had difficulty with his pitch because it lacked the same urgency he sees in the 5-year University campaigns. People are more excited to be part of a campaign, and a lot of CNU's initiatives (LEED, CSS) lack firm deadlines.

Both Mike Krusee and Jack Davis focused their pitches on individuals who have benefited from CNU's work. CNU has contributed a lot of intellectual backbone to different projects and movements and should get credit. "CNU has been supporting you, and you probably don't even know it". This was followed by some examples (projects, laws, provisions, etc).

Victor Dover asks colleagues whom his company has brought work and money to, to donate to CNU. He also uses his small company as an example.

Sam Sherman and Scott Polikov are not afraid of asking for money, but the development industry continues to struggle and asking them for money is exhausting. There is no whale anymore, so donations will have to be pieced together at the lower levels. Sam continues to search for a new constituency. Both are fans of the new initiative page and some of the new projects, as their directly relevant to their peers. Scott Bernstein suggested targeting banks; and sharing the lists should Chapters. Since CNU does not sell speaking slots, this too hampers fundraising, although CNU is trying to feature these groups/people in other ways.

Laura Heery is a big proponent of using the initiatives to peek the interest of potential donors and get them involved both on a financial and thought leadership level.

John Norquist mentioned that he's now using a blog post by Kevin Klinkenberg titled "why I brag about being a CNU member" to help fundraising.

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Marcy McInnelly used the new Sustainable Street Network Principles to help fundraise; she asked companies if the book is useful to them, then don't they want to be associated with the producer? (More money needed to print more books).

Jack Davis tipped CNU off to a new foundation, Summit. Jeanette Mihalek follows several fundraising listservs and reads Philanthropy.com. Scott Bernstein recommends CNU join the Donors Forum of Chicago (\$400 annually).

Matt Lambert reported that Next Gen is focusing on how to improve marketing of CNU and connect to grassroots organizations over the next year. Next Gen wants to support CNU.

Several people suggested (and offered to help) revisions to the initiative document. Scott Bernstein offered to help tweak current materials to show CNU cares about "the whole city, not just design". Jack Davis suggested sharpening the descriptions, removing inside jargon and consolidating similar projects on the list. Dan Slone also suggested being more direct with how prior donations were spent and how you plan to use future donations.

To Do: Jeannette will serve as point person for revisions to the Initiatives Sheet while Ben is on paternity leave.

Board Member Fundraising Responsibilities

Several people studied the board elections requirements and chose not to apply this time because of the financial requirement. The board is all over the place on individual performance. Members need to work with Jeannette Mihalek to develop a give/get plan for 2012. Everyone will do it differently. Doesn't matter how you do it, just that you do it. Victor asked everyone to remember when the Board approved this goal, and reminded everyone that membership is not automatically renewed.

If necessary, the Nominations Committee will just send thank-you letters to non-compliant Board members when their 2-year term is up.

Jeannette Mihalek encouraged the Board to get involved with the new Development Committee (formerly known as the fundraising committee). Ellen Dunham-Jones agreed to chair and Victor Dover has volunteered to participate. The Committee will identify targets for national partnerships and grant fundraising; streamline communications and stewardship; and discuss how to connect the strategic plan. The Committee *will not* take over the Board's individual fundraising commitments.

Marcy McInnelly, Laura Heery, and Scott Bernstein volunteered for the Development Com.

Congress Discussion

Victor Dover reported that CNU 20's fundraising effort/search for partners is behind schedule. John Norquist is helping the LHC and the group is redoubling their efforts, but there have been no solid results yet. We are simultaneously trying to pull the group along and light a fire. The situation is similar to Denver, except West Palm Beach's LHC is not internally in disarray. The LHC is making asks, but receiving a lot of "nos".

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Program

The CNU 20 Program is focused on the 20th anniversary, with almost all the founders scheduled to take the stage that week. Lizz Plater-Zyberk and Stephanos Polyzoides are part of the first plenary; Andres Duany and Dan Solomon are both part of the Thursday morning plenary; and Liz Moule and Peter Calthorpe (confirming Peter) will be part of the Saturday evening plenary. Other worthy mentions: the Charter Awards lunch will be at the Himmel Center on Thursday; the Athena Medals will be presented on Thursday night; Open Source will be part of the Thursday morning plenary; Friday plenaries will include Bob Peck (morning) and Richard Florida (evening); Saturday morning will feature Leon Krier and Saturday evening will include a CNU 21 preview.

For the most up-to-date information on the Program, visit the CNU20 website. The Open Innovations Track was added to the website and can be seen in the break out sessions section. A new series of Pecha Kucha style presentations were organized by Eliza Harris. Art of the New Urbanism, including 600 pieces of artwork, submitted by over 100 people, will be at the Lakeside Pavilion. The exhibit may be available for travel (Chapter events) and will be available electronically (<http://www.artofthenewurbanism.com/>). There will be a workshop area where members skilled in the visual arts will present trainings and offer tips/techniques. The 202s are the only ticketed items. *Early registration deadline is 4/4.*

Matt Lambert and Victor Dover will be riding from South Miami to West Palm Beach.

Anyone interested in creating a video or testimonial to drum up excitement about CNU 20 can talk to Heather Smith or Ben Schulman. Both can be done long distance.

Partnership & Exhibits

CNU already reached, and exceeded, its 2012 corporate membership goal. As of 3/1, 10 corporate members were listed on the site, with 3 more pending. Jeannette Mihalek reported that some past Congress partners have become Corporate Partners, collecting both Congress and membership benefits (ex. Placemakers).

The City of El Paso and the City of Montgomery both bought exhibit space.

To Do: Victor would like to take a 20th anniversary group photo of all attendees. Shoot in high-resolution and post online.

Strategic Plan

The Strategic Plan was formally approved by the Executive Committee and recommended to the full board. The Workplan is for 2012; the Strategic Plan is for 2012 – 2017. The Board vote is on the Strategic Plan, not the Workplan. Discussion and adjustment of the Workplan will be done in response to changes in the Strategic Plan.

The hierarchy is as follows: Charter (equivalent to the US Constitution); Strategic Plan (5-year plan); Workplan (annual budget narrative). The Charter is really hard to change and the Strategic Plan is meant to be a strong document, sufficient for 5 years of use. The CNU staff is already working on plan; we are using it in our staff meetings, dealing with a project, etc.

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Laura Heery requested amendment after adoption. Suggesting a reorganization of the format to focus on products and the theme of “removing obstacles” would help with fundraising, Congress programming, etc.

1. Initiatives and programs (inside is finance, infrastructure systems, education, etc);
2. Communications, members, chapters, allies, Congress;
3. Administration.

After voicing support for adopting a plan to help with raising unrestricted funds, Scott B offered in – kind staff support from CNT to further CNU’s public policy work and to count as his Board contribution. CNT’s lobbyist could help CNU on several fronts, including the Highways to Boulevards initiative. This partnership could start a trend. Others that might follow include NRDC, Locus, AARP, etc. Scott encouraged CNU to show focus in the Strategic Plan and to reveal the process when meeting with potential funders.

Doug Farr recommends a rewrite of the vision and volunteered to help. A small group breaks off to re-write the vision.

Revisions (final language in the attached Strategic Plan)

Mission

Change the practices and standards of urban design and development in order to support health regions and diverse, complete neighborhoods.

Vision

We envision the restoration of existing urban centers and towns within coherent metropolitan regions, the reconfiguration of sprawling suburbs into communities of real and inclusive neighborhoods and diverse districts, the conservation of natural environments, the preservation of our built legacy and the stewardship of land, water, food, shelter and energy.

Theme

Cut

Goal 1: Leadership: Ideas and Action

CNU’s member-led initiatives will remove obstacles and advance urbanism. CNU’s educational programs will define and advance best practices in placemaking, increasing the number of skilled practitioners and advocates.

(Discussed: thought leadership, action and initiatives; action/ implementation/ productive change; leadership, action and initiatives; action and initiatives; leadership: ideas and action)

1a. Initiatives and Education Programs

- Financing Urbanism: The financial industry will see value in urbanism and will routinely provide access to financing for New Urbanist projects.
- Infrastructure Systems: In the urban context, infrastructure will add value to the place where it is built.

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Staff: Heather Smith, Jeannette Mihalek, Sandrine Milanello, Abby Bouzan-Kaloustian

Guests: Mike Hathorne, Brandon Bell, Soren Simonsen, Jeff Farnum, George Shaw, Michael Maloy, Stephen James, Julianne Sabula, Jon Larsen, Diego Carroll, Christie Oostema, Greg Walker, and Aaron Arbuckle

Reconvene Meeting

Following introductions, Sandrine Milanello welcomed the LHC and thanked them for their attendance and participation. She introduced Board members with prior experience organizing a Congress and encouraged the committee to make use of the resources available. The program should be relevant to a variety of different attendees including locals, newbies, global attendees, etc.

CNU's communication apparatus is much larger than the staff. CNU was recently named to the Top 20 Most Influential Transportation Twitter Accounts by *Urban Land* magazine. NRDC vs CNU: 1 million members vs 2,500 members; 50 thousand Twitter followers vs; 11 thousand Twitter followers; 5% vs 44%.

CNU21 Program

CNU's new Strategic Plan includes the following text: "Goal 1: Leadership in Ideas and Action. CNU's member-led initiatives will remove obstacles and advance urbanism. CNU's education programs will define...and increase the number of skilled practitioners." Unlike Pythagoras, CNU is not a secret society. Instead, CNU members share ideas and teach others their techniques; this distinguishes us from other groups and movements. CNU's highest priorities in 2012/2013 are financing urbanism and infrastructure systems.

After agreeing that these areas of focus could be incorporated into the CNU 21 program, attendees were given the opportunity to share their ideas:

Reoccurring Themes

1. Code Reform
2. Environment
3. Population Growth vs. Natural Resources
4. Implementation (Livability/Sustainability Grants)
5. Partnership with FBCI, NCI, etc
6. Lessons from the LSD Church (financial focus)
7. Growth Patterns & Accommodations (infill and retrofit opportunities)
8. Infrastructure (water, energy, transit, etc)
9. Asset Class for CNU – type development
10. Where is the Banking Community Headed? (panel discussion on what's working/not working in new urbanism vs. convention)

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11. TODs and the Value Capture Gap
12. Academic Engagement
13. Community Engagement
14. Pre – Congress Speaker Series on Local Issues
15. Lessons by Location (West Palm Beach vs. Salt Lake City)
16. Water and Power Systems
17. Public / Private Working Relationship (Regional Planning)
18. Transit and Placemaking
19. Envision Utah
20. Preservation (National Historic Trust partnership)
21. Education and History
22. Policy

Mayor Ralph Becker

Mayor Becker is really looking forward to the build up, and hosting of CNU 21. Envision Utah enabled the region to embrace concepts that we would not have normally considered and Salt Lake has incredible assets available to help with new urbanist growth. The natural setting (mountains and lakes create a corridor for compact development), uniquely lends us to a lot of new urbanist concepts. This setting made it easy for the community to adopt the rail investment.

Major infrastructure on the horizon:

1. Airport. Rebuild in the next 10 years, except the runways. The airport is 7 minutes from town. Rail available to/from the airport by next year. Have LEED standards as policy; aiming for net zero or net positive construction; and considering water reclamation issues.
2. Sugarhouse Streetcar. Downtown line, the first of 3 streetcars planned. Development will start in few years. Right now the commuter rail doesn't serve beyond the edge of the hill.
3. Water. Most water for the city comes from the east mountains. Superior quality because of investment, foresight and tough decision-making. Many streams run through backyards and residents resist diverting water. Need to match sustainable future with local actions.
4. Complete Streets Policy. Despite adoption, the city faces a war on every street where it's put into place. Community engagement is so important. Envision Utah has helped, but when implementing in a particular spot, the greatest advocates often turn into the greatest opponents.

Mayor Becker is excited about infrastructure moving toward sustainability, and overhauling regulations. "I come from the belief that when I think about where we are and where we're headed, and how we need to adapt over time, energy, and the use of energy, is at the core of all those decisions."

One other area, of interest for the Mayor is affordable housing. Providing a range of housing types for different price points is crucial. While the city provides a range of housing types, the rates are rising faster than incomes and many believe they can live more cheaply by moving south or west of the city. The homeless population of Salt Lake has doubled since the recession.

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The Board and Mayor Becker discussed collaboration on the Live/Work/Walk Initiative. The US Conference of Mayors position is similar to CNU's. The impact of transportation costs on affordability was discussed and Mayor Becker encouraged CNU to share information with him that he could take to Secretary Donovan.

Michael shared that faux new urbanism has come out of Envision Utah, and when these unsuccessful attempts are labeled New Urbanism, it gives CNU a bad rap. He is worried about backlash of effort unless we get more projects right. (Victor: This is almost a verbatim summary of the text from CNU's first congress and it remains our agenda today).

The CNU 21 Marketing Committee is are working feverishly on CNU 21, highlighting both opportunities and challenges. "We're critical thinkers of our own successes and failures and we appreciate constructive dialogue."

CNU 22 Update

John Norquist reported that CNU 22 planning is going well. The host committee is strong and the Mayor of Niagara Falls is involved. 7 people in Toronto have expressed interest in getting involved. Sandrine also negotiated to get the convention center for free. Jack Davis' involvement with NHT is a big reason why CNU will be in Buffalo in 2014.

Jack reported that the NHT conference had its largest participation ever, 2,500 attendees. The city got rave reviews and everyone was fully engaged. Sandrine echoed that the LHC is great; marketing and outreach is happening already.

To Do: Jack Davis will connect Sandrine Milanello with the NHT planners.

Fall Meeting Location Discussion

Ellen Dunham-Jones suggested re-arranging the board meetings in order to visit the CNU 22 host city in the fall, instead of the winter, for more lead time (moving the fall 2012 meeting from Chicago to Buffalo).

Concerns included budgeting and marketing materials.

To Do: Staff will analyze options and make the final decision for the Fall 2012.

Laura Heery will send Sandrine Milanello contact information for a blogger in Toronto who is interested in CNU 22 participation.

CNU 23 Discussion

Victor Dover asked the group their feelings on having CNU 23 in Dallas/Ft Worth, Texas. The local chapter is interested, but expressed some concern about fundraising. However, this region is making a lot of money off new urbanism and could be a good source of revenue. The Transportation Director (MPO) is supportive of new urbanism and there is a lot of transportation construction happening now.

Focus Areas Suggested for CNU 23:

1. Energy and Sustainability
2. Transportation
3. Water Infrastructure (aquifers, storm water management, etc)

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4. Rich vs. Poor

Dan Solomon was suggested as a board liaison.

Scott Polikov agreed to act as Chair/co-Chair of LHC.

Board agreed to hear a pitch from Dallas/Ft Worth for CNU 23 hosting at the Spring Board Meeting in West Palm Beach. Victor called the vote: all agreed, none opposed.

To Do: Invite Dallas/Ft Worth LHC/Chapter to pitch CNU 23 at the Spring Board meeting in West Palm Beach.

Charter Book

John Norquist reported on the recent surge in progress on republishing the Charter Book. Emily Talen is editing; Ben Schulman and Abby Bouzan-Kaloustian are facilitating; and McGraw Hill has agreed to republish with some details to work out. All the original authors were contacted, and all but 2-3 responded.

Emily will have final editing rights and we're currently working on a September manuscript deadline. There will be a print run, and hopefully an e-book version that includes the original text. If anyone wants to get involved, call John, Victor, Emily, Abby or Ben.

The revised book will include a new forward, afterword, postscript, pictures and 2-3 new chapters. Emily will have final editing rights. John dined with Calthorpe and Solomon in San Francisco and Calthorpe is interested in appraising the last 20 years (this could include a list of initiative accomplishments, as suggested by Laura H).

John and Victor both expressed satisfaction with the movement on this project after dealing with a lot of run-around from McGraw Hill. "The greatest failure of my term as Chair is that we didn't get the Charter Book republished. Now we've had a breakthrough and are moving forward" (Victor).

Victor encouraged the Board to support this project, and if additional finances are needed, he hopes they will find a way to get it done. Outside funding options were discussed, including the Graham Foundation (timing didn't work for the recent request submission deadline, so CNU request Charter Awards funding); Driehaus Foundation (the grant given to Andres and Liz in 2008 was doubled in part to focus on publishing new urbanist materials); and Summit Foundation (they sometimes fund books but more research is needed before pursuing).

(Doug Farr joined the meeting)

Network Principles TRB & Summit Update

Sarah Lewis and Marcy McInelly presented the newest product coming out of the Project for Transportation Reform Initiative, as well as gave updates on TRB and the CNU Summit.

CNU manned an exhibit booth at TRC in DC in January 2012. Sarah reported that the response was great and the booth got a lot of visitors. Many of the people that stopped were young professionals/students, curious about CNU and the distribution of the principles.

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Approximately 500 books were distributed at the event. Macy credited a lot of the interest to the communications leading up to TRB (tweeting, posting, blogging, etc). CNU's document stood out visually, and it was free, which really helped to distinguish it. They also collected business cards at the booth for a drawing, but didn't receive as many as they'd hoped. However, as an exhibitor, CNU has the contact information for all attendees.

While Marcy believes the production of the book was a successful exercise, she refrained from detailing next steps for the Initiative until she could talk to the committee. More promotion of the current book is needed, as well as a second print run. Discussion/suggestions included the production of analogous publication for the ITE manual; creating a hierarchy of all transportation-related initiatives (Designing Walkable Urban Thoroughfares, Project for Transportation Reform, Highways to Boulevards, etc); peer endorsement; distribution at CNU20 and to leadership groups (US Conference of Mayors); charging a fee for the book.

In the Workplan, the next step is to identify the same set of principles with transit networks. CNU is partnering with AAPTA on this project. The immediate next step is to define the network.

The fall Summit will be held in concert with Pro Walk/Pro Bike (Gary Toth), occupying the day and a half beforehand. Currently the agenda is in draft form, but the meeting will primarily be a working meeting with no formal presentations. The Summit will be focused on initiative advancement. The Summit will include prior attendees and a few local groups. It will cap out at 120, but will mostly likely come in between 80 and 100 people. CNU has partnered with Pro Walk/ Pro Bike for registration, with the latter running the process and taking on the fees. Sunday will include a reception to jumpstart the local chapter. Both Stefanos and Art Lehey have agreed to speak. John is a keynote speaker at the Pro Walk/ Pro Bike Conference. This year's collaboration is a blind date and we will evaluate its success after the event.

Scott Polikov shared the details of a conversation recently held with John Lee at AASHTO. John is interested in helping CNU, but needs some convincing. CNU needs to create a presentation to pitch to AASHTO, focusing on the fact that we're not anti-highways. John may attend CNU 20 in West Palm.

To Do: Marcy McInelly (Transportation Committee) should prepare a specific proposal to the board for next steps; present in spring at CNU 20.

Scott Bernstein commended the initiative as well defined and packaged. This isn't about new urbanism in general; it's about how new urbanism may be changing the practice of a "whole other field" and doing so effectively. This hasn't come up on the radar screens of funders before and has potential.

Ellen Dunham-Jones commented on the overlap between the Retrofit Sprawl and the Project for Transportation Reform Initiatives. These two groups need to work together on corridors and not just inform each other after the fact. The Summit can be leveraged as a moneymaker because it produces results. Funders should be invited to the Summit to see the action.

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Lunch Speaker

Nan Ellin, Chair of City and Metropolitan Planning at the University of Utah joined the Board for lunch. Nan has degrees in Cultural Anthropology and Urban Planning. She has lived in a variety of places including Baltimore, New York City, France, LA, Cincinnati, Phoenix and Salt Lake. She has been Chair at the University, and in Salt Lake since 2011.

Nan provided a brief summary of Salt Lake, commenting on the strong planning tradition of the city and the openness to new urbanism. The tradition of Salt Lake is one of not standing out. Despite the emphasis put on performing arts, visual arts aren't given as much credit. However, Nan believes urbanism, and the benefits promoted by CNU are widely understood. She prefers to move past the question of whether urbanism is good to focus on the how.

Nan confirmed that the University would be interested partnering in some pre-Congress events (possibly a series of academic debates on new urbanism and the how and or focusing on the University/neighborhood relations, the school's 2013 theme). She was also open to partnership on research topics, TBD.

Brenda Sheer, Bill Williams (head of architecture for LDS Church) and Mike Meloy all noted as local experts.

Nominations & Governance

Sarah Lewis presented the results of CNU's first call for candidates: we received 14 applications for the 3 available seats. The candidates in question at the time of board packet production met the revision deadline. Applicants included 3 women and 3 individuals from the west coast. All 14 candidates were recommended for the election, scheduled to open March 5. It was agreed that the Nominations Committee would not cull the elections applications beyond the basics (did they meet the deadline and follow the rules?). The Committee will work to balance the board through the board appointed positions.

Voting will continue through the Congress, with a 30-minute presentation of candidates on Thursday morning in West Palm Beach. Voting will close the following day and election results will be announced on Saturday.

It was agreed that the leeway given in the first year (push back of applicant deadline by 1 week and revisions deadline), will not be allowed again.

The Committee continues to collect names and look for individuals who can contribute financially to CNU.

If the Board wants to select a new member internally and defer a member-elected representative then the bylaws must be rewritten.

Charter Awards Book Club

The book club idea is geared toward the general audience and will draw attention of CNU members to CNU member publications. This is different than the proposed treatment of pattern books, which were removed from the Charter Awards program in 2011. We propose to re-incorporate pattern books in the 1013 Charter Awards, adding 2 additional jury members to the committee to review these submissions.

**Congress for the New Urbanism – Winter Board Meeting Notes
Thursday, March 1, 2012 and Friday March 2, 2012**

Strategic Plan Editing

The Board revisited the editing of the Strategic Plan, which started in Thursday's meeting.

Summary of Proposed Changes (final language in the new Strategic Plan)

Goal 1

Leadership: Ideas and Actions

CNU's educational programs will define and innovate best placemaking practices, increase the # of skilled practitioners and advocates and influence public policy. CNU's member led initiatives will remove obstacles and advance urbanism.

Engage thought leaders in other disciplines (ex. finance, education, infrastructure, energy, etc.)

Goal 2

Communications and Engagement (include strategic partnership)

To promote New Urbanism, CNU will develop an effective communications infrastructure, networking methods and organizational alliances. CNU will engage leaders in other disciplines, particularly finance, energy, infrastructure and education.

2a.

Annual Congress

The annual congress event will be the most influential event for our related professions, attract leaders from outside organizations, and grow in attendance.

2b.

Initiatives

CNU initiatives will increasingly engage partners, members and allies.

Goal 3

High Performance/Vibrant Organization

3a.

Membership and Chapters

CNU will serve an expanding our membership and supporting strong, growing chapters.

3b.

Board and Financial Capacity

The CNU Board will continuously improve its policies and procedures to maintain high performance.

Or

The CNU board will continuously improve its policies and procedures to maintain high performance. CNU will be financially secure and able to fund both current and future work.

Motion: Scott Bernstein moved to approve the strategic plan. Sarah Lewis seconded the motion. Victor Dover opened the motion for discussion.

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Scott Polikov wanted it recognized that the power in creating the Strategic Plan is that it gives John Norquist the ability to ask, when a Board member approaches him to do something, “does this go with the Strategic Plan?” If what is proposed doesn’t, in order to get the project implemented, the Board would need to amend the Strategic Plan. The Strategic Plan will be used to help discipline the Board.

John said there would be a progress update on the Strategic Plan at the next board meeting.

Motion (repeated): *Scott Bernstein moved to approve the strategic plan. Sarah Lewis seconded the motion.*

Approval: *Unanimous approval: 11 for (Victor Dover, Ellen Dunham- Jones, Sam Sherman, Mike Krusee, Scott Bernstein, Jack Davis, Laura Heery, John Norquist, Marcy McInelly, Sarah Lewis, and Scott Polikov). 0 against.*

Per request by Laura Heery, the following clarification was made:

Initiatives will be covered at CNU 20 through both open source (Thursday morning plenary and ongoing through the Congress) and through the Initiative Lunch sessions.

The suggestion was made that in the future, it would be beneficial to have the winter board meeting at least two weeks before the Congress program is due so that the Board member’s suggestions on the program book content can be fully vetted and if appropriate, incorporated into the book.

Motion: *Scott Bernstein moved to adjourn. Sarah Lewis seconded the motion. No discussion on the motion.*

Approval: *Unanimously approval: 11 for (Ellen Dunham-Jones, Victor Dover, Sam Sherman, Mike Krusee, Scott Polikov, Scott Bernstein, Sarah Lewis, Marcy McInelly, Laura Heery, Jack Davis, and John Norquist), 0 against.*