

**The Congress for the New Urbanism**  
**Winter Board Meeting Minutes**  
Friday, Feb. 29 – Saturday, Mar. 1, 2008

**Friday, February 29, 2008**

*Present:* Dan Slone, Susan Mudd, Ellen Dunham-Jones, Ray Gindroz, Doug Farr, Katharine Kelley, Liz Moule, Stefanos Polyzoides, Todd Zimmerman, Norman Garrick, Jacky Grimshaw, John Norquist, Judy Corbett, Mike Krusee, Roxanne Qualls, Zach Borders, Sam Sherman, Steve Maun, Stephanie Bothwell, Jim Murley. Andres Duany (later)

*Absent:* Hank Dittmar, Victor Dover, Dhiru Thadani, Doug Kelbaugh

## **I. CEOs Report**

**Interactive Project Ratings:** Steve Filmanowicz reviewed the two different rating proposals, the Red Flag Challenge and a Zagat-like rating system tied with the project database on the CNU.org website.

Concerning the Red Flag Challenge, the board had the following comments:

- Enabling v. Disabling and the development of the charter awards.
- Make sure the criteria are not only TND
- Should not be establishing frameworks that make the ideal the enemy of the good. Concern that CNU will be silent on the conventional sprawl, and focusing on the failures of projects that are making some improvements.
- Criticism should be done with a sense of humor, like Stephen Colbert.
- Opportunity to include the chapters to sign off on the challenges.
- Discussion about tying the red flag with specific issues. Instead of isolating the project, isolate the issue--which would elevate the dialogue. Could package in an article.
- Discussion about protecting only “New Urbanism,” or other words, “Town Center”?
- Suggestion that if the red flag is thrown, issue articulated to the culprit, then they can defend, and then the response determines the action taken by CNU.

**Newurbanism.org:** CNU staff discussed the work to demote this website’s prominence on the web; discovered that a number of board members are advertising on the site, which doesn’t help this effort.

**Conflict of Interest Policy:** Dan Slone presented the Conflict of Interest Policy. This policy simply asks for disclosure, board members do not need to leave the room, though the board could ask for that. The conflicts are on an economic basis. If an issue comes along, must disclose immediately.

- Dan Slone and Lee will work with Chapters to adopt a similar policy
- Committee was formed to create a policy for grants, with particular attention to partnerships and contracts. Committee will also review potential conflicts people may have by being board members for multiple organizations. Stephanie Bothwell, Doug Farr, John Norquist, Dan Slone, Ellen Dunham-Jones

**Approval of the Fall 2008 minutes:** Motion by Roxanne Qualls, seconded by Sam Sherman.

Board approved. Outstanding items from the last meeting:

- Timing of the congress during the weekend. Can take affect in 2011 given existing contracts.
- Similar timing issue with the board meeting schedule, suggestion to include a mix with some meetings avoiding the weekend and others with the regular schedule. Nora will review schedule and come up with a proposal.
- Proposal to have an occasional meeting in an iconic place, with tours. Board approved.

## **II. Treasurer’s Report**

Stephanie explained that the organization is in a good financial position.

- *Annual Ask:* Stephanie explained that some board members have responded very well and asked that other please send your checks.
- *2008 Total and Project Budget:* Susan disclosed her conflict of interest in the discussion of the Treasurer’s report due to the salary line for her husband.

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- Discussion about the process for how initiatives rise to the level of getting grant funding. Ray Gindroz requested a set of procedures.
- For the Fall 08 discussion on the 2009 Total and Project Budget: Request for a distinction between discretionary and non-discretionary.

Stefanos motioned for acceptance of the treasurer's report. Zach seconded. Susan recused herself from the vote. The board unanimously approved the report.

### **III. Strategic Plan**

John explained the new reporting mechanism, organizing the initiative reports based on the strategic plan and verbally reporting on action items where the board's advice is needed. The action item for consideration was the re-writing of the vision statement of the strategic plan. Instead the board began preliminary discussion on the canons and the charter amendment. The board did not approve the vision statement re-write.

### **IV. Congresses Report**

#### **CNU XVI in Austin, Texas**

*Registration:* Sandrine reported that 461 people have registered at the congress. Early registration ends next week on Wednesday, March 5.

*Sponsorship:* Sandrine thanked the local host committee, they have collected a record-breaking \$281,000, and they are still going after another \$75,000 pledged.

*Exhibits:* Sandrine explained that the exhibits are struggling. John explained that for Denver, CNU will hire a vendor to handle that portion. Steve Maun had some recommendations.

- Discussion about exhibitor selection. Recommendation to form a small committee to make it their business to talk to vendors during the congress to give them advice. Committee members were not identified. Survey members to use construction numbers for marketing.

*Program:* Heather thanked the board advisors, Hank, Andres, and Mike. She summarized the plenary schedule and Athena Medal winners. Discussion about sustainability in the program: the balance between SGA and CNU's campaign, whether CNU has an implementation campaign, and working with partner organizations.

*Digital Coverage:* All plenaries and three rooms will be recorded. Discussion about separate grant funding for live coverage.

**Program Planning Proposal:** Sandrine and Heather discussed the proposal of having the 90% of the program completed 5 months in advance. They explained that not having the program done hinders marketing. Also, with AICP credits, which help drive attendance, it can take awhile to get the sessions approved. Todd motioned to approve the proposal, Ellen seconded. Motion passes unanimously.

**Congress Timeline:** Ellen recommended that the timeline for the Congress be updated to reflect the longer preparation time available and that the timeline highlight specific target dates. Sandrine agreed that it needs to be reworked.

**Implementation Track:** Todd proposed the creation of an implementation track at the Congress that is created by the national committee, not by the local host committee. Board approved proposal and then approved reconsideration. Eventually approved after amendment to try this provisionally at the Denver Congress. Committee: Todd, Katharine, Steve, there may be others.

Someone requested that Heather send out a summary schedule of the Congress to the board so that they now which events they should be sure to attend.

### **V. Certification**

Andres summarized the status of the exam created by Chuck Bohl and Joanna Lombard at the University of Miami. Discussion about how this course and the exam could be used for the

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certification credit in the LEED-ND rating system. Are there strings attached from the University of Miami, would the university allow use elsewhere?

**Saturday, March 1, 2008**

*Present:* Jacky Grimshaw, John Norquist, Doug Farr, Katharine Kelley, Liz Moule, Ellen Dunham-Jones, Stephanie Bothwell, Ray Gindroz, Stefanos Polyzoides, Andres Duany, Roxanne Qualls, Sam Sherman, Susan Mudd, Judy Corbett, Todd Zimmerman, Dan Slone, Jim Murley, Steve Maun, Norman Garrick, Mike Krusee. Victor Dover joined via conference phone. Galina Tahchieva joined later for the sustainability discussion.

*Absent:* Hank Dittmar, Doug Kelbaugh, Dhiru Thadani.

### **I. Nominations, Roxanne Qualls**

- *Four Vacancies:* One of these vacancies was discussed at the October meeting and the board approved the committee approaching Connie Moran to join the board. Connie has accepted. The committee cannot make a recommendation today and will have to take it up at the next meeting.
- *Extension of Jacky Grimshaw's term:* Roxanne put forward the proposal that Jacky Grimshaw's time be extended on the board for one term, though she would step down from the executive committee. Board approved.
- *Transition of the Executive Committee:* At the October meeting, the board approved Ray Gindroz as the next board chair. The committee recommends Victor Dover for the vice-chair position and Stephanie Bothwell would remain on as treasurer. Board approved.
- *Quorum on the Executive Committee:* Four positions, secretary unfilled. Committee recommends Todd Zimmerman as secretary. Board approved.
- *Hank Dittmar's board membership:* At the October meeting, the board approved the extension of Hank's membership by one year. John proposed this be amended so that his membership is extended by a term, or two years, like Jacky's extension. Board approved
- *Next Nomination Chair and Committee:* Katharine would like to explore becoming the next chair. Previous Committee members: Stefanos, Todd, Zach, Susan, Jim, Stephanie. Proposal to continue with some of the same committee members. Exact committee membership was left undetermined. Nomination committee should review whether to establish the succession idea (vice-chair to become chair) as the norm.
- *Governance Committee:* Katharine will work with Dan and the executive committee to review bylaws and streamline some of these processes. Bylaws also need to be updated to reflect term limit policy. Nora will send out the term limit schedule to everyone.

### **II. Sustainability Strategy**

Extended discussion: see meeting notes for more information. In the end, the board approved the following:

Umbrella Campaign (name TBD)

1. Aspirational Goal for release at Austin Congress
2. Refine the vision statement of the strategic plan
3. Preliminary approval of the Canons with another round of edits by March 15 for release at Austin Congress (send edits to Liz, Stefanos, Hank, and staff)
4. Consideration of Charter Amendments
5. Raise money to fund initiatives
6. Create an educational curriculum that goes to the chapters
7. Research

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Summary of comments / suggestions for each item:

**Overall Campaign:**

- Recommendation that this has an overarching name that is used for fundraising purposes.
- Recommendation that the aspirational goal be the public face of the overall campaign
- The campaign needs to more clearly cohere, between the Canons and the Aspirational Goal. A lot of work needs to be done to bring them closer together.

**Aspirational Goal: *Committee charged with goal development:*** Katharine Kelley, Susan Mudd, Doug Farr, Norman Garrick, Ray Gindroz, Todd Zimmerman, Stefanos Polyzoides, Ellen Dunham-Jones, Stephanie Bothwell.

- This component would be the action oriented one.
- Identified the need that this goal be internal looking as well, to improve the sustainability practices of New Urbanists, as well as converting others to New Urbanism.
- Common language that everyone can relate to.
- Include specific information / techniques for reaching the goal
- 2030 Community Challenge. Drive half as much as we do now by 2030.
- Challenge our members to make our projects carbon neutral.
- Eradicate sprawl, not just attack it. Eliminate sprawl by a specific date.
- Using VMT as a measure: Unique to the organization, need to clarify the baseline, good proxy measure. Concern that it is a blunt instrument, too technical / jargon, whether it works politically.
- Suggested names:
  - Planning to drive less
  - Planning to walk more
  - Drive less, Live more
  - Living together well
  - Planning to drive less and live together well
- Chapters should be challenged to come up with action plans.

**Strategic Plan vision statement:** No clear process of re-vision was outlined.

**Canons: *Editors:*** Liz Moule, Hank Dittmar, Stefanos Polyzoides

- Concern with the tone of the preamble. Recommendation to use optimistic language to be more inclusive, not create another statement about the issue in general
- Concern with specifics to be sent to Liz, Hank, Stefanos and CNU staff.
- Concern of the prescriptive tone, would recommend distinguishing it from the charter.
- What happens on points of contention during the editing process? Points of contention could be good topics for Congress sessions

**Charter Amendments: *Committee to evaluate revising the Charter:*** Liz Moule, Ellen Dunham-Jones, Stephanie Bothwell, Ray Gindroz, and Stefanos Polyzoides.

- Concern about process of amendments, whether they are added at the end or there are changes to the original document.
- Concern about process of changes: bottom-up process identified as a better way of building momentum and engagement.
- Survey membership via survey monkey point by point with a range of options: one minimal, one moderate and one heavy. Survey would need to be identified as a way of engaging, not saying this will be the document. Survey results would need to be transparent.
- One of the beauties of the three scales, they are all based on a physical typology. At the scale of the globe, there's a cognitive disconnect.

**Fundraising; Curriculum; Research:** not discussed in-depth.

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**III. Denver Congress, CNU XVII, Peter Park**

Proposed theme, *Experiencing the New Urbanism: the Convenient Remedy*. Peter described the proposal of extensive tour / sessions of Stapleton, Belmar, Highland Garden Village, and perhaps Boulder. Additional suggestions were made: Lowery, Prospect, Downtown Denver. Logistics yet to be worked out, but tentatively 150 people at a time, 6 hour tours for an additional fee. For those unable to sign up, there will be self-guided information. Discussion about whether the theme responds to the sustainability campaign: Use the name of the aspirational goal as the name of the Denver Congress; Experiencing the Convenient Remedy; Focus on water  
Katharine made a motion to accept the theme as proposed by Peter. Jim seconds. A majority approves.

*Denver Board advisors:* Jacky, Norman, Zach, and Liz as a part-time advisor. Doug Kelbaugh is recommended as well.

**IV. Atlanta Congress, CNU XVIII, Ellen Dunham-Jones**

Proposed Theme *Rx: New Urbanism*. No clear board vote, but board seemed to like it.

*Atlanta Board advisors:* Doug Farr, Victor Dover, (part-time) Judy Corbett, Liz Moule.

**V. 2012 Congress,** Andres proposed a cruise Congress with stops in Havana. Staff to investigate.

**VI. Fundraising, Sam Sherman**

Sam Sherman would like to set up a system to attract national corporations to become annual sponsors. Committee was formed to work out details: Stefanos Polyzoides, Stephanie Bothwell, Sam Sherman, Doug Kelbaugh (suggested), Peter Calthorpe (suggested).

**VII. LEED-ND, Susan Mudd**

Susan updated the board on LEED-ND. There is no MOU yet. The board needs to determine a system for approving the standard by May. USGBC has its members vote on the standard before the publishing. It's a year out from that, we just need to tell them how we are going to decide, could decide in June. A recommendation was made that the website could allow us to ballot the members. Discussion about a member vote and potential ramifications. For discussion at the next board meeting.

**VIII. Climate Movie, Steve Filmanowicz**

Draft script written and approaching different moviemakers. Liz asked that he circulate a short description. October decision was to create a 10-minute movie (though web videos should be shorter.) Liz knows some filmmakers for Steve to contact.

**IX. Foreclosure Research, Sam Sherman and Todd Zimmerman**

Sam described his work with William Penn, who is interested in funding a study on foreclosure rates and the types of development. Could get the Wharton School to do the research. Going after \$100,000 grant to fund the national study, partnership with K Schiller.

**Miscellaneous**

Stefanos would like a report at the next meeting on the options and costs of getting the Charter Book back in print.

**Meeting adjourned.**